

RESEARCH REPORT
On
TO STUDY OF CUSTOMER PERCEPTION ABOUT
TWO
WHEELER, HONDA & YAMAHA BIKES



GALGOTIAS
UNIVERSITY

**SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF
BACHELOR OF COMMERCE**

By

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UNDER THE GUIDANCE OF

Prof. Jyoti Dua

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I wish to offer my deep veneration to **Ms. Jyoti Dua** Faculty of Galgotiya University, Gr. Noida, for guiding me with all aspects on the entitled "**To Study of Customer Perception About Two Wheeler Honda & Yamaha Bikes**" And at last I would like to offer my heartiest thanks to all those whom I could not mention here but who have directly or indirectly supported to face this challenge.

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CERTIFICATE

This is to certify that Dissertation titled **TO STUDY OF CUSTOMER PERCEPTION ABOUT TWO WHEELER, HONDA & YAMAHA BIKES”** is carried out by **Mr. Sawan Maurya**, Roll No. **1708101066** student of **BCOM(H) – VI Semester** at **Galgotiya University, Greater Noida**, under the supervision of **Ms. Jyoti Dua**. This is an original work carried out by the said student to the best of my knowledge.

Prof.

Date:

DECLARATION

I, Sawan Maurya hereby declare that this research report entitled 'To study of customer perception about two wheeler HONDA & YAMAHA bikes'. Being submitted to the GALGOTIAS UNIVERSITY, Greater Noida for the partial fulfillment for requirement of the degree of BACHALOR OF COMMERCE is the result of my own endeavors. It has not been submitted earlier to any Institute /University for any degree.

SAWAN MAURYA

B.COM (H) :INVESTMENT & BANKING

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INTRODUCTION

Research implies point by point investigation of an issue. Here, the subtleties of the marketing issue are gathered and examined, ends are drawn and proposals are made to take care of the issue rapidly, effectively and deliberately. In Marketing Research explicit marketing issue is concentrated top to bottom by gathering and breaking down all important data and arrangement are proposed to take care of the difficult which might be identified with customers, item, showcase rivalry, deals advancement, etc. is unique part of promoting the executives. It is nearly of later in source. goes about as an insightful arm of an marketing supervisor. It recommends arrangement on showcasing issue for the thought and determination by an marketing director. likewise goes about as a significant instrument to contemplate purchaser practices, changes in customer way of life and utilization designs, brand steadfastness and conjecture advertise changes.

Theoretical framework

This Research is done through students & individual consumer survey under the title **“To study of consumer perception about two wheeler HONDA & YAMAHA Bikes”** For preparing this Research we went to many students & individual consumer of Greater Noida. We collected information of customers consuming various services provided by different two wheeler provider. We check the response of customer about the services which are used by them on Using the questioner. After all we create a daily survey report and listed the total students & individual Consumer located in greater Noida which are surveyed. And then analyses the data which was collected from market and then come to the conclusion on the basis of that analyses data and information. After all it becomes possible to make a Meaningful and useful Research report. We have used information from

internet. How to made questionnaire? This is done by Reading the various books i.e. Research Methodology-R.C. Kothari, Market Research- Mehrotra etc. we discussed with my guide Market research Ravi Karan Sir and then I started work On this topic.

OBJECTIVE

The research objective is to know the perception of the two wheelers Honda and Yamaha bikes because in 19s most selling & likable bike. People is crazy about the speed of the Yamaha bike and services of the Honda bikes so with this I come to the conclusion that lets do the research on the brands and know about the perception about two wheeler Honda and Yamaha bike.

Research Methodology

Type of research

Descriptive type investigate has used to finish the undertaking. This current research depends on actuality-finding inquiries and the factors are absolutely autonomous and wild.

Primary Data

Essential information of research are gathered from direct assets (client of Dependence new) through questionnaire.

Secondary Data

Auxiliary Information which are utilized for research to know the history extent of Retail industry are gathered from effectively accessible assets like net and different sources .

Universe

Universe of this examination is dependence new client of Delhi.

Sampling technique

Irregular examining is utilized for look into venture. I have given equivalent weightages to my all respondent and picked them arbitrarily with no one-sided like sexual orientation, age, salary culture.

Sample size

50 respondents has chosen as test size for inquire about.

Data representation technique and tools

Sections outline and Pie diagram has utilized for portrayal.

COMPANY PROFILE

Honda Motor Co.Ltd. has been the world's largest motorcycle manufacturer since 1959, reaching a production of 400 million by the end of 2019, as well as the world's largest manufacturer of internal combustion engines measured by volume, producing more than 14 million internal combustion engines each year. Honda was the first Japanese automobile manufacturer. In 2013, Honda invested about 5.7% (US\$6.8 billion) of its revenues in research and development. Also in 2013, Honda became the first Japanese automaker to be a net exporter from the United States, exporting 108,705 Honda and Acura models, while importing only 88,357. With a global network of 454* subsidiaries and affiliates accounted for under the equity method, Honda develops, manufactures and markets a wide variety of products ranging from small general- purpose engines and scooters to specialty sports cars, to earn the Company an outstanding reputation from customers worldwide.

SWOT Analysis

Strength

- Reliable brand name
- Affordable price

- Honda have a big share of market in scooters segment
- Honda is the first company who introduced the technology of central shock absorption in India
- Honda having high tech engines
- HMSI is the subsidiary company of Honda Motors Ltd. Which is the largest company in the proposed sector

Weakness

- Less number of service center
- Market share very less as compare to there competitor
- Spares parts are not easily available
- Low product range
- Maintenance cost is very high

Opportunity

- Increase in product range
- Untapped market above 180 cc in motorcycles.
- More maturity and movement towards higher-end motorcycles
- Honda can be use brand image of Hero Honda

Threats

- There is high competition in the market
- Threat of cheap imported motorcycles and components from China

PRODUCT RANGE:
SCOOTERS:

- DIO
- ACTIVA
- AVIATOR

MOTORCYCLES:

- CB TWISTER
- SHINE
- CBF STUNNER
- UNICORN
- CBF STUNNER PGM FI
- CB1000R
- CBR1000RR
-

COMPANY PROFILE YAMAHA

Yamaha Motor Company Limited Japanese manufacturer of motorcycles, marine products such as boats and outboard motors, and other motorized products.India

It capture the good Indian market because Yamaha belives in product and brand because if customer purchased the bike with the intention of speed and brand value then Yamaha gives the best of the result.

MOTORCYCLES

- [Yamaha Alba](#)
- [Yamaha Frog](#)
- [Yamaha Libero](#)
- [Yamaha Gladiator](#)
- [Yamaha Mest](#)
- [Yamaha Eccy](#)
- [Yamaha Passol](#)
- [Yamaha EC-02](#)
- [Yamaha Passol-L](#)
- [Yamaha Yz85](#)
- Yamaha V-Star
- [Yamaha YZF-R1](#)
- [Yamaha FZ1](#)

DATA COLLECTION AND INTERPRETATION

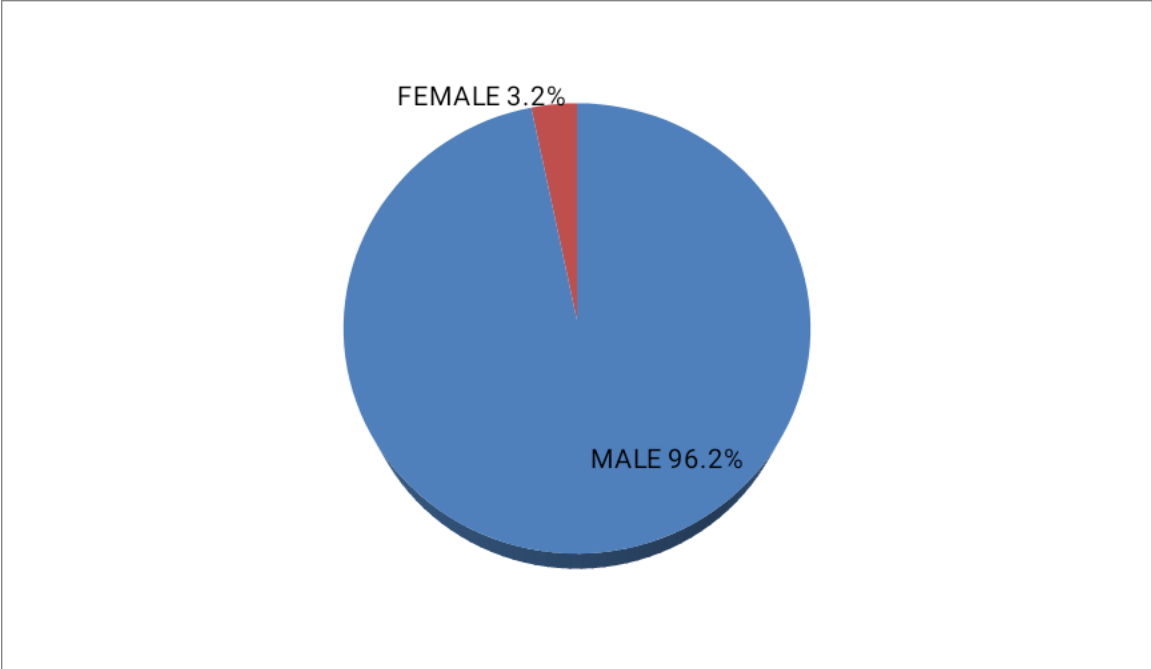
- The research required collection of first hand primary data from the respondents. The respondents essentially were to be biker clients. They were presented to a poll containing various parameters for the assessment of their fulfillment level. The wide parameters were:
 - During deals assessment.
 - During vehicle conveyance.
 - After deals assessment.

It was normal that the respondents were straightforward while addressing the inquiries with appropriate thought of the brand picture of the bicycle they were at present utilizing. The survey contained liker scaling to rate different parameters .

GRAPHICAL PRESENTATION

1. Which types of gender prefer bike ?

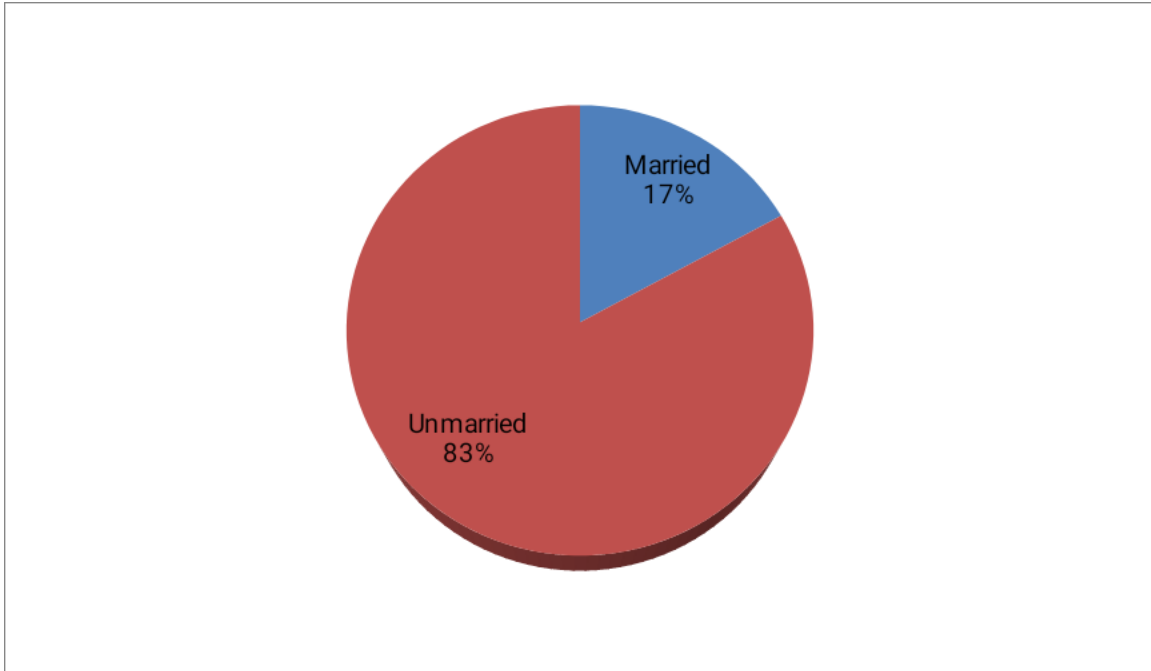
Male	96.2%
Female	3.2%



Result: It shows that 96.2% male prefer more than female motor bike

2. Which kind of couples have motor bike?

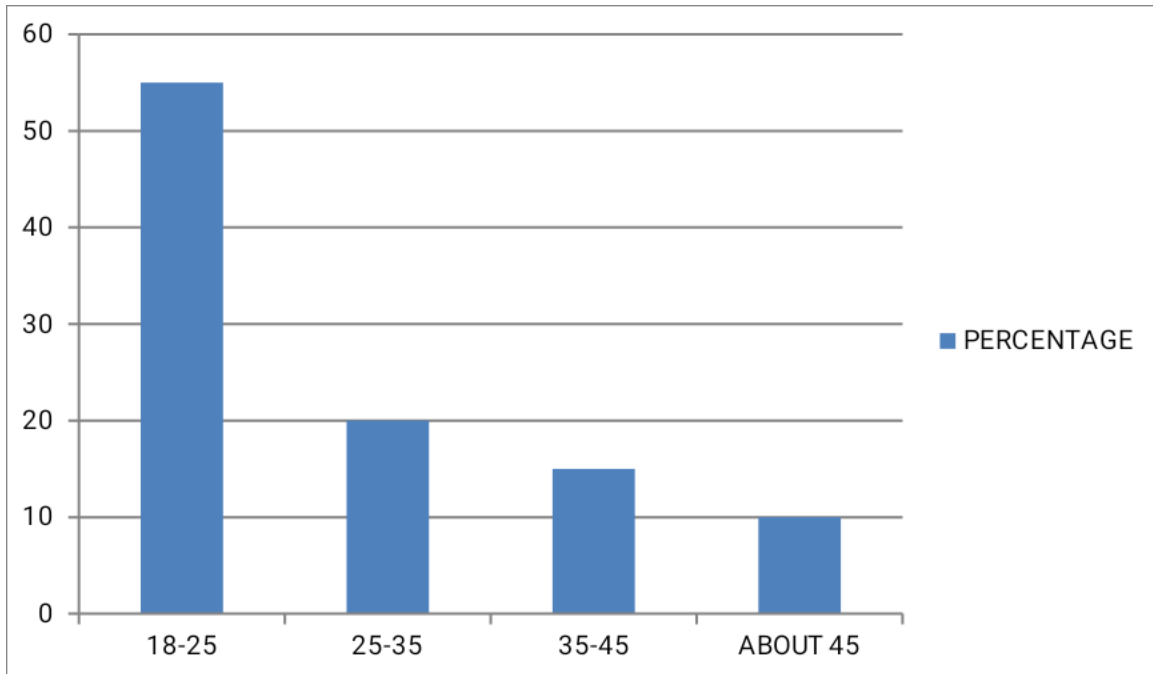
Married	17%
Unmarried	83%



Result : 83% unmarried people who purchased the bike and 17% married

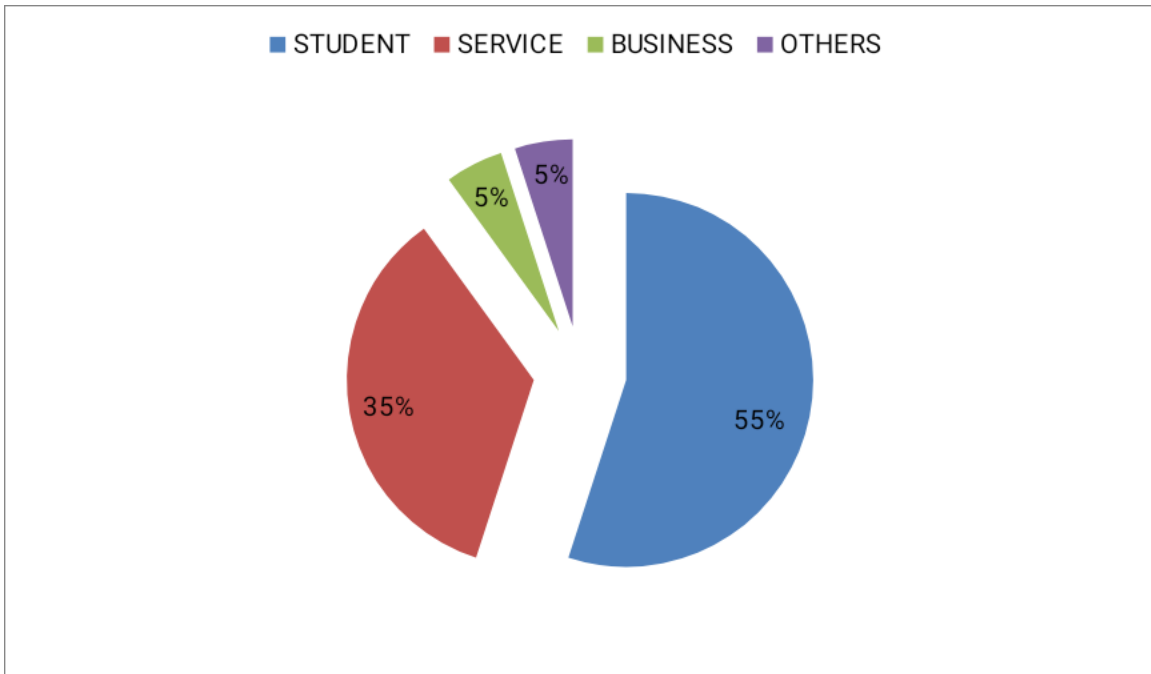
3. What age group of consumers purchase the motor bike:

Age Group	18-25	25-35	35-45	About 45
Percentage	55%	20%	15%	10%



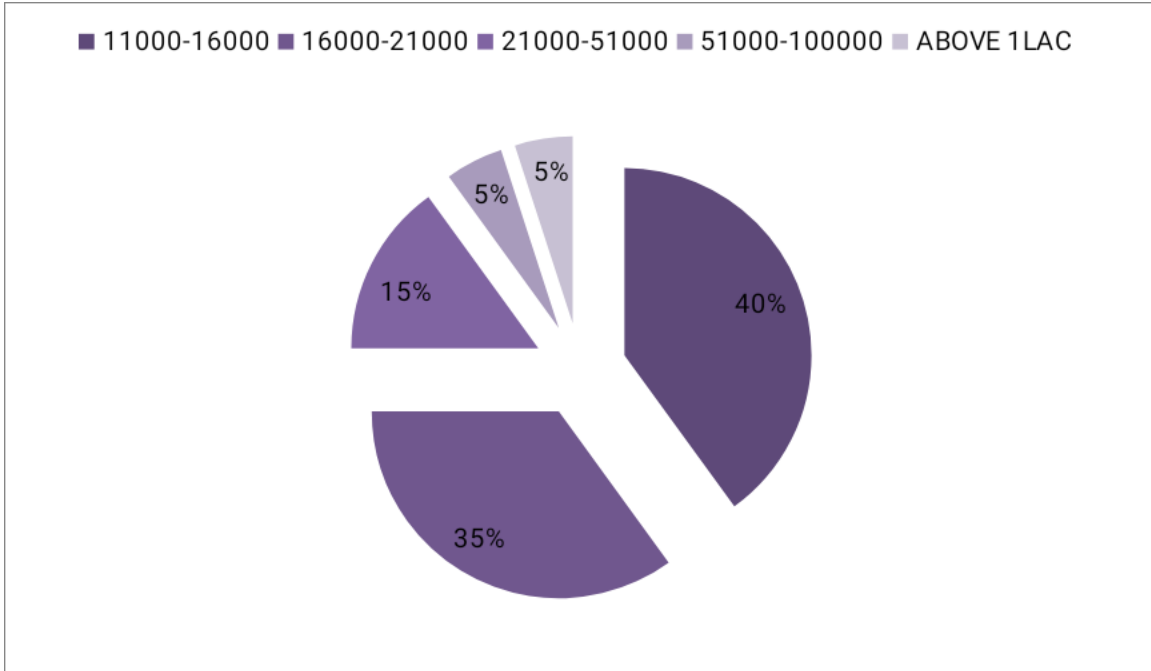
4. Which kind of person purchased more motor bike?

Student	55%
Service	35%
Business	5%
Others	5%



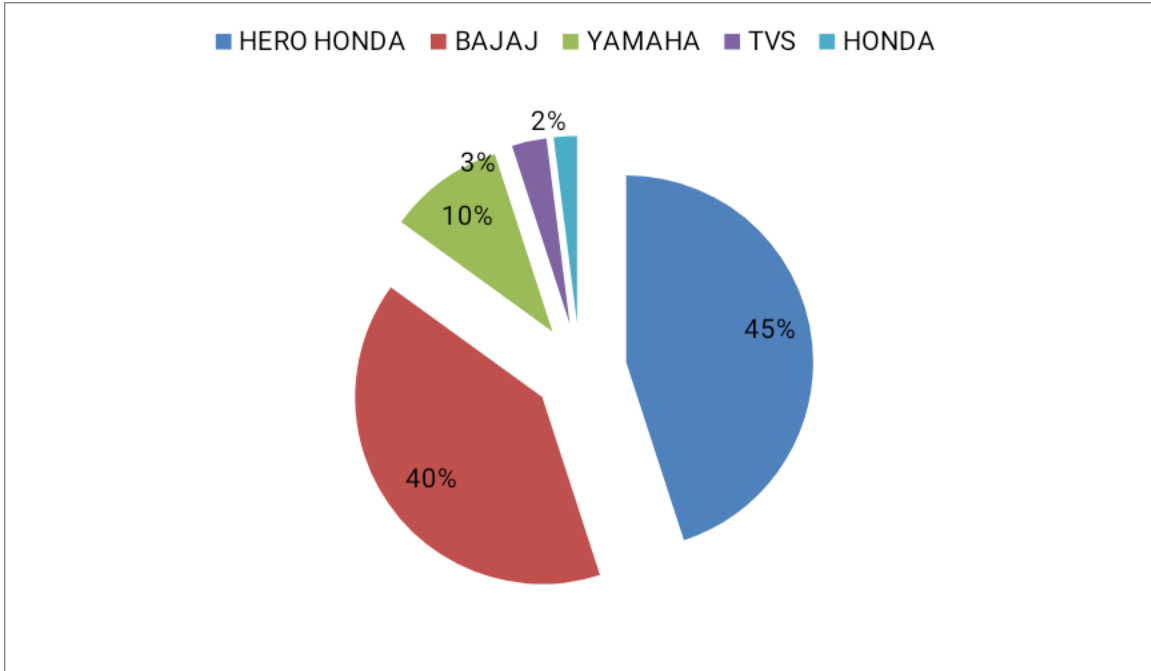
5. Which Income group purchased the motor bike?

11000-16000	40%
16000-21000	35%
21000-51000	15%
51000-100000	5%
Above one lac	5%



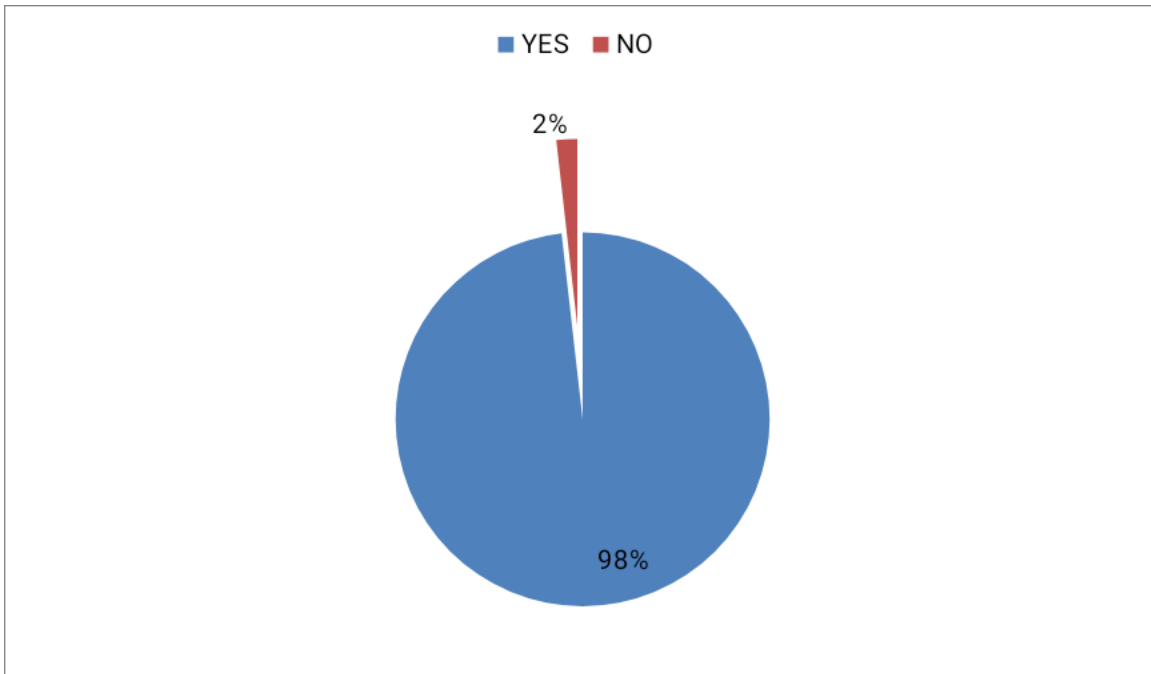
6. Which company bike and models liked by all?

Hero Honda	45%
Bajaj	40%
Yamaha	10%
TVS	3%
Honda	2%



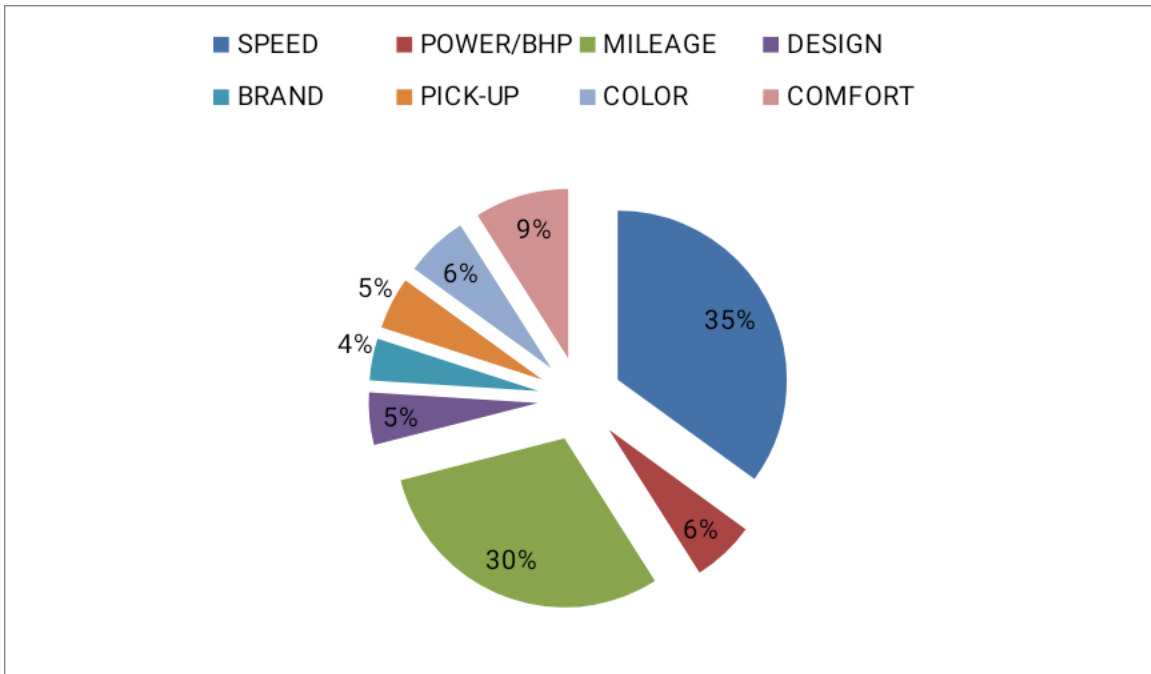
7. Is customer satisfied with Honda and Yamaha bike?

Yes	98.20%
No	1.8%



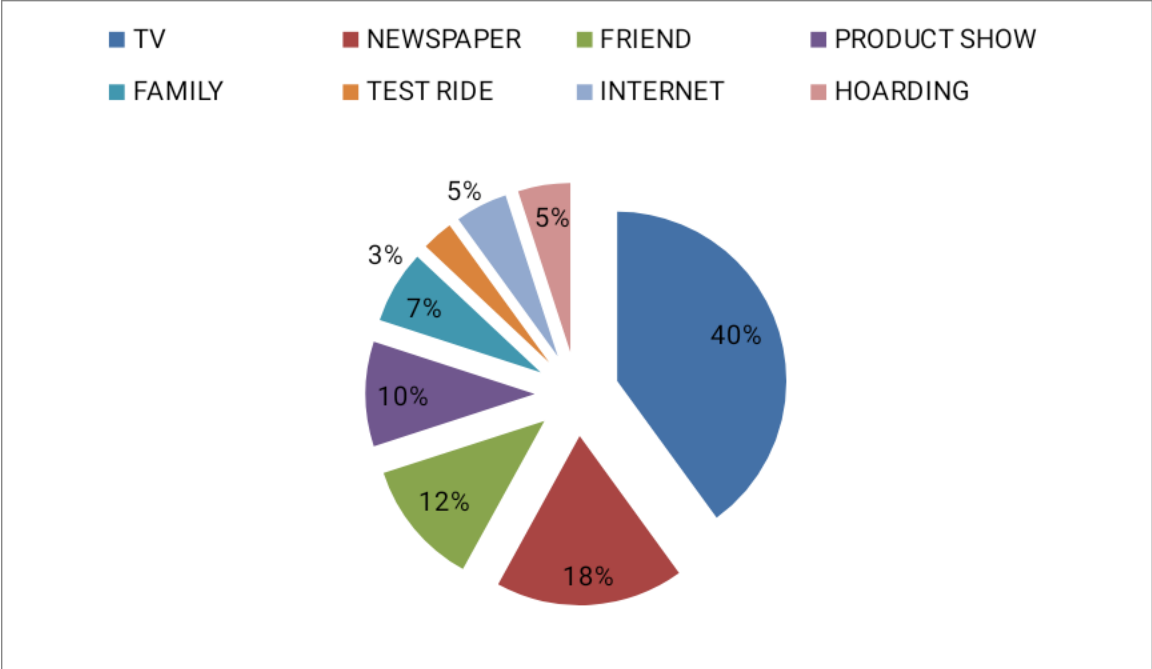
8. What customer prefer to purchase the bike?

Speed	35%
Power/BHP	6%
Mileage	30%
Design	5%
Brand	4%
Pick up	5%
Color	6%
Comfort	9%



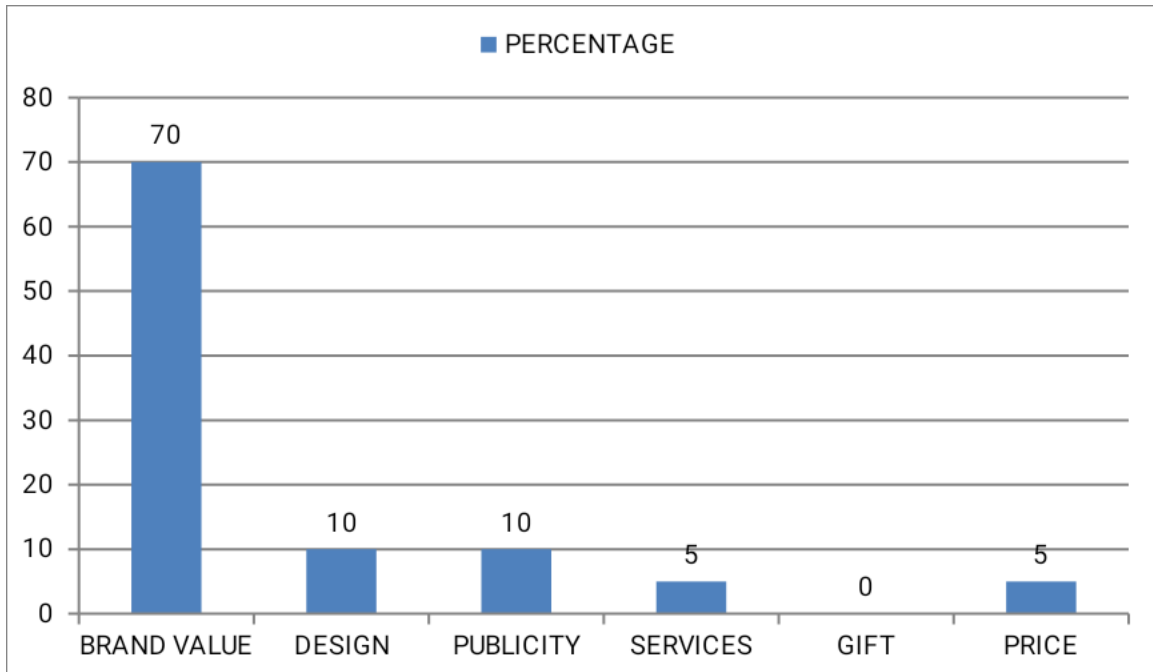
9. How people know about the brand ?

TV	40%
Newspaper	18%
Friend	12%
Product Show	10%
Family	7%
Test Ride	3%
Internet	5%
Hoarding	5%



10. Why customer purchase a bike?

Brand Value	70%
Design	10%
Publicity	10%
Services	5%
Price	5%



FINDINGS OF THE RESEARCH

1. The average age of a Yamaha customer have 25-35 years.
2. Yamaha bike have speed which attract the customers and bike parts are easily available.
3. Most Likable bike and comes in the picture. i.e Honda
4. Yamaha customers says that most prefer and limelight bike.
5. Yamaha is best selling bike in their time.
6. The most important point that in India like country have avg salary and always prefer good product in minimum price so mostly people preferd HONADA over Yamaha .

CONCLUSION

- Age group – 20-30 years
- Profession – Avg salary
- Hero Honda is the most likable brand
- Yamaha is known for the speed and design.
- Preferred bikes in today's date are –
 - Honda Activa 5G
 - Honda Shine
 - FZ 25
 - YAMAHA Fascino 125
- Customers wants avg. speed and mileage so they preferd with their pocket Honda

LIMITATIONS

- Research was done in two wheeler bike only.
- Research was done at Greater Noida & Noida only.
- Mostly people have now different brands bike like bajaj etc
- Customers want satisfaction with their brand but mostly time it fails with the services and after sale services.

QUESTIONNAIRE

1. Which types of customer Attitude towards motor bike?

A – Male b- Female

2-Do you own a two wheeler?

Yes No

If yes, then specify-----

3-Which of the three companies' ads you have viewed the most?

HERO HONDA

HMSI

YAMAHA

4-Among these ads which ad has influenced you the most?

HERO HONDA

HMSI

YAHAMA

5- Which people attitude towards motor bike?

a- marriage b- unmarried

6-Name any two bike ads that you can recall the best.

a. _____

b. _____

7-Where do you come across these ads quite often?

TV

Newspaper/Magazines

Billboards

Internet

8-Where do you gather the reliable information for purchasing a two wheeler quite often?

Friends

Internet

Automotive magazines

Company dealers

9-What are the factors which motivate you most while purchasing a two wheeler?

Discount rate

EMI

Resale value

Allowances

Others

10-Which price ranges do you prefer most?

30-40 40-50 50-60 60-70 70-80

11-Rate the following factors in a bike on the scale 1-7, based on your preference?
(Where 1 is least preferred and 7 most preferred.) Tick mark.

Sn.	Factor	1	2	3	4	5	6	7
1.	Price							
2.	Fuel efficiency							
3.	Performance							
4.	Safety and comfort							
5.	Design and style							
6.	Brand value							
7.	After sales service and support							

12. Do you verify or crosscheck the information provided in the commercials of two wheelers?

Yes No

13. Did the customers attitude towards get the full value of money with the product?

Yes No

PERSONAL INFORMATION

Name	
Gender	
Age	
Occupation	
Income	
Marital status	
Qualification	
Contact number	

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THE END