

PROJECT REPORT

On

**CUSTOMER RESPONSE TOWARDS MARKETING STRATEGY OF
TWO WHEELER SEGMENT : A COMPARITIVE STUDY BETWEEN
HONDA & TVS**

*for the partial fulfillment for the award
of
Bachelor of Commerce*

Submitted By:

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DECLARATION

I, **SOMESH BUBNA**, student of School of finance and commerce, hereby declare that the project report entitled “**CUSTOMER RESPONSE TOWARDDS MARKETING STRATEGY OF TWO WHEELER SEGMENT : A COMPARTIVE STUDY BETWEEN HONDA & TVS**” submitted by me as a requirement of partial fulfillment of the under graduate program (B.Com Honors) to School of finance and commerce, Galgotias University, Greater Noida is an original and genuine work done by me.

I further declare that it has not been submitted earlier either to Galgotias University or any other institute/body for the fulfillment of the requirements of any other course of study. I also declare that no chapter of this project is copied, either in whole or in part from any other document. Some references have been taken from books, internet and other learning sources, which are duly mentioned in the bibliography section.

Name : **SOMESH BUBNA**

Signature of the Student :

Date:

Place:

CERTIFICATE

This is to certify that the project report entitled “**CUSTOMER RESPONSE TOWARDDS MARKETING STRATEGY OF TWO WHEELER SEGMENT : A COMPARTIVE STUDY BETWEEN HONDA & TVS**” has been prepared by **SOMESH BUBNA** under my supervision and guidance. The project report is submitted towards the partial fulfillment of 3 year, Full time BCM (H) PROGRAM and is an original, to the best of my knowledge, as also, has not been submitted to any other institution / organization.

Mentor: **Dr. Bhawana Rawat**

Designation: **Asst. Professor**

ACKNOWLEDGEMENT

It is with a sense of gratitude; I acknowledge the efforts of entire hosts a well-wisher who has in some way or other contributed in their own special ways to the success & completion of this project **“CUSTOMER RESPONSE TOWARDS MARKETING STRATEGY OF TWO WHEELER SEGMENT : A COMPARTIVE STUDY BETWEEN HONDA & TVS”**.

It has been an enriching experience for me to undergo on this research project which would not have been possible without the goodwill and support of people around.

First of all, I express my sage sense of gratitude & indebtedness to my immediate supervisor **Dr. Bhawana Rawat, Galgotias University**, from the bottom of my heart, for providing her valuable guidance at all stages of the study, advice, constructive suggestions, positive & supportive attitude & continuous encouragement, without which it would have not been possible to complete the project.

I hope that I can build upon the experience & knowledge that I have gained & make valuable contribution towards this industry in coming future.

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CHAPTER 1

- **INTRODUCTION**
- **SIGNIFICANCE OF THE STUDY**
- **REVIEW OF LITERATURE**
- **OBJECTIVES OF THE STUDY**
- **SCOPE OF THE STUDY**
- **RESEARCH METHODOLOGY**
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INTRODUCTION

Marketing is the moving and exciting activity in everybody activities. The sellers, distributors, advertising agencies, consultants, transporters, financiers, store agencies and every one as a counter are part of the marketing system. Any exchange process be it consumer, goods, intermediary goods, services of ideas, comes under the preview of marketing. It is very often regarded that the development of markets and marketing is synonymous with the economic development of account. Through marketing is an action discipline. In the ever-growing corporate world, marketing is being regarded as a crucial element for the success of an Enterprise.

The marketing discipline is undergoing fresh re appraisal in the light of the vast global, technological, economic and social challenges facing today's companies and countries. Marketing at its best is about value creation and raising the world's living standards. Today's winning companies are those who succeed most in satisfying, indeed delighting their target customers.

As quoted by P.P.Drucker Marketing is so basic that it cannot be considered a separate function. It is whole business seen from the point of view of its final result, that is, from the customer's point of view. Business success is not determined by the producer but by the customer'.

Philip Kotler has therefore defined marketing as it is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging products of values with others'. Many Indian companies espouse a satisfied customer philosophy and describe marketing as customer-satisfaction engineering. Since the economy in this country has changed from a primary condition of scarcity to gradual and steady stage of affluence, largely giving consumers the opportunity to choose among many varied alternatives, satisfaction has become a major concern of business.

CONSUMER BEHAVIOR:

One thing that we have in common is that we all are consumers. In fact everybody in this world is a consumer. Every day of our life we are buying and consuming an incredible variety of goods and services. However, we all have different tastes, likes, dislikes, and adopt different behavior patterns while making purchase decisions.

The term consumer behavior refers to the behavior that consumers display in searching for purchasing using evaluation and disposing in searching for purchasing using evaluating and disposing of products and services that they exact will satisfy o how individuals make decisions to send their available resources (time, money and effort) on consumption related items. It includes the study of 3What they buy', Why they buy', When they buy it', Where they buy it', how often they buy it' and how often they use.

DEFINITIONS:

Consumer Behavior (or Buyer Behavior) is broadly defined by various scholars & researchers as:

- It's the behavior displayed by the consumers during the acquisition, consumption and disposition of products, services, time and ideas by decision making units.
- It is the body of knowledge which studies various aspects of purchase and consumption of products and services by individuals with various social and psychological variables at play.
- The process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires.
- The activities directly involved in obtaining, consuming, and disposing of products and services, including the decision processes that precede and follow these actions.

- The American Marketing Association (AMA) defines consumer behavior as The dynamic interaction of cognition, behavior & environmental events by which human beings conduct the exchange aspect of their lives.

Consumer behavior is helpful in understanding the purchase Behavior and preferences of different consumers. As consumers, we differ in terms of sex age, education, occupation, income, Family setup, religion, nationality and social status. Because of this different background factors, have different needs and we have only buy those products and services, which we think, will satisfy our needs.

SIGNIFICANCE OF THE STUDY

- i. To identify consumers pattern regarding usage of two wheeler bikes.
- ii. To identify consumers preference in two wheeler bikes between Honda & Tvs.
- iii. To identify various marketing strategies adopted by chocolate industry, in general, and by Honda & Tvs in particular.
- iv. To analyze consumer behavior towards two wheeler bikes industry, in general, and towards Honda & Tvs in particular.
- v. To analyze impact various marketing strategies over consumer behavior regarding consumption of Honda & Tvs two wheeler bikes.

OBJECTIVES OF THE STUDY

The objectives of the study regarding this project is to know the customer preference towards performance of different two-wheeler bike, the problem is to identify the impact of current marketing strategy on the consumer and brand positioning of the product. It is an attempt to know the customer response towards marketing strategy of two-wheeler bike in India.

- i. To identify the customer satisfaction level associated with the products and the customer preference level.

- ii. To identify the factors which influence consumer decision making process.
- iii. To identify the possible area of improvements.
- iv. To identify the competitive position of various brands of chocolates in customer mind.

SCOPE OF THE STUDY

This project is based on the effectiveness of marketing strategy in two-wheeler segment,” A comparative study between Honda & TVS” and data was collected from the Greater Noida City.

This project shows the company performance and the customer satisfaction towards the company’s product. It also helps to know the customer demand and the expected service from the companies. The project also helps to know the reason behind the reduction of sales of the company’s product.

RESEARCH METHODOLOGY

According to D. Slessinger and M. Stephenson in the Encyclopedia of social sciences define research as 3the manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art’.

Types Of Research

1. Exploratory Research,
2. Descriptive Research.

Exploratory Research:

Exploratory research studies are also termed as formulate research studies. The main purpose

of such studies in that of formulating a problem for more precise investigation or of developing the working hypothesis forms an operational point of view.

Descriptive Research:

Diagnostic Research studies determine the frequency with something occurs or its association with something else. In this project, information pertaining to customer needs satisfaction and their demographic profile was collected; hence it is a descriptive research.

- 1) **Primary data:** Primary sources of data are the data which needs the personal efforts of collect it and which are not readily available. Primary source of data are the other type of source through which the data was collected.

Following are few ways in the data was collected:

- **Questionnaires:** It is the set of questions on a sheet of paper was being given to the of fill it, bases on which the data was interpreted.
 - **Direct interviewing:** Direct interviewing involved the process where I asked the questions directly to the customers and I got the feedback.
- 2) **Secondary data:** Secondary sources are the other important sources through which the data was collected. These are the readily available sources of the data where one had need not put much effort to collected, because it is already been collected and part in an elderly manner by some researcher, experts and special.

The secondary sources helpful for the study were

- Text books like marketing management research methodology
- Advertisement and sales promotion
- Internet was made use for the collection of the data.
- News papers were also referred.
- Business magazines were referred.

3) Sample size:

By using judgment random sampling technique 30 respondents are selected for the purpose of the study.

4) Period of study:

The study is undertaken in the duration of 30 days.

5) Research approach:

The survey method was adopted for collected the primary data. Survey research is systematic gathering of data from respondent through questionnaire.

6) Research instrument:

The data for this research study was collected by survey technique using interview method guided by questionnaire.

7) Collection of Data:

Questionnaire and personal interviews are the methods that I have used for collecting the data.

The survey technique is intended to secure one or more items of information from a sample of respondents who are representatives of a larger group. The information is recorded on a form known as questionnaire. As data are gathered by asking questions from persons who are believed to have desired information, the method is known as questionnaire technique.

Reasons for Wide Use of This Method:

- It can secure both quantitative and qualitative information directly from the respondents.
- It is the only method of directly measuring attitudes and motivations.
- It is quite flexible in terms of the types of data to be assembled, the method of collection or the timing of research.

LIMITATIONS OF THE STUDY

1. Research work will be carried out in Greater Noida City only.

2. The sample will be collected using convenience-sampling technique. As such result may not give an exact representation of the population.
3. Shortage of time is also reason for incomprehensiveness.
4. The views of some of the respondents may be biased, and thus, may not reflect true picture.

CHAPTER 2

- **INDUSTRY PROFILE**
- **COMPANY PROFILE**

INDUSTRY PROFILE

Two-wheelers are one of the most versatile forms of transportation. The adaptive ability of a motorized two-wheeler can be characterized by its usage. Its use could vary from being used just for commute from point A to Point B. Quickly transport small packages of goods through the cramped bazaar streets. A fast ride to catch the school/college bus, or even a brief trip to purchase vegetables. The sheer pleasure of riding a motorbike with the wind blowing on your face, while on a pleasure ride is one of the most compelling reason to own a two-wheeler.

In India, the three top reasons for ownership of a two-wheeler are:

- low cost of ownership and maintenance
- compact size and
- ease of learning and use

Under the provisions of the Motor Vehicle Act, 1988 , the eligibility for a Learners' License for a motor vehicle of 50 cc of engine capacity without gear is 16 years, and Permanent License is 18 years and above. In India, one can witness commuters across all age groups using motorized two-wheelers. Owing to the growing population and ever increasing traffic congestion in the urban cities, two-wheelers are the most popular and convenient choice for transport.

History of Two wheeler industry in India

The Indian two-wheeler industry since its beginning has evolved many folds in technology and, in the numbers being manufactured and produced. It has seen tremendous growth in about half a century, in comparison to other countries where two-wheelers are a major component of transportation. The inception of the industry dates to 1955, when the first '350 cc Bullet'² bikes were commissioned by the Indian army. The rough terrains and harsh conditions with narrow passage-ways needed strong motorcycles for the Western and Northernmost regions of India. These bikes were manufactured by the 'Royal Enfield' company of the United Kingdom and assembled in Chennai.

Journey of Two Wheeler Industry in India

The three segments of motorized two-wheelers are Motorcycles, Scooters and Mopeds. The journey of the Indian Two-wheeler industry can be described briefly based on the advancements in these segments.

With such humble beginnings, during the decade that led up to 1970, the two-wheeler industry received encouragement for foreign Collaborations. The production was controlled by the government with licensing, to meter the number of units being produced in the plants. The table³ shows the major players in the industry during this time-frame.

Period of Entry 1960-1975

Name of the Indian firm	Name of foreign collaborator, if any	Segment	Brand name of product
Enfield India Ltd. (EIL)	Enfield Ltd., U.K.	motorcycle	Royal Enfield 350 cc
Automobile Products of India (API)	Innocenti Ltd., Italy	scooter	Lambretta
Bajaj Auto Ltd. (BAL)	Piaggio Ltd., Italy	scooter	Vespa
Ideal Jawa Pvt. Ltd. (IJPL)	Jawa Ltd., Czechoslovakia	motorcycle	Yezdi, 250 cc
Escorts Ltd. (EL)	CEKOP, Poland	motorcycle	Rajdoot, 175cc

The decade between 1970-80, perceived an increase in the overall growth of the industry, on an average of about 15% per annum. Between 1974-79, sales of two-wheelers increased by 60%, while that of cars declined by 21% and jeeps grew only by 11%⁴. The main contributing factor to this increase was a steep hike in the oil prices in 1974. The price hike, converted most of the car and jeep owners or prospective users of this segment to two-wheeler buyers/users. This was due to better fuel efficiency of two-wheelers over cars or jeeps. Thus the two-wheeler became a popular mode of personal transport.

Period of Entry 1976-1986

Name of the Indian firm	Name of foreign collaborator, if any	Segment	Brand name of product
Kinetic Engineering Ltd. (KEL)	-	moped	Luna
Scooters India Ltd. (SIL)	-	scooter	Vijai
Maharashtra Scooters Ltd. (MSL)	-	scooter	Priya
Majestic Auto Ltd. (MAL)	-	moped	Hero Majestic
Sundaram Clayton Ltd. (SCL)	-	moped	TVS 50 cc

The 70's saw a surge in the number of local players of manufacturing units. Between the 1980-90's, the policies again saw a shift towards allowing foreign collaboration for below 100cc. This brought a whole new realm into the industry, through foreign companies that had advanced technologies, mainly for the motorcycle segment. Fuel-efficiency improved by (60-100) % in the new vehicles. In the seventies, motorcycle mileage was on an average between 25 to 50 kmpl (kilometre per litre), which had now improved to 50 to 80 kmpl. One major occurrence of this decade was that several existing but weaker players died out giving way to new entrants and superior products.

Period of Entry 1987-1997

The decade leading upto the end of the millennium, i.e., 1990's saw a complete liberalisation of the economy. The industry was deregulated, with several reforms to make Indian exports competitive. There was an increase in the number of brands and thus the models and higher competition. This also led to reduction in the sales for each individual brand. The recession of 1993-94⁵, gave way for a decline in the sales numbers. The reasons for recession in the sector were the incessant rise in fuel prices, high input costs and reduced purchasing power due to

Name of the Indian firm	Name of foreign collaborator, if any	Segment	Brand name of product
TVS	Suzuki, Japan	motorcycle	Ind-Suzuki 100 cc
Bajaj Auto Ltd.	Kawasaki, Japan	motorcycle	Kawasaki Bajaj 100 cc
Escorts Ltd.	Yamaha, Japan	motorcycle	Yamaha RX 100 cc
Hero Majestic Ltd.	Honda, Japan	motorcycle	Hero Honda 100 cc
Kinetic Engineering Ltd.	Honda, Japan	scooter	NH 100 cc
Lohia Machinery Ltd.	Piaggio, Italy	scooter	Vespa XE
Enfield India	Zundapp-Werke GmbH	moped motorcycle motorcycle motorcycle	50cc 50cc 80cc 100cc

significant rise in general price level and credit crunch in consumer financing. The market improved and made tremendous progress towards the end of the millennium, nearing the year 2000.

Period of Entry 1997-2017

Name of the Indian firm	Name of foreign collaborator, if any	Segment	Brand name of product
Bajaj Auto Ltd.	-	moped - scooterette	Sunny
TVS	-	scooter - scooterette	Scooty
Kinetic	Honda	scooter - scooterette	Marvel
TVS	-	scooter	Spectra
Kinetic Motors	-	scooterette	Style

As an overview, the increase in sales volume of this industry is proof of its high growth. In 1997, sales were around 0.1 million units per annum. But by 1998, this figure had risen to 3 million units per annum. Similarly, capacities of production have also increased from about 0.2 million units of annual capacity in the seventies to more than 4 million units in the late nineties.

Indian Two-Wheeler Industry in the Global Scenario

The global market for two-wheelers has witnessed a steady growth in past few years and is expected to grow at a higher pace during 2014-2019. The major contributors to the demand of two wheelers are the countries in Asia-Pacific region which will continue to dominate the worldwide demand in future. The region is the home to the top six markets in the world.

China⁶ is the largest national market of two wheeler industry and will continue to remain at the top followed by India and Indonesia in future. The demand for two wheelers is highly dependent on the economic stability and the average income levels of the country. In emerging economies like China & India, two wheelers are an affordable alternative to walking, riding bicycle and public transit systems etc. The rising fuel prices can also be a growth driver for two-wheelers due to their higher fuel efficiency.

Since the post economic liberalisation, with reforms and policies allowing Foreign Direct Investments into India, two wheeler industry has seen drastic increase in domestic sales within the country. Today, India is the second largest producer and manufacturer of two wheelers in the world, and stands next only to China in terms of the number of two-wheelers produced and domestic sales respectively.

Major players in this market are Honda, Yamaha, Hero Moto Corp., Bajaj Auto, and Suzuki.

COMPANY PROFILE OF HONDA

Honda Motor is a Japanese public multination conglomerate corporation primarily known as a manufacturer of automobiles, motorcycles, and power equipment.

Honda has been the world's largest motorcycle manufacturer since 1959, 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 became the second-largest Japanese automobile manufacturer in 2001. Honda was the eighth largest automobile manufacturer in the world in 2015.

Honda was the first Japanese automobile manufacturer to release a dedicated luxury brand, Acura, in 1986. Aside from their core automobile and motorcycle businesses, Honda also manufactures garden equipment, marine engines, personal watercraft and power generators, and other products. Since 1986, Honda has been involved with artificial intelligence/robotics research and released their ASIMO robot in 2000. They have also ventured into aerospace with the establishment of GE Honda Aero Engines in 2004 and the Honda HA-420 Honda Jet, which began production in 2012. Honda has three joint-ventures in China (Honda China, Dongfeng Honda, and Guangqi Honda).

In 2013, Honda invested about 5.7% (US\$6.8 billion) of its revenues in research and development.^[8] 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.

The Indian two-wheeler industry is growing staidly after a few lean months of sales. In August 2017, the two-wheeler industry grew over 14percent, with market leader Hero Moto crop leading sales volume Hero is sold 6,61,490 two wheelers in August, by Honda motor cycle and scooter India is in 2nd place, selling 5,86,237 two wheelers. According to the data release by the society of Indian automobile manufacturer, the Indian two-wheeler industry sold nearly 19,00,000 two-wheeler units in August. In the first two quarters of the current financial year, in the period from April to August 2017, over 84,00,000 two wheelers were sold in a India, a growth of 10% over the same period a year ago.

"The overall market sentiment is good right now. The interest rates are good, rural markets are seeing recovery after a good monsoon, and effects of demonetization are wearing off. So, we hope there is sustainable demand in the next few months as well,"said Vishnu Mathur, Director General, society of Indian automobile manufactures (SIAM).

India's top two wheelers manufacturers by volume, Hero Moto corp., Honda motorcycle and scooter India and TVS Motor company all showed impressive growth rates in the first two quarters of current financial year. Honda grew by over 20% in this period, while Royal Enfield grew by over 23%, selling over 3lakh motorcycles in the first two quarters. In August alone, Royal Enfield sold over 66,000 motorcycle, the company's best-ever sales figure for a

single month. TVS Motor company, the third largest two-wheeler manufacturer by volume, sold a total of 11.64lakh two wheelers in the first two quarters.

Cooperate Profile and Division

Honda is headquartered in Minato, Tokyo, Japan. Their shares trade on the Tokyo Stock Exchange and the New York Stock Exchange, as well as exchanges in Osaka, Nagoya, Sapporo, Kyoto, Fukuoka, London, Paris and Switzerland.

The company has assembly plants around the globe. These plants are located in China, the United States, Pakistan, Canada, England, Japan, Belgium, Brazil, México, New Zealand, Malaysia, Indonesia, India, Philippines, Thailand, Vietnam, Turkey, Taiwan, Perú and Argentina. As of July 2010, 89 percent of Honda and Acura vehicles sold in the United States were built in North American plants, up from 82.2 percent a year earlier. This shields profits from the yen's advance to a 15-year high against the dollar.

Historical Background of The Company

Honda Motorcycle and Scooter India, Private Limited (HMSI) is the wholly owned Indian subsidiary of Hero Motor Company, Limited, Japan. Founded in 1999, it was the fourth Honda automotive venture in India, after Kinetic Honda Motor Ltd (1984-1998), Hero Honda (1984-2011) and Honda Siel Cars India (1995-2012). HMSI was established in 1999 at Manesar, District Gurgaon, Haryana.

Currently HMSI has four manufacturing locations at Manesar in Haryana, Tapukara in Rajasthan, Narsapura, Kolar in Karnataka and Vithalpur, NW of Ahmedabad.

Exclusive plant in Gujarat. Its facility in Narsapura is the largest amongst its four locations and has a capacity of 6,600 vehicles per day. Honda India sales skyrocketed up to 4.28 million motorcycles and scooters backed by scooterization of India via bestselling scooter Activa over 350,000 scooter sales in September 2017. Honda scooter Activa sales record expected 3.5million scooters in 2017/18.

Honda motorcycle & scooter started independent operation since 2010s after separation from Hero Honda motors J/V since 1984. 6million production capacity establishment within 7 years record in India, Top world motorcycle market.

Company Overview

All the data which are mentioned below are for the financial year 2019-2020.

Company Name	Honda Motor Pvt.Ltd.
Head Office	2-1-1, Minami- Aoyama, Minato-Ku, Tokyo 107-8556, Japan.
Established	September 1948
President & Ceo	Minoru Kato
Capital	15361.1 Billion Yen
No Of Associates	215638 People
Honda Group Companies	440 Companies
Consolidated Operating Profit	833.5 Billion Yen
Status Of Shares	1811428430 Shares
Status Of Share Holder	194170 People
World Wide Unit Sale	31.04 Million Unit

ACHIEVEMENTS

- Honda group ranks among the top Business Houses comprising of 18 companies, with an estimated turnover of US \$3.47 billion.
- Honda ltd Motors was ranked 3rd amongst the top Indian companies Review 2000 – Asia’s leading company award by Far Eastern Economic Review.
- Honda Ltd. Is a Guinness Book Record holder since 2017 as the world’s largest manufacturer of motorcycles.

- Honda Motors Ltd was awarded the highest automobile exporter in the year 2015-16 and 2017-18.
- Honda Motors is certified by ISO 9001:2018 in the year 2019.

Corporate Values

- Focus on Result oriented Process
- Accept, Learn & Improve from Failures
- "SQDC", our way of decision making
- Organization growth to inspire all associated individuals

Group Vision

"We, at the Honda Group are continuously striving for synergy between technology, systems and human resources to provide products and services that meet the quality, performance, and price aspirations of the customers. While doing so, we maintain the highest standards of ethics and societal responsibilities, constantly innovate products and processes, and develop teams that keeps the momentum going to take the group to excellence in everything we do."

COMPANY PROFILE OF TVS

Founded in 1979, TVS Motor Company, the USD 1.5 billion, flagship company of the 100 year old, USD 7 billion, TVS Group, is one of India's leading two-wheeler manufacturers and among the top seven in the world. The company has the widest range of products in the Indian two and three wheeler industry with exports to more than 60 countries worldwide.

Driven by technology and innovation at the helm, TVS Motor Company boasts of a rich talent pool of more than 7000 personnel who constantly emphasize the company's commitment to ensure best practices in state-of-the-art manufacturing facilities at Hosur in Tamilnadu, Mysore in Karnataka, Nalagarh in Himachal Pradesh and Karawang in Indonesia.

Mr.Venu Srinivasan, the Chairman of TVS Motor Company has led by example, winning many laurels including the prestigious "Padma Shri" award. "Order of Diplomatic Service Merit" medal from Korean President, The JRD Tata Corporate, The Star of Asia award by Business Week, The Jamsheji TATA Lifetime Quality Achievement Award and Emerging Corporate Giant - Times & Harvard Business School Association are other high-profile awards bestowed on him, on behalf of the company. He was also awarded the coveted Ishikawa-Kano Award presented by Asian Network for Quality. Among the latest honours conferred on him was an honorary doctor of science degree by Purdue University, USA.

The company's penchant for quality resulted in it becoming the first two-wheeler manufacturer to win the coveted Deming Award in 2002. It was the first Indian company to deploy a catalytic converter in a 100 cc motorcycle and the first to indigenously produce a four stroke 150cc motorcycle. In 2006, the company's TVS Apache became the first Indian motorcycle to consecutively win six prestigious awards in a row. In 2007, TVS became the first Indian automobile manufacturer to roll out as many as seven new products on a single day, a testimony to its manufacturing prowess. In 2012, TVS Motor Company was declared as 'India's most trusted Two Wheeler Brand' by the Brand Equity Most Trusted Brand Survey and in 2014 TVS Jupiter became the most awarded scooter in India, winning six 'Scooter of the Year' awards from leading publication houses in the country.

In 2015, TVS Motor Company emerged as the most awarded two wheeler manufacturer of the year having received ‘Two wheeler manufacturer of the Year’, ‘Motorcycle of the Year upto 110 cc’ : TVS StaR City+ and ‘Two Wheeler Commercial of the Year’: TVS Sport at the NDTV Car and Bike awards 2015, ‘Motorcycle of the Year Upto 110cc’ : TVS StaR City+ at the Car India Bike India Awards 2015 and ‘Scooter of the Year’ : TVS Scooty Zest at the Bloomberg Autocar India Awards 2015, ET Zigwheels Awards 2014 and CNBC Overdrive Awards 2015. In the inaugural edition of JD Power India Two-wheeler IQS 2015, TVS brands featured in the top three, across segments. While TVS Wego and TVS Jupiter claimed top spots, TVS Sport, TVS Star City+ featured in the top three in economy motorcycles and TVS Apache RTR 160 and 180 in the top three in premium category.

TVS Motor Company’s customer inspired engineering approach, has enabled it to introduce the widest product range that caters to all segments of the two and three wheeler industry in India. Total customer satisfaction is achieved through excellence in quality that stems from the company’s management philosophy which is based on the five pillars of TQM (Total Quality Management). Quality awareness therefore percolates through the entire organisation from new product development to after sales services.

Products

TVS Motor Company’s products straddle all industry segments with TVS Sport and TVS StaR City+ in the economy segment, TVS Phoenix 125 in the executive segment and TVS Apache series RTR in the performance segment. The company also manufactures TVS Max4R, a product dedicated to rural commuters. The scooter segment of the Scompany comprises of TVS Scooty Pep+, TVS Scooty Streak, TVS WEGO, TVS Jupiter and TVS Scooty Zest while TVS XL Super and Heavy Duty comprise the mopeds segment. The company’s three-wheeler TVS King is India’s first 200 cc auto rickshaw with electric start and elegant styling, available in Petrol, LPG, CNG and Diesel versions.

Distribution

Today TVS Motor functions through a strong nationwide network of more than 3500 touch points including dealers, authorised service centres and other certified points across all the states in India.

Global Presence

TVS Motor Company's wholly owned subsidiary - PT TVS Motor Company Indonesia, manufactures TVS Neo, TVS Rockz & TVS Tormax - the new generation of bebeks, to cater to ASEAN markets. The motorcycle portfolio of PT TVS Motor, Indonesia includes TVS Apache RTR 160, TVS Apache RTR 180 and TVS Apache RTR 180 ABS. The company recently introduced TVS Dazz, its first offering in the automatic skubek space. Currently TVS Motor Company has international presence in more than 60 countries in Asian, African and Latin American Continents.

Beyond Business – Srinivasan Services Trust

Srinivasan Services Trust (SST), the social arm of Sundaram-Clayton Limited and TVS Motor Company for charitable purposes was established in 1996 and has been promoting holistic and sustainable development of rural communities in TN, Karnataka, Maharashtra and Himachal Pradesh.

Since inception, SST has been actively engaging in community development work in order to enhance the socio-economic status of the people through a multi-sector approach of strengthening the education system, providing access to better economic improvement, water and irrigation facilities, improving health services and sanitation facilities, developing community infrastructure and creating a clean and green environment. The work of SST has changed the lives of people in more than 1200 Villages across Tamil Nadu, Karnataka, Maharashtra and Himachal Pradesh.

SST has won several awards in recognition of its achievements in the field of rural development and nation building, the most recent being the prestigious Times Of India Social Impact Award on Advocacy & Empowerment in Corporate category in 2013. Future Outlook With technology and innovation as its key drivers, TVS Motor has invested significantly in research and development and is committed to bringing out new generation products which would redefine segments, while consolidating and strengthening the existing position of TVS Motor Company in the two and three wheeler segments, worldwide.

Company Overview

All the data which are mentioned below are for the financial year 2019-2020.

Company Name	Tvs Company
Head Office	Chennai, Tamilnadu , India
Established	April 1978
President & Ceo	Thirukkurungudi Vengram Sundaram Lyengar
Capital	12461.1 Billion Yen
No Of Associates	135638 People
Tvs Group Companies	440 Companies
Consolidated Operating Profit	10.82 Billion Yen
Status Of Shares	15.83 Billion Shares
Status Of Share Holder	1902348 People
World Wide Unit Sale	20.04 Billion Unit

Achievements

- Bike Awards – 2019 Two wheeler manufacturer of the year
- Indian Motorcycle of The Year – 2017
- Highest In Customer Satisfaction
- Most Appealing Executive Scooter
- Most Trusted Brand
- Two Wheeler Manufacturer of The Year

Mission, Vision & Values

MISSION:

We proactively deliver value through tailored solutions that optimise our customers' business performance and build enduring relationships.

VISION:

We aim to be our customers' preferred end-to-end supply chain partner and collaborator-in -growth.

VALUE:

We aim to be our customers' preferred end-to-end supply chain partner and collaborator-in -growth.

CHAPTER 3

➤ REVIEW OF LITERATURE

REVIEW OF LITERATURE

A study on the customers Satisfaction and expectation towards after sales service of Two wheelers have attached the attention of many researchers in recent times. When formulating the problem for their study, the researcher should refer the studies already under taken previously.

Review from customers Satisfaction and Expectation Perspective

Duggani yuvaraju and Durga Rao. S (2015) “Customer satisfaction towards Honda Two wheelers” in their study, made an attempt to examine customer satisfaction towards Honda two wheelers: A case study in Tirupati. In their study they use convenient sampling method for collecting data from 100 samples with the help of questionnaire. The results of performance of the Honda bikes are fully satisfied the customer’s needs of pick up, quality, services.

Sheetal Soni and Abhishek Soni (2016) in their survey “consumer behavior towards two wheeler bikes” conducted on the consumer of two wheelers (based on responses from 100 two wheelers users from both urban and rural areas) in Jodhpur District of Rajasthan. Though the sample size is small, the study brings out some of the interesting observations about the general attitude of the Indian consumers towards their purchase decisions and behavior, which could be broadly applicable to many other consumer products as well. The conclusion of the study is the consumers expressed high satisfaction with their two wheelerbikes. Advertising is considered to be powerful medium in the marketing of automobiles. Amongst the different media that are used, television is the most effective in influencing the consumers’ buying decisions, keeping in view the ever increasing “growth rate” of population, prevailing standards of living and cost of vehicles, two wheelers bikes would continue to dominate the automobile industry in India.

Review from Two-Wheeler Industry Perspective

The Indian two-wheeler industry is going steadily after a lean month of sales. In 2017 the two-wheeler grew over 14% with market leader Hero Motor Corporation and second place Honda.

Indian market felt down again in December ending 2018 with over 3 million unit below the record established in the previous year, down 14.4%.

In 2019 it was quite negative losing near 3 million units from the previous year with final sales at 19.1 million units (-14.4%).

Mallikarjuna Reddy (2018) in his study “consumer behavior towards two wheelers motor bikes” This study carried out with the help of the four important major factors, through this the behavior of the consumer is evaluated. For his study he selected as 100 samples for data collection. The result of the study is the consumers mostly prefer Hero Honda bikes. As far as mileage per litre of petrol is concerned, Hero Honda is ruling the market and finding favour with the consumers.

S. Saravanan and Prof. N. Panchanatham (2018), in their study they discussed the essentials for Promotion of a product .The result shows that a customer considers all factors at the time of purchasing a two wheeler, although majority of customers give importance to the brand image. This study also describes the socioeconomic factors which satisfy two wheelers customers and that the employees and students crave for show room services.

Review of Honda Perspective

The overall review of Honda from the customer point of view is that it is smooth while riding the bike. Overall graphics & design of bike is awesome and no words for the comfort level. The bike performance is excellent and the average of the bike is awesome. The maintenance of the bike is low.

Review of TVS Perspective

The overall review of Tvs from the customer point of view is that it is smooth while riding the bike. Overall graphics & design of bike is good and the comfort level of the bike is good. The bike performance is very good and the average of the bike is good. The maintenance of the bike is high.

Vetrivel.T (2017) in his study “Pre-purchase and post purchase behavior of customers with reference to TVS motors in erode district” analyzed pre-purchase and post-purchase Behaviour of customers with reference to TVS Motors in Erode district. This study was carried out for a period of 9 months in Erode district. The objective of this study is to be identifying the attitude of two wheelers owners towards TVS Motors. For these purpose 300 two wheelers owners were taken as sample for the study in order to get the needed information. The study is a descriptive type and convenient sampling is used. The data are collected from survey using questionnaire through interview schedule. From this survey, it was found that TVS vehicles are mainly preferred for its power & pickup, safely & comfort and design. Performance is a major factor for purchasing TVS brand. TVS motors has to update its technology to meet the changing customer needs and preference to cope up with the competitions in the market and adequate steps should be made to increase the quality in their services for better customer satisfaction.

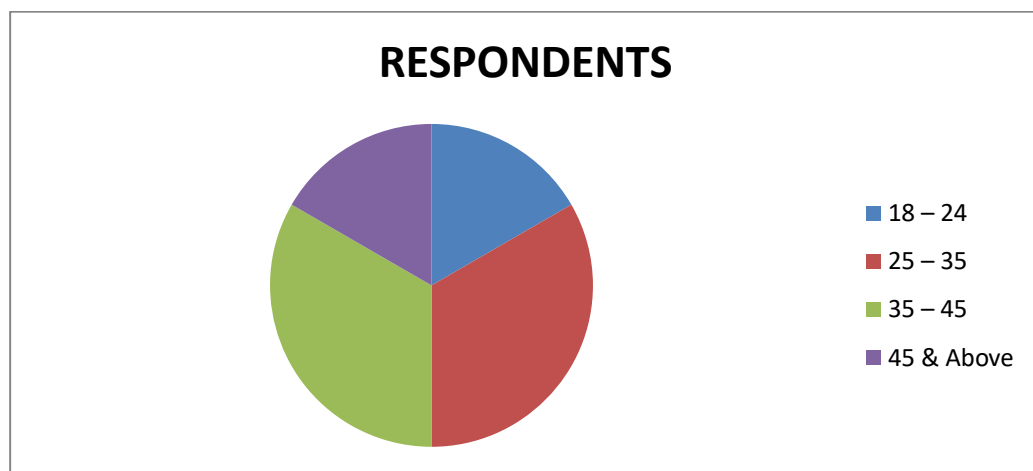
CHAPTER 4

➤ DATA ANALYSIS & INTERPRETATION

DATA ANALYSIS & INTERPRETATION

Q.1) Age group of respondents?

AGE GROUP	RESPONDENTS	PERCENTAGE
18 – 24	5	17
25 – 35	10	33
35 – 45	10	33
45 & Above	5	17
TOTAL	30	100

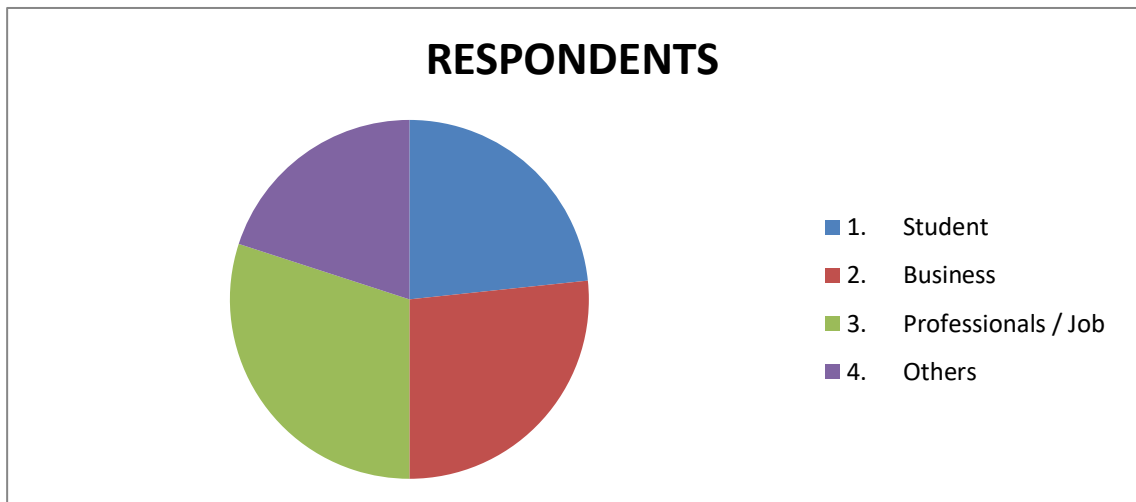


INTERPRETATION

For conducting this study the distribution of the respondents within different age group has been shown in the above shown chart. As such, age group of 18-24 years holds composition of 17% of our total respondents. The percentage composition of 17% for 25-35 years and 35-45 years arrives at 33% each of our total respondents. In case of age group of 45 years and above the percentage composition is of 17% of our total respondents.

Q.2) Occupation of respondents?

OCCUPATION	RESPONDENTS	PERCENTAGE
1. Student	7	23
2. Business	8	27
3. Professionals / Job	9	30
4. Others	6	20
TOTAL	30	100

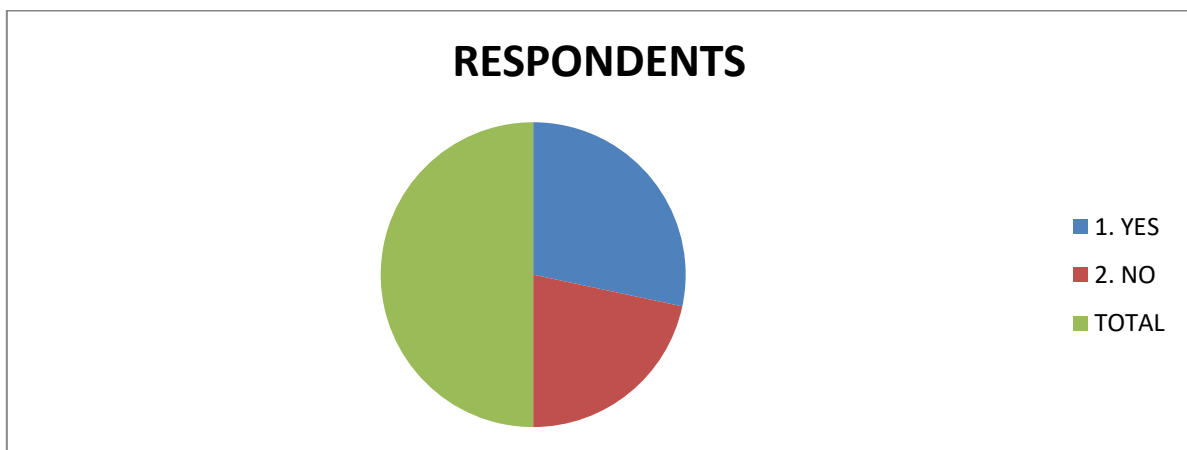


INTERPRETATION

For conducting this study the distribution of the respondents within different occupation has been shown in the above shown chart. As such, students hold composition of 23% of our total respondents. The percentage composition of 27% for business and professionals / jobs arrives at 23% respectively of our total respondents. In case of others the percentage composition is of 20% of our total respondents.

Q.3) Does the respondent have any two-wheeler?

PARTICULAR	RESPONDENTS	TOTAL
1. YES	17	57
2. NO	13	43
TOTAL	30	100

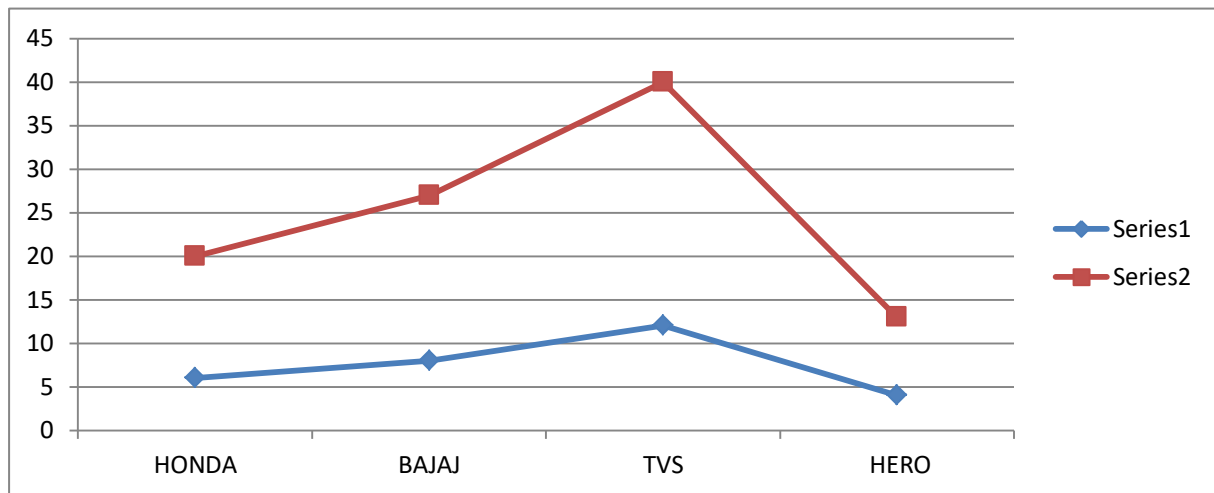


INTERPRETATION

For conducting this study the distribution of the respondents within different two wheeler has been shown in the above shown chart. As such, from the above table we can conclude that the major number of respondents Yes which is 57% and 13% comprises No.

Q.4) Two- wheeler of which company does the respondent have?

TWO WHEELER	RESPEODENTS	TOTAL
HONDA	6	20
BAJAJ	8	27
TVS	12	40
HERO	4	13
TOTAL	30	100

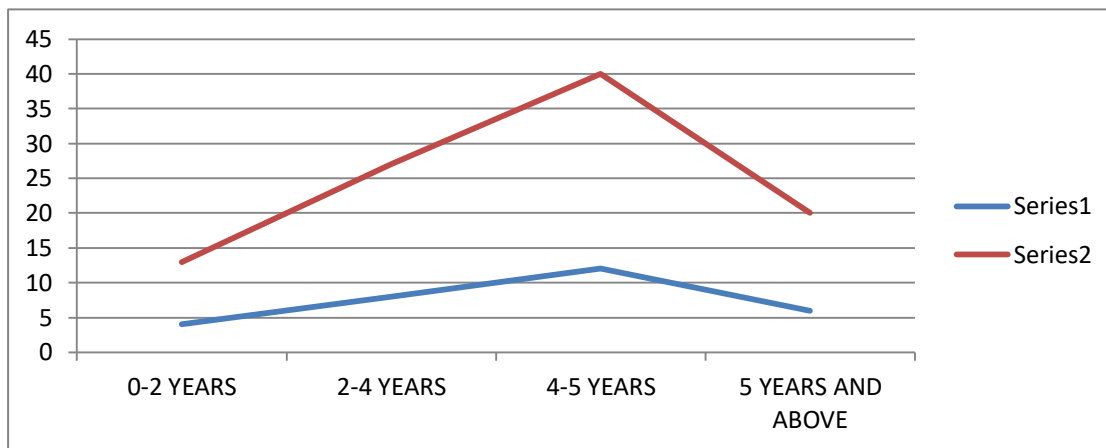


INTERPRETATION

For conducting this study the distribution of the respondents within different two wheeler group has been shown in the above shown chart. As such, Honda holds composition of 20 % of our total respondents. The percentage composition of 27 % for Bajaj and Tvs holds 40 % each of our total respondents. In case of Hero the percentage composition is of 13 % of our total respondents.

Q.5) For last how many years, the respondent is using Two- wheeler?

PARTICULAR	RESPONDENTS	TOTAL
0-2 YEARS	4	13
2-4 YEARS	8	27
4-5 YEARS	12	40
5 YEARS AND ABOVE	6	20
TOTAL	30	100

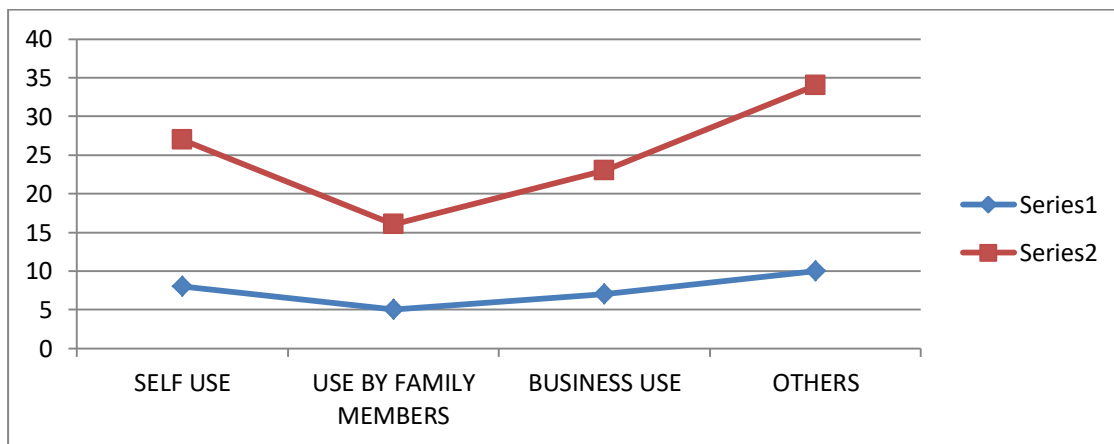


INTERPRETATION

For conducting this study the distribution of the respondents within different years of two wheeler usages it has been shown in the above shown chart. As such, group of 0-2 years holds composition of 13% of our total respondents. The percentage composition of 27% for 2-4 years and 4-5 years arrives at 40% each of our total respondents. In case of group of 5 years and above the percentage composition is of 20% of our total.

Q.6) For what purpose did the respondent purchased Two- wheeler?

PURPOSE	RESPODENTS	PERCENTAGE
SELF USE	8	27
USE BY FAMILY MEMBERS	5	16
BUSINESS USE	7	23
OTHERS	10	34
TOTAL	30	100

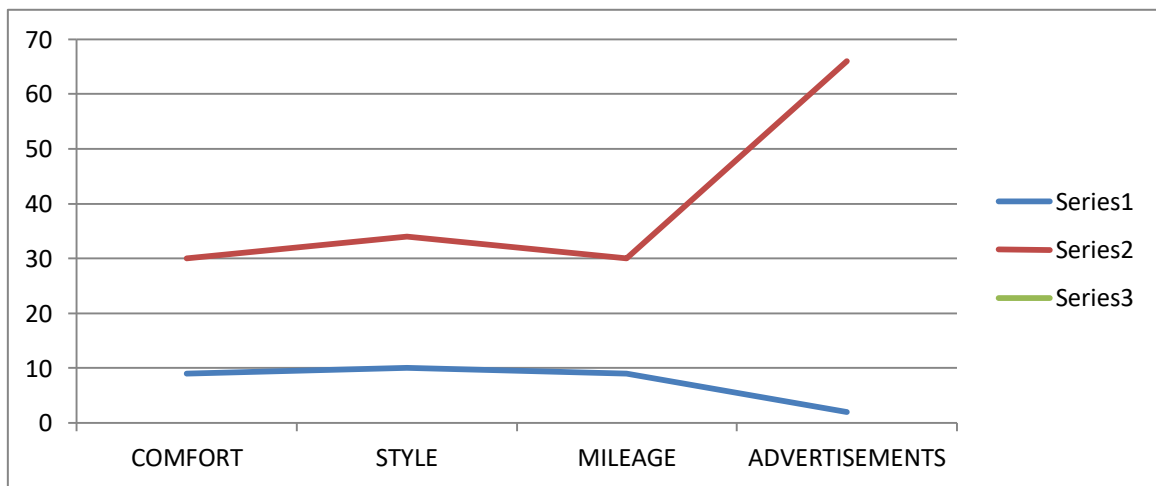


INTERPRETATION

For conducting this study the distribution of the respondents within different purpose of the two wheeler has been shown in the above shown chart. As such, self use holds composition of 27% of our total respondents. The percentage composition of 16% for usage by family members and for business purpose usage arrives at 23% each of our total respondents. In case of others the percentage composition is of 34% of our total respondent.

Q.7) What is the reason behind purchasing a specific brand by the respondent?

PARTICULAR	RESPONDENTS	PERCENTAGE
COMFORT	9	30
STYLE	10	34
MILEAGE	9	30
ADVERTISEMENTS	2	66
TOTAL	30	100

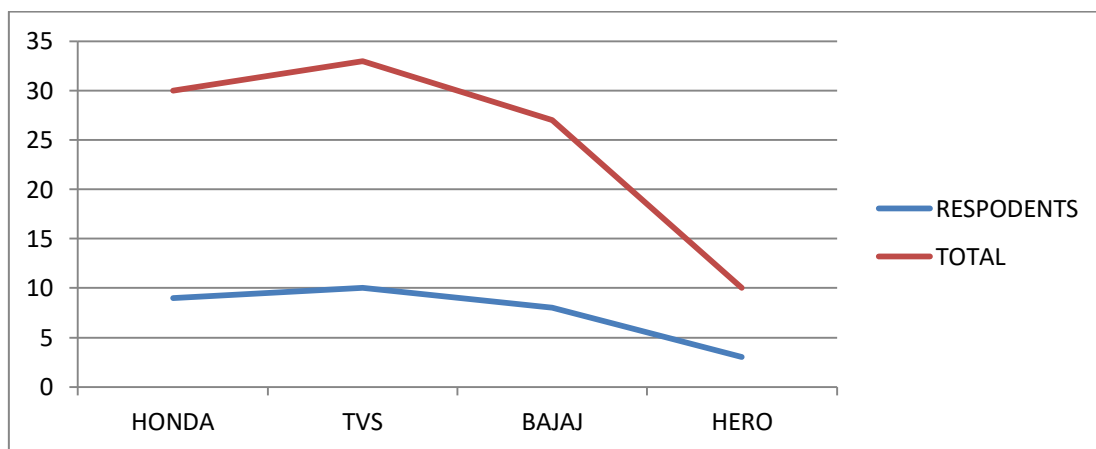


INTERPRETATION

For conducting this study the distribution of the respondents within different purpose of buying two wheeler has been shown in the above shown chart. As such, a comfort holds composition of 30% of our total respondents. The percentage composition of 34% for style and mileage holds at 30% each of our total respondents. In case of a advertisements holds the percentage composition is of 66% of our total respondents.

Q.8) According to you which company follows the best way of advertisement?

PARTICULAR	RESPONDENTS	TOTAL
HONDA	9	30
TVS	10	33
BAJAJ	8	27
HERO	3	10
TOTAL	30	100

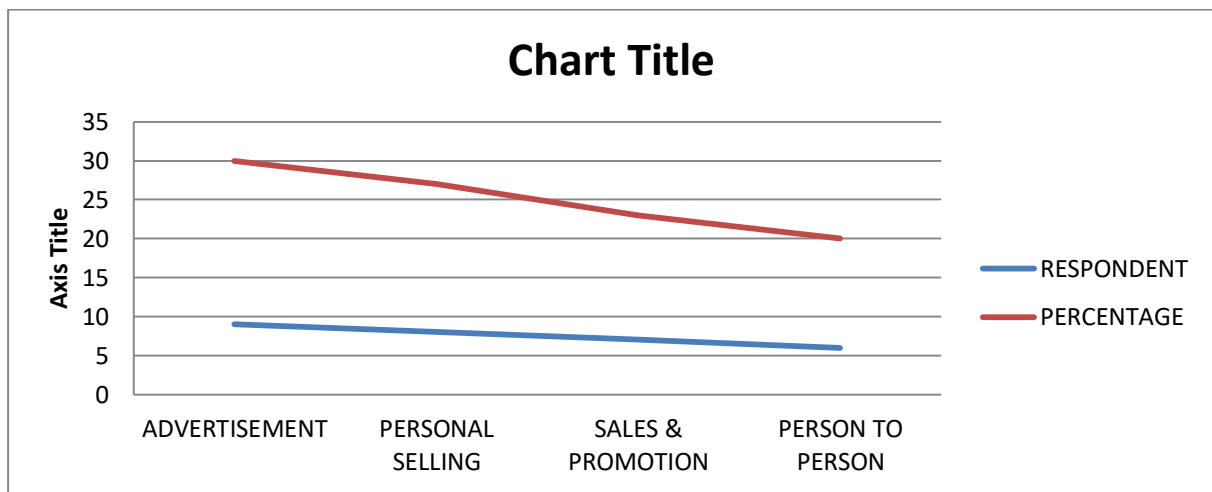


INTERPRETATION

For conducting this study the distribution of the respondents within different way of advertisements has been shown in the above shown chart. As such, Honda group holds composition of 30 % of our total respondents. The percentage composition of 27 % for Tvs and Bajaj 33 % each of our total respondents. In case of Hero group of the percentage composition is of 10 % of our total respondents

Q.9) According to the respondent which is the best ways of sales and promotion?

PARTICULAR	RESPONDENT	PERCENTAGE
ADVERTISEMENT	9	30
PERSONAL SELLING	8	27
SALES & PROMOTION	7	23
PERSON TO PERSON	6	20
TOTAL	30	100

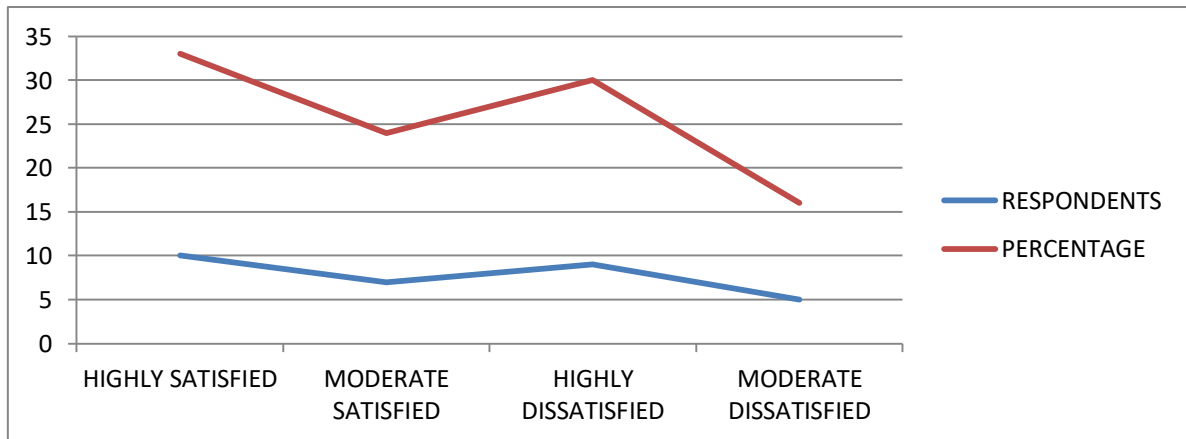


INTERPRETATION

For conducting this study the distribution of the respondents within different way of sales and promotion has been shown in the above shown chart. As such, advertisements holds composition of 30 % of our total respondents. The percentage composition of 27 % for Personal Selling and Sales & Promotion 23 % each of our total respondents. In case of Person to Person Selling the percentage composition is of 20 % of our total respondents

Q.10) Is the respondent satisfied with the availability of spare parts are available with the local dealers shop?

PARTICULAR	RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	10	33
MODERATE SATISFIED	7	24
HIGHLY DISSATISFIED	9	30
MODERATE DISSATISFIED	5	16
TOTAL	30	100



INTERPRETATION

For conducting this study the distribution of the respondents within different spare parts availability in local shops has been shown in the above shown chart. As such, highly satisfied group holds composition of 33 % of our total respondents. The percentage composition of 24 % for moderate satisfied and highly dissatisfied 30 % each of our total respondents. In case of moderate dissatisfied group of the percentage composition is of 16 % of our total respondents

CHAPTER 5

➤ FINDINGS & RECOMMENDATIONS

FINDINGS

Some of the response from 30 customers the findings can be listed as:

- As per the findings, all are having the awareness of Tvs two wheeler. We can say that Tvs two wheeler have good place in the minds of customers.
- The customers who are mainly age group of 25-35 years are using more two wheelers.
- It has been found that the majority of the respondents come to know about the Tvs two wheeler mainly through friends / family members and advertisements only. So we can say that the word of mouth and advertisements play a important role when customer are shopping.
- As per the findings majority of the respondents are purchasing two wheeler vehicles for the consumption purpose only.
- As per the findings majority of the customers come to choose the Tvs two wheeler vehicles for availability of wide ranges and choices as well as the reasonable prices.
- As per the findings majority of the customers are satisfied with the value of their money provided by Tvs two wheeler store.
- As per findings most of the customers opinion is to revisit the Tvs two wheeler.
- As per findings majority of the respondents are recommended to others for shopping in Tvs two wheeler.
- Maximum number of people felt that price of the spare parts are reasonable.

RECOMMENDATIONS

An attempt has been made to suggest to the Honda two wheeler a few measure. These suggestions have been made within the preview of a data available.

- The company must go for some promotional activities rather than TV, advertisements, hoardings and newspaper.
- The company has to conduct the periodical meetings with customers and take their valuable suggestions.
- The company may adopt policy of discounts and gifts to customers while purchasing the products.
- Innovative efforts must be launched to improve the position through better market strategies.
- The showroom staff should be trained adequately so as to convince the potential customers because his performance on job has great impact on sale of a product.
- Most of the customers belong to age group of 25-35 years. So, company has to concentrate more on these people to enhance the sales.
- Moreover, the company has to concentrate more on the customer of business purpose occupation to enhance the sales.

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Websites:-

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www.honda2wheelersindia.com

www.tvs.com

ANNEXURE

QUESTIONNAIRE

This Questionnaire is prepared for undertaking a project pertaining to analysis of *“Effectiveness of Marketing Strategies in Two-Wheeler segment : A Case Study of Honda & TVS Motors”*. The responses would be great help for the purpose and would be kept confidential to the maximum possible extent.

SOMESH BUBNA

(STUDENT)

GALGOTIA UNIVERSITY

Name of the Respondent

Phone Number

Email id

Q.1) Age group of respondents?

1. 18 – 24
2. 25 – 35
3. 35 – 45
4. 45 & Above

Q.2) Occupation of respondents?

1. Student
2. Business
3. Professionals / Job
4. Others

Q.3) Does the respondent have any two-wheeler?

1. Yes
2. No

Q.4) Two- wheeler of which company does the respondent have?

1. Honda
2. Bajaj
3. TVS
4. Hero

Q.5) For last how many years, the respondent is using Two- wheeler?

1. 0-2 years
2. 2-4 years
3. 4-5 years
4. 5 years and above

Q.6) For what purpose did the respondent purchased Two- wheeler?

1. Self-Use
2. Use by Family Member/s
3. Business-Use
4. Others

Q.7) What is the reason behind purchasing a specific brand by the respondent?

1. Comfort
2. Style
3. Mileage
4. Advertisement

Q.8) According to you which company follows the best way of advertisement?

1. Honda

2. TVS
3. Bajaj
4. Hero

Q.9) According to the respondent which is the best ways of sales and promotion?

1. Advertisement
2. Sales and Promotion
3. Person to Person Communication
4. Personal Selling

Q.10) Is the respondent satisfied with the availability of spare parts are available with the local dealers shop?

1. Highly Satisfied
2. Moderately Satisfied
3. Highly Dissatisfied
4. Moderately Dissatisfied