

A Study on Consumer Buying Behaviour on Honda Two Wheelers

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ABSTRACT

Consumer behavior is defined as all psychological, social and physical behaviors of potential customers as they become aware to evaluate, purchase, consume and tell others about products and services. Consumer behavior is the study of when, why, how where and what people do or not buy products.

KEYWORDS: *purchasing decision, Consumer behavior*

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INTRODUCTION

The most important reason for studying consumer behaviourism the role that it plays in our lives. We spend a lot of time in shops and market places. We talk and discuss with friends about products and services and get lot of information from T.V. This influences our daily lives. Consumer decisions are affected by their behaviour. Therefore, consumer behaviour is said to be an applied discipline. This leads to the micro perspective and societal perspective.

NEED OF THE STUDY

- To understand the impact of promotional activities influencing customers towards shivsai honda.
- To understand why customers visit and purchase bikes at shivsai honda.
- This study helps to understand the concept of consumer buying behaviour in shivsai Honda

SCOPE OF THE STUDY

- The is collected from the respondents across all the income groups, occupations, gender who are buying bikes at shivsai honda.

- The main focus of the study covers the promotional activities and consumer buying behaviour.

OBJECTIVES OF THE STUDY

- To understand the promotional activities of shivsai honda.
- To study the consumer buying behaviour in shivsai honda.
- To know the factors influencing consumer purchasing decision.

RESEARCH METHODOLOGY

➤ Primary data

The primary data is collected through a structured questionnaire.

➤ Secondary data

Secondary data is collected through books, company website.

- Mode of survey: Online
- Sample Size: 100
- Sampling technique: simple random
- Research instrument: Questionnaire

TOOLS AND TECHNIQUES

- Regression

Charts

- Bar chart
- Tables
- Pie charts

Software

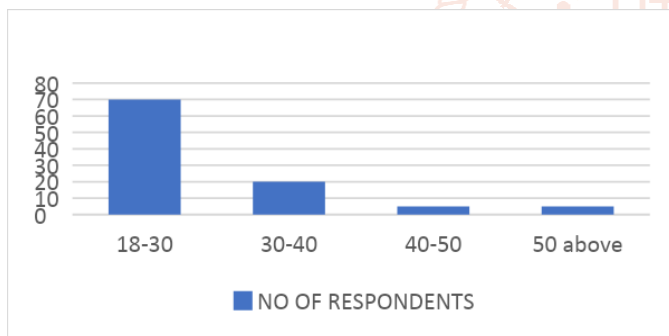
- MS-Excel, spss

LIMITATIONS OF THE STUDY:

- The study was restricted to only consumers of shivsai honda.
- The research is conducted on the basis of sample size, so it might be possible that information given by such respondents may not match with the reply of total consumers.

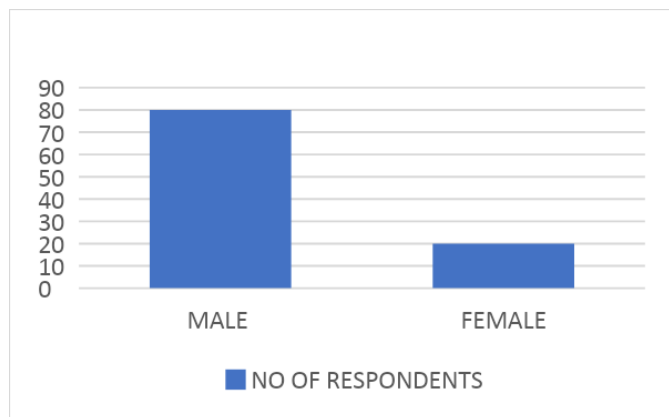
AGE OF THE RESPONDENTS:

Age	No of Respondents	Percentage
18-30	70	70%
30-40	20	20%
40-50	5	5%
50 above	5	5%
TOTAL	100	100%



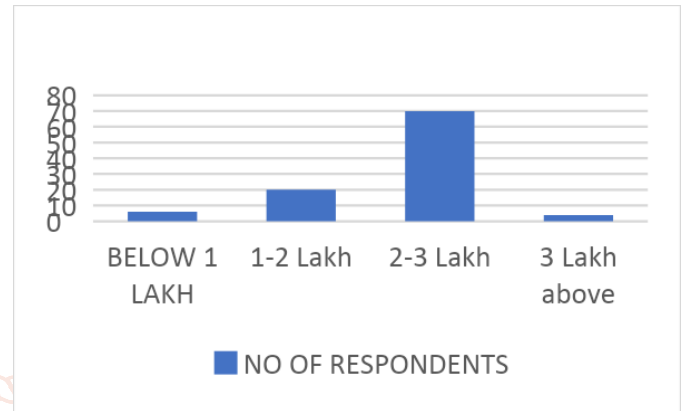
GENDER OF THE RESPONDENT:

Gender	No of Respondents	Percentage
MALE	80	80%
FEMALE	20	20%
TOTAL	100	100



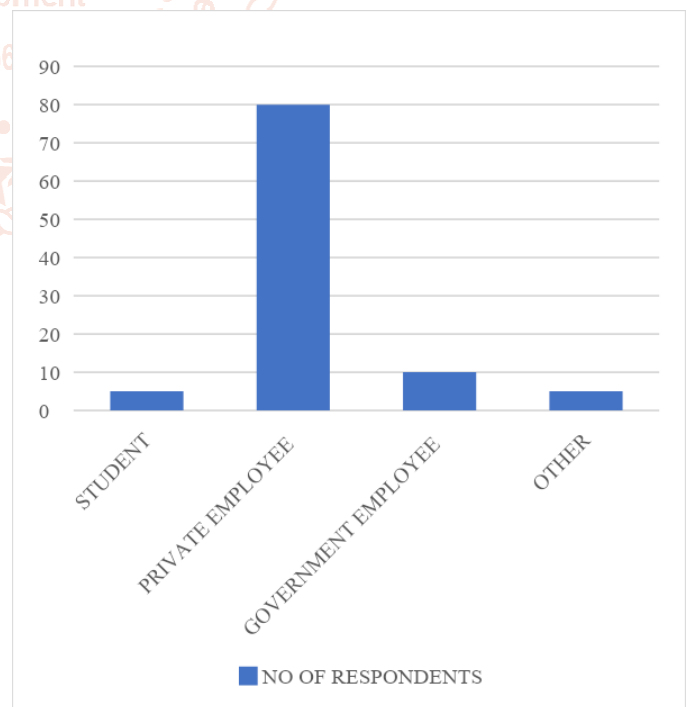
INCOME OF THE RESPONDENTS:

Income	No of Respondents	Percentage
BELOW 1 LAKH	6	6%
1-2 Lakh	20	20%
2-3 Lakh	70	70%
3 Lakh above	4	4%
TOTAL	100	100%



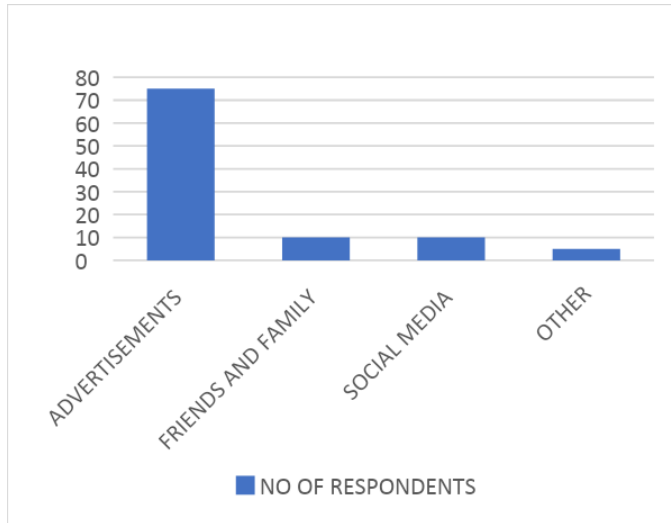
OCCUPATION OF THE RESPONDENTS

Occupation	No of Respondents	Percentage
Student	5	5%
Private Employee	80	80%
Government Employee	10	10%
Other	5	5%



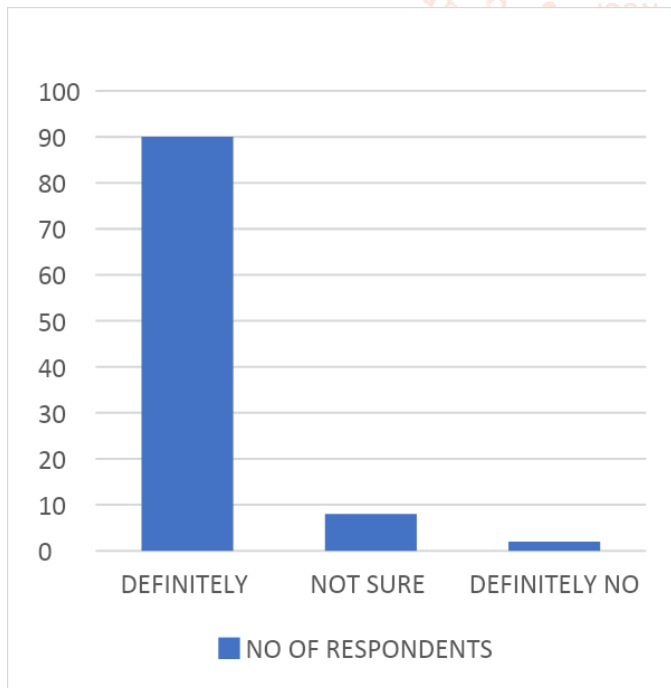
1. How did you come to know about honda vehicles?

Category	No of Respondents	Percentage
Advertisements	75	75%
Friends And Family	10	10%
Social Media	10	10%
Other	5	5%
Total	100	100%



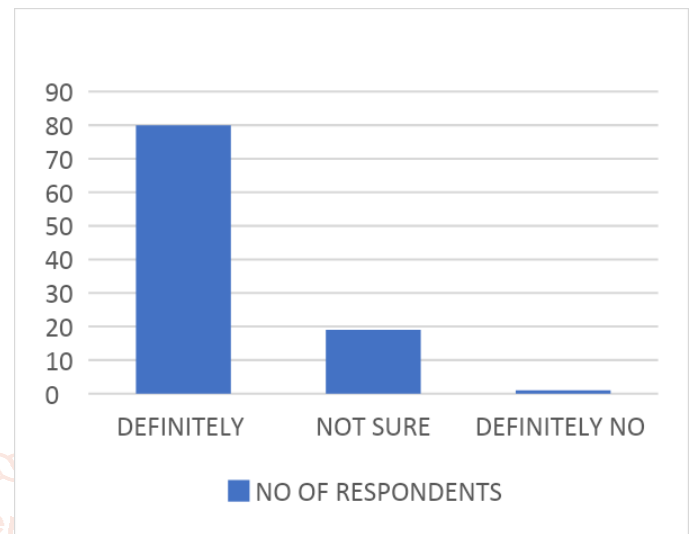
2. Do you consider price during buying of the honda bikes?

Category	No of Respondents	Percentage
Definitely	90	90%
Not Sure	8	8%
Definitely No	2	2%



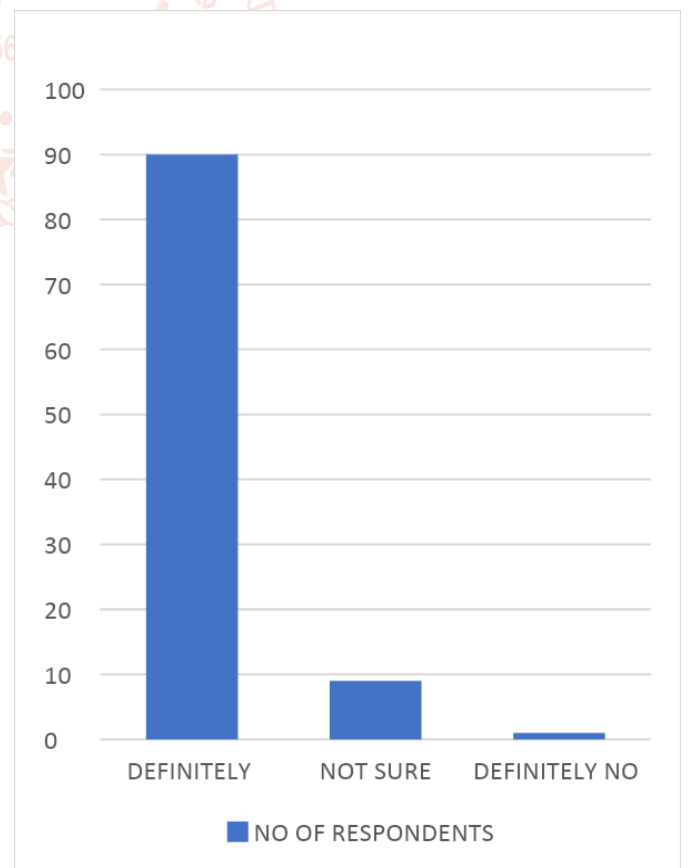
3. Do you consider mileage during buying bikes of honda?

Category	No of Respondents	Percentage
Definitely	80	80%
Not Sure	19	19%
Definitely No	1	1%
Total	100	100%



4. Do you consider brand image during buying the honda bikes?

Category	No of Respondents	Percentage
Definitely	90	90%
Not Sure	9	9%
Definitely No	1	1%
Total	100	100%



HYPOTHESIS TESTING:

Regression

[DataSet1]

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	proacts ^a	.	Enter

- a. All requested variables entered.
- b. Dependent Variable: purds

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.219 ^a	.048	.038	.950

- a. Predictors: (Constant), proacts

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.437	1	4.437	4.915	.029 ^a
	Residual	88.473	98	.903		
	Total	92.910	99			

- a. Predictors: (Constant), proacts
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Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.907	.271		3.347	.001
	proacts	.262	.118	.219	2.217	.029

- a. Dependent Variable: purds

FINDINGS:

80% of the consumers of shivsai honda are male.70% of the consumers are belonging to 18-30 age group. 70% of the consumers are belonging to 2-3 lakh income group.80% of the consumers of shivsai Honda are private employees.

- 75% of the respondents are known about shivsai Honda through advertisements.
- 60% of the consumers are attracted to purchase bikes on the basis of exchange offers.
- 70% of the consumers are visit to Shivsai Honda for warranty of bikes.
- 90% of the consumers said that promotional activities of shivsai honda is effective.
- 90% of the consumers consider price while buying bikes at shivsai honda.
- 80% of the consumers consider mileage while buying bikes at shivsai honda.

- 90% of the respondents consider brand image while purchasing bikes at shivsai honda.
- 80% of the respondents consider EMI facility while buying bikes at shivsai honda.

SUGGESTIONS:

By analyzing the demographic factors I would like to suggest that attract female customers

by proving new model bikes. To attract low income group people provide discount to them.

- 75% of the consumers knows about shivsai honda through advertisements so, I would like to suggest that to promote through social media and magazines to attract more customers.
- 60% of the respondents are attracted through exchange offers so, I would like to suggest that to

provide more discount offers, festival offers, and coupons to attract more consumers .

- 70% of the consumers are purchase their bikes by providing warranty, so I would like to suggest that to provide test drive to attract the consumers.
- 80% of the consumers are said that promotional activities shows impact on sales, so I would like to suggest that to maintain promotional activities to attract consumers.

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- [2] Gray John complete reference book for marketing strategies. www.honda.com

