

## **“A Study on Two- Wheelers and Customer Perception w.r.t Honda.”**

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### **Abstract**

The ranks that customers place for choosing products are: reliability, durability, easy maintenance, service, ease of use, a trusted brand name and low price etc. The quality of a product has a considerable impact on its performance; thus, it is linked to a customer's worth and satisfaction. Similar is the case with the purchase of an automobile. People prefer a motorbike over a four-wheeler car, because the former is economical and affordable. As there are a lot of motorbike companies in the market currently, there is a huge competition among the players. As a result, people also have a set of choices and preferences over a company or a brand. Keeping in consideration that people have a criterion of preference in the minds before they go to purchase a motorbike, the researcher has tried to summate some of the factors which people evaluate before the actual purchase. Through this paper, has tried to explore a real order of preference which a customer places and rank of some important factors and perception of the customers with reference to Honda company, which plays an important role in making the final purchase decision towards a two-wheeler.

**Keywords:** Two wheelers, Trusted brand, Explore, Perception, Honda company.

### **1.Introduction**

A motorcycle, often called a motorbike, bike, cycle, or (if three-wheeled) is a two-or three-wheeled motor vehicle. Motorcycle design varies greatly to suit a range of different purposes: long-distance, travel, commuting, cruising, sport (including racing), and off-road riding. Motorcycling is riding a motorcycle and being involved in other related social activity such as joining a motorcycle club and attending motorcycle rallies. Globally, motorcycles are comparably popular to cars as a method of transport. A two-wheeler is a vehicle that runs on two-wheels. The two wheels may be arranged in tandem, one behind the other, as with single track vehicle, or arranged side by side, on the same axle. In 2021, approximately 58.6 million new motorcycles were sold around the world, fewer than the 66.7 million cars sold over the same period. In developing countries, motorcycles are considered utilitarian due to lower prices and greater fuel economy. Of all the motorcycles in the world, 58% are in the Asia-Pacific and Southern and Eastern Asia regions, excluding car-centric Japan. In 2-wheeler industry dealers are the main bridge between the company and the customer. They come into the direct contact with customers. So, they play an eminent role in providing customer satisfaction. Nowadays,

there is a huge demand for Electric vehicles in the market. Electric motorcycles and scooters are plug-in electric vehicles with two or three wheels. The electricity is stored on board in a rechargeable battery, which drives one or more electric motors. Electric scooters (as distinct from motorcycles) have a step-through frame. There are three major types of motorcycle: street, off-road, and dual-purpose. Within these types, there are many sub-types of motorcycles for different purposes. There is often a racing counterpart to each type, such as road racing and street bikes, or motocross including dirt bikes. The study is focusing on the consumer perception towards different types of two wheelers available in the market (Gear & Non-Gear) and with reference to Honda company. This study also focuses on the rising demand for e-vehicles in the market.

## **2.Review of literature**

**Salam O B (2017)** HONDA is the second most unmistakable bicycle model in India. The examination reveals that the alliance has finished this position by virtue of its skilled market operation and, the affiliation and quality got by it. Reviewing a conclusive objective to overhaul its movement and to broaden its bit of the pie in the future, the connection should concentrate more on making headway to a degree, and furthermore, improve the profit of its workforce. From the examination it was found that an association can upgrade its photographs only if it has momentous bit of general business, progress, and viable work constrain. Hence, it is one of the districts where the firm should be more organized with a specific genuine goal to update, what's more keep, up its Photograph.

**Vijayalakshmi D Kumari M S & Deepika S (2015)** Most of the young crowd wants a bike which looks sportier, has decent mileage and which is available at decent price. At the same time girls preferred non-g geared bikes like scooty and activa as they were easy to ride and were available in bright and vibrant shades of colours, while employed young professionals were more inclined towards the bikes which were good in terms of aesthetics at the same time having good mileage were the bikes that they preferred. The students of both categories use the two-wheeler where male is more compared to female; Honda is most preferred brand by the students and they also wish to buy in the future.

**Yuvaraju D & Rao S D (2014)** India will, in the process, take over from Indonesia and Vietnam as Honda's biggest two-wheeler market over the next five years. As for the bigger goal of 30 per cent share in its global business, Honda's annual two-wheeler volumes here would have to be in the region of 10 million units annually. Observers believe this could become a reality by 2020. At present, over four million units are in place from its three units in Manesar (the largest with 1.6 million), the recently commissioned Rajasthan plant and the newly identified site in Karnataka (with capacities of 1.2 million units each). The balance six million bikes and scooters, in that case, will have to be generated from new facilities even as reports are already doing the rounds that Honda is looking at options in the western and southern regions.

**Reddy, D. K. M. (2011)** The family members impact is high and they are the deciding factors for two-wheeler purchase decision which may consist either parent/ life partners and children of the family are influencing that, which model what colour and design etc... The relative's impact is ignorable in this study area and they are least bothered in purchase decisions. Peers and colleagues are guiding in progressive manner with reference to pros and con's particular bike qualities and treated as highly impeccable factors.

### **3.Need of the Study**

The need of the study is to find out the consumer perception towards different types of two-wheelers available in the market with reference to Honda Company. The study focuses also on the best performing two-wheeler companies in the market.

### **4.Objectives of the Study**

1. To know about different types of two wheelers available in market.
2. To interpret the consumer perception towards two wheelers with reference to Honda Company.

### **5.Research Methodology**

#### **Primary data**

The following study is collected through primary data from respondents by using structured Google forms questionnaire.

#### **Secondary data**

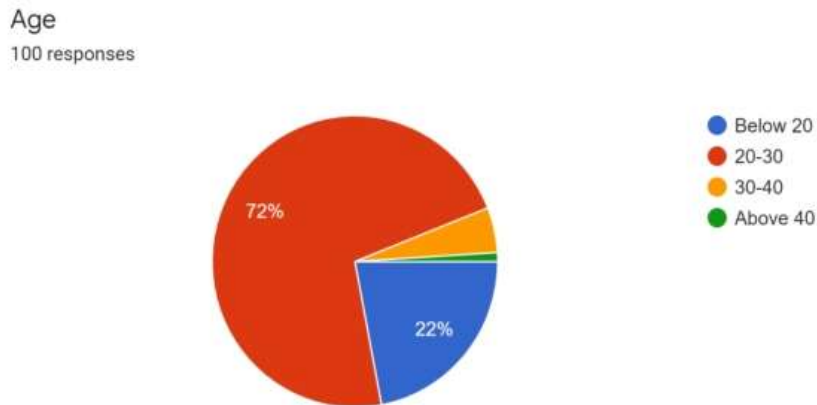
The secondary data collected through various web sources.

### **6.Scope of the Study**

The present study is confirmed to two wheelers offered by different companies. The study is also based on the consumer perception towards Honda Company and the preference of the consumer on two wheelers. The data collected here is specific. The consumer perception of people of Hyderabad towards two wheelers.

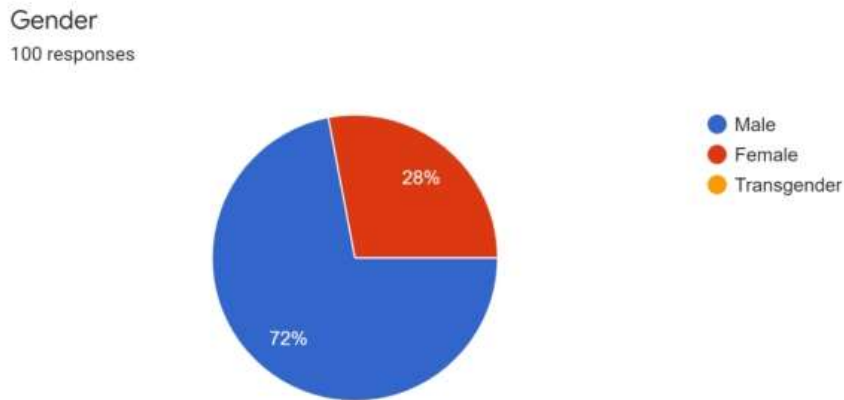
### **7.Data Analysis and Interpretation**

**Chart 7.1**



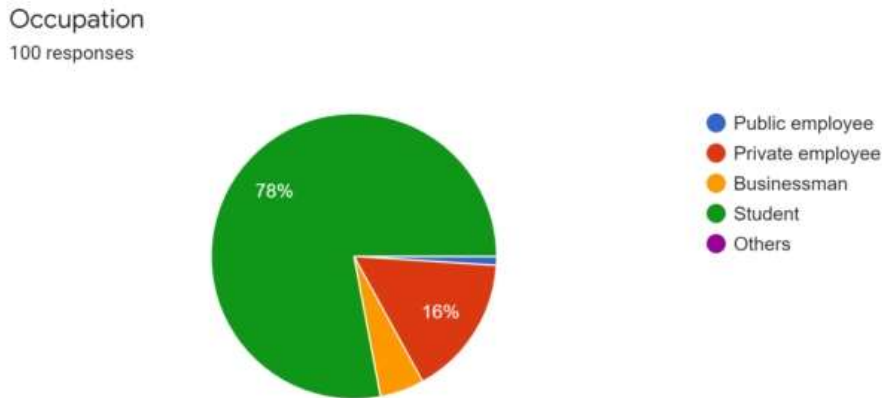
**Interpretation:** From the above chart, it is clear that 72% respondents belong to the 20-30 age group and 22% belong to the below 20 age group, 5% belong to the 30-40 age group and 1% belong to the above 40 age group.

**Chart 7.2**



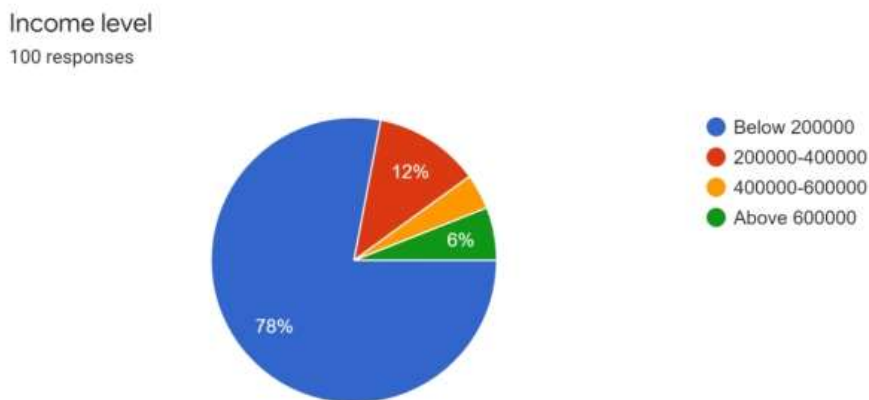
**Interpretation:** From the above chart, it is clear that 72% respondents belongs to male and 22% respondents belongs to the female

**Chart 7.3**



**Interpretation:** From above chart, it is clear that 78% respondents belong to the student category and 16% belong to the private employee category, 5% belong to the businessman category and 1% belong to the public employee category.

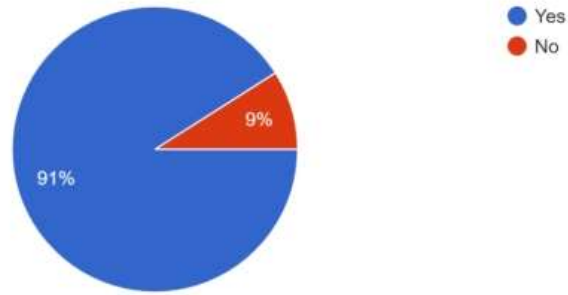
**Chart 7.4**



**Interpretation:** From the above chart, it is clear that 78% respondents belong to the below 200000 income level and 12% belong to the 200000-400000 income level ,4% belong to the 400000-600000 income level and 6% belong to the above 600000 income level.

**Chart 7.5**

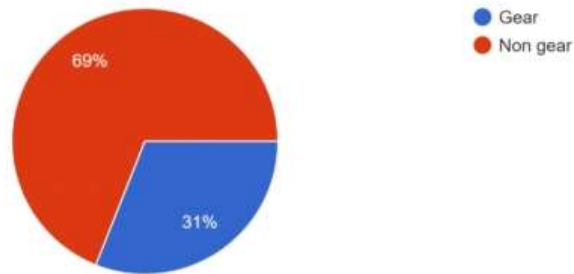
Do you use two wheeler vehicles?  
100 responses



**Interpretation:** From the above chart, it is clear that 91% respondents use two wheelers and 9% respondents do not use a two wheeler.

**Chart 7.6**

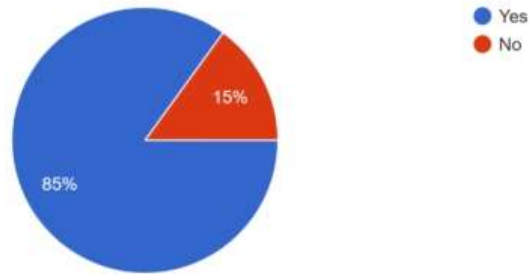
If yes, which type of two wheeler do you use  
100 responses



**Interpretation:** From the above chart, it is clear that 69% respondents use gear vehicle and 31% use non gear.

**Chart 7.7**

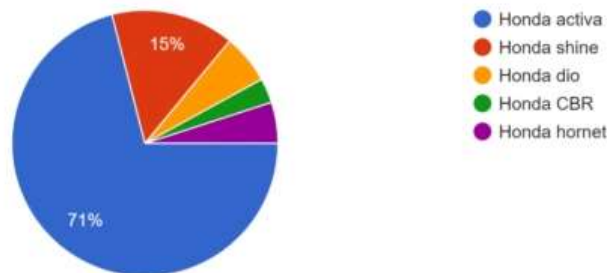
Do you use honda company two wheeler?  
100 responses



**Interpretation:** From the above chart, it is clear that 85% of respondents use Honda company vehicle and 15% do not use Honda company vehicle.

**Chart 7.8**

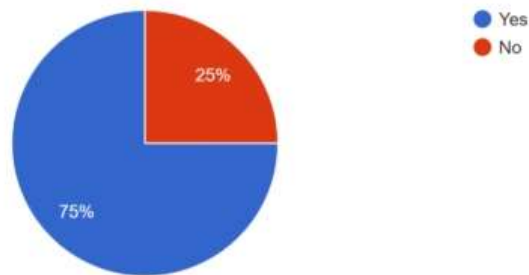
If yes,which two wheeler do you use made by honda?  
100 responses



**Interpretation:** From the above chart, it is clear that 71% respondents prefer Honda Active and 15% prefer Honda shine ,6% prefer Honda DIO and 3% prefer Honda CBR and 5% prefer Honda hornet.

**Chart 7.9**

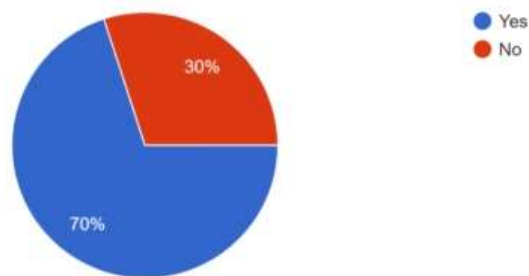
Does honda company provide new designes and latest technology?  
100 responses



**Interpretation:** From the above chart, it is clear that 75% of respondents agreed that Honda provides the latest designs and 25% disagreed.

**Chart 7.10**

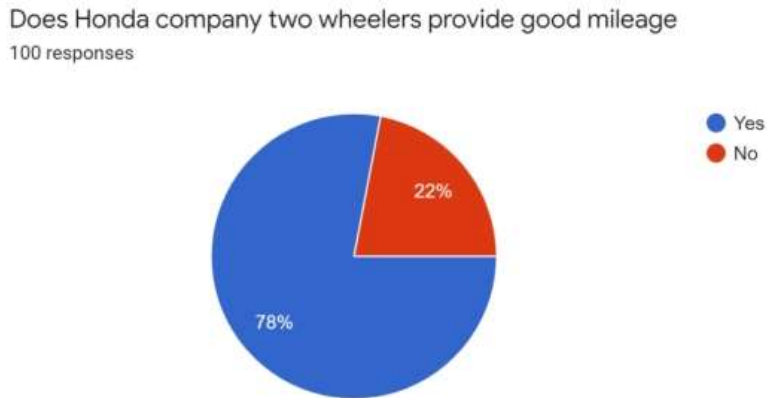
Does honda company provide good after sale service?  
100 responses



**Interpretation:** From the above chart, it is clear that 70% of respondents agreed that Honda provides good after sale service and 30% disagreed.

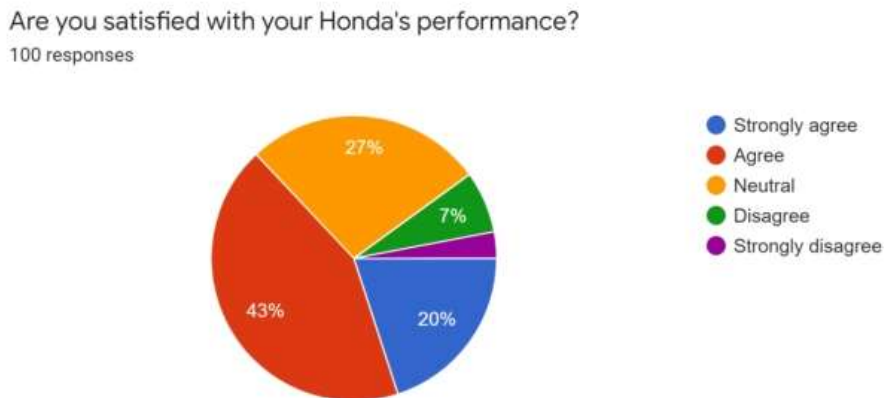


**Chart 7.11**



**Interpretation:** From the above chart, it is clear that 78% of respondents agreed that Honda provides good mileage and 22% disagreed.

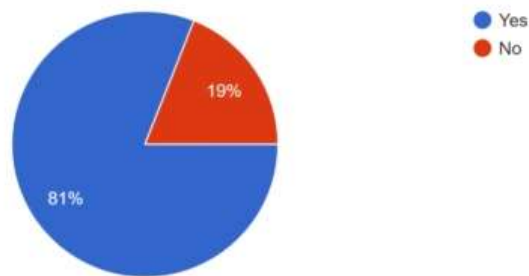
**Chart 7.12**



**Interpretation:** From the above chart, it is clear that 20% respondents strongly agree and 43% respondents agree, 27% respondents are neutral and 7% respondents disagree and 3% respondents strongly disagree.

**Chart 7.13**

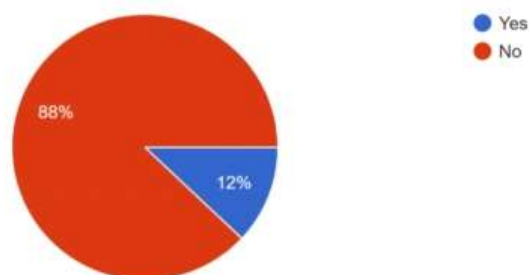
Do you know about electric two wheelers?  
100 responses



**Interpretation:** From the above chart, it is clear that 81% of respondents are aware about e-vehicles and 19% of respondents are not aware.

**Chart 7.14**

If yes, do you own an electric two wheeler?  
100 responses

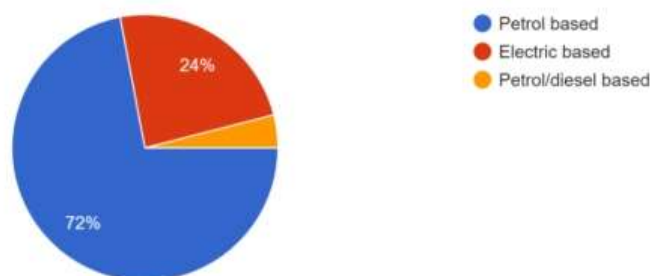


**Interpretation:** From above chart, it is clear that 88% of respondents don't own a electric two wheeler and 12% of respondents own it.

**Chart 7.15**

Which kind of two wheeler do you prefer?

100 responses



**Interpretation:** From the above chart, it is clear that 76% of respondents prefer petrol-based two-wheeler and 24% of respondents prefer electric.

## 8.Findings

- According to the survey, most of the people belong to 20-30 years age group.
- Most of the people who participated in the survey were male (72%).
- Majority of the respondents were students with 78%.
- The average income level of most of the respondents is below 2 lakhs.
- Most of the respondents are using two wheelers (i.e. 91%)
- Most of the people prefer non-gear two-wheeler with 69%.
- 85% of the respondents use Honda Company two wheelers.
- In Honda Company most of the people are using ACTIVA, followed by SHINE.
- Most of the people agreed that HONDA Company is providing new designs and latest Technologies.
- According to the survey we get know that, HONDA Company provides good service after sales.
- Most of the people agreed that they are satisfied with Hondas performance.
- From the survey we get to know that about 81% of people are aware of electric two wheelers.
- Majority of the people do not own electric two wheelers.
- Even though the petrol prices are increasing most of the people still prefer petrol based two wheelers.

## 9.Suggestions

- The company should motivate its present consumers to increase the usage of Honda Motor through effective Advertisement.
- The company should develop effective marketing strategies to create awareness in untapped markets.
- The company should make sure Honda Motors to be available to all the purchasing point wherever the consumers can by the products.
- The Honda Motors should promote their company outlets in many different places to make consumers to be aware about Honda Motor products.
- Company must try to promote their products more effectively through different making strategies.
- The company must put their attempt to promote their products by giving an effective publishing and advertisement, so that the consumers are aware of Honda motors.
- Based on survey majority of consumer's opinion on Honda Motors they are not satisfied about services facility: Hence, the company must concentrate on consumer needs and give the best services for the consumers.

## 10.Conclusion

It is very clear that, various influencing factors, like family-oriented electronic media and other factors are responsible for the purchase of HONDA MOTORS or keeping in mind the mileage, quality of the spare parts, design, colour, brand image and also the company image. Most consumers are satisfied with mileage and also there is a delight the consumers to suggest their products to others. This study also helped to gain good knowledge about consumer satisfaction towards Honda Motors on how consumers prefer towards requirements and on what basis they choose their design.

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