

A STUDY ON MARKETING STRATEGIES AND SERVICES PROVIDED BY CITY AND COMPANY

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

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**SCHOOL OF MANAGEMENT
STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE JEPPIAAR
NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

APRIL 2023



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **ANTO NOEL SHARAN A** who carried out the project entitled "**A STUDY ON MARKETING STRATEGIES AND SERVICES PROVIDED BY CITY AND COMPANY**" under my supervision from January 2023 to April 2023.

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I **Anto Noel Sharan A** hereby declare that the Project Report entitled “**A STUDY ON MARKETING STRATEGIES AND SERVICES PROVIDED BY CITY AND COMPANY**” done by me under the guidance of Dr. Sudha Paulin, MBA, PhD. Assistant Professor, School of Business Administration is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE: 05/05/2023

PLACE: Chennai

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ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. BHUVANESWARI G.**, Dean, School of Business Administration and **Dr. PALANI A.**, Head, School of Business Administration for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr. Sudha Paulin M., Assistant Professor, School of Management studies** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the School of Management Studies who were helpful in many ways for the completion of the project.

ABSTRACT

Real marketing does not involve the art of selling what manufactures make. Organization gains market leadership by understand consumer need and find solutions that delight consumers. Marketing is a philosophy that guides the entire organization towards sensing, serving and satisfying consumer needs. Marketing can be called as a game plan for achieving its goals. Strategy choice will depend on whether the firm or the marketer plays the following role. Market leader A challenger A follower A niche The identification of objectives, both in quantitative and qualitative terms, is an essential backdrop to strategy formulation. Goals have a quality and time frame attached to them. These are typically spelt out in term of financial return, market share, market presence, etc., Thus, the concept market oriented strategic planning arises the products the link between the products the manufacture is dealing and the market.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Today's society is warm with urbanization and demonstration with a view toward it, there are drastic change coming up in all sectors even in the automobile industries. The following information gives an insight about it.

In the present context the companies operate on the principal of nature selection- "Survival of the Fittest". Only those companies will succeed which at best match to the current environment imperative-those who can deliver what people are ready to buy. But real marketing does not involve the art of selling what the manufactures make. Organization gain market leadership by understand consumer need and finding solutions that delight consumers. Hence the aim of marketing is to build and manage profitable customer relationship.

This is a part of the strategic marketing done by every company to achieve its objectives and goals. To maximize the profit and long-term plans every organization has to follow a strategic planning.

Marketing is much more than just an isolated business function – it is a philosophy that guides the entire organization towards sensing, serving and satisfying consumer needs. The marketing department cannot accomplish the company's customer relationship-building goals by itself. It must partner closely with other department in the company and with other organization throughout its entire value-delivery network to provide superior customer value and satisfaction. Thus marketing calls upon everyone in the organization to "think customer" and to do all they can to help built and manage profitable customer relationship. Marketing is all around us, and we need to know that it is not only used by manufacturing companies, wholesaler and retailer, but also by all kind of individual and organization.

The marketing process consists of the following:

1. Analysis marketing opportunities.
2. Developing marketing strategies.
3. Planning marketing programs.
4. Managing the efforts.

Before taking any decision and achieving the goals, it has to make analysis of what to do, how to do, when to do, where to do, and who is to do it. This is nothing but strategic planning. Goals indicate what a business unit wants to achieve whereas strategy is how to get there.

Marketing strategy in simple terms are the complete and unbeatable plan designed specifically for attaining the marketing objectives of the firm. Marketing can be called as a game plan for achieving its goals. Strategy choice will depend on whether the firm or the marketer plays the following role.

- Market leader
- A challenger
- A follower
- A nicher

The identification of objectives, both in quantitative and qualitative terms, is an essential backdrop to strategy formulation. Goals have a quality and time frame attached to them. These are typically spelt out in terms of financial return, market share, market presence, etc.,

Thus, the concept of market-oriented strategic planning arises. The product is the link between the product the manufacturer is dealing and the market

conditions. In the direction, our study deals only with the marketing strategies i.e., promotional strategies of the Honda Motor Bikes.

IMPORTANCE:

What marketing is what it does and what it offers?

“Marketing is a social and managerial process whereby individual and groups obtain what they need and want through creating and exchanging products and value with others.”

“Marketing management is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange that satisfying individual and organizational goals.”

“Marketing offers some combination of products, services, information, or experience offered to a market to satisfy a need or want.”

“Marketing is an orderly and insightful process for thinking about and planning for markets. The process starts with researching the market place to understand its dynamics. The marketer uses research methodologies to identify opportunities, that is, to find individuals all groups of people with unmet needs or latent in some products or service.

There are four major, powerful themes that the heart of modern marketing theory and practice, they are:

- Building and management profitable customer relationship.
- Building and managing strong brands.
- Harnessing new marketing technology in this digital.
- Marketing in a socially responsible way around the globe.

1.2 NEED FOR THE STUDY

The importance of this study is to understand the preferences of two-wheeler customers, their opinion on the services provided by Honda, and to improve the marketing strategies and promotional activities based on customer preferences. Marketing is an orderly and insightful process for thinking about and planning for markets. The marketer uses research methodologies to identify opportunities, that is, to find individuals all groups of people with unmet needs or latent in some products or services. Marketing management is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services.

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- Harnessing new marketing technology in this digital.
- Marketing in a socially responsible way around the globe

1.3 SCOPE AND SIGNIFICANCE OF STUDY

- The study is regarding marketing strategies and promotional activities by companies towards customers preferring two wheelers. The study includes a sample of 200 respondents. The study is based on both Primary and Secondary data.
- Strategic Marketing has been defined as the management function responsible for identifying, anticipating and satisfying customer requirements profitably. Marketing is both a philosophy and a set of techniques which address such matters as research, product design and development, pricing, packaging, sales and sales promotion, advertising, public relations, distribution and after-sales service.
- Marketing is a philosophy that leads to the process by which organizations, groups and individuals obtain what they need and want. The core concepts of marketing are customers' needs, wants and values. Marketing is concerned with the direction and scope of the long-term activities performed by an organization.

1.4 COMPANY PROFILE

- Established in 2015 , City & Company has made a name for itself in the list of top suppliers of in India. The supplier company is located in Chennai, Tamil Nadu and is one of the leading sellers of listed products.
- City & Company is listed in Trade India's list of verified sellers offering supreme quality of etc. Buy in bulk from us for the best quality products and service.
- Their showroom that goes way beyond the boundaries of facts and figures in its exploration of the exciting and exotic world of bike, providing complete freedom to the extreme of India to watch, know and understand the deepest passion of their lives in much greater detail and from a wide variety of position. Stringing together a comprehensive sketch, which presents a new window into the universe, which are the smallest and yet the smartest Clients of the vehicle community, to the inspiring and thrilling super bikes, which reign over the fantasies across the globe.
- Right from its very beginning, our team has striven to serve the aspiring buyers, the proud owners, the fans and the dealers of vehicles across the nation in every possible way, always trying to be of assistance and support to them as they sought solutions to their many problems and queries related to bikes. What has kept us going and growing through all these years is the gratitude that our efforts have received on the public platform.

1.5 INDUSTRY PROFILE

- Mr .Soichiro Honda Born is November 1906 in Tenryu, JAPAN, and died in august 1991 (aged 84), Mr. Honda founded in 1948 the Honda Motor company. The Honda Trails History begins in the early sixties. As all these stories the start is not exactly clear, but I'll try to give a little light on this not very clear history. Of course any help will be welcome. I'm open to receiving any information and pictures in order to share to everybody interest of four stroke Honda's engine. ed on this exciting world 22
- According to Honda, you might want to do your Civic duty and get fit. Honda Motor is Japan's #2 automaker (after Toyota) and the world's largest motorcycle producer. The company's car models include the Accord, CR Civic, Element, and Fit; gasoline-- V electric hybrid versions of the Civic and Accord; and seven models of the luxury Acura line. Honda's line of motorcycles includes everything from scooters to superbikes. The company also makes a line of ATVs and personal watercraft. Honda's power products division makes commercial and residential machinery (lawn mowers, snow blowers, and tillers); portable generators; and outboard motors. Almost 75% of Honda Motor sales come from outside Japan

1.6 PRODUCT PROFILE

India is the largest two-wheeler manufacturer in the world. The two-wheeler sector contributes to 7% of manufacturing GDP in India. It also contributes to 2% of GST revenues. It is estimated that India has around 190 million two-wheelers. At present two-wheeler production accounts for more than 80% of total automotive production in India. Indian two-wheeler producers have more than 25 million units of installed production capacity. The two-wheeler market is primarily comprised of the motorcycle and scooter segments.

The 2-Wheeler Industry in India entered the manufacturing course in the early 1950s. Automobile Products of India (API) started manufacturing scooters in India. In the '80s the market for two-wheeler motorbikes opened up and it buzzed the market by storm. TVS Suzuki and Hero Honda occupy the top two spots in the Indian motorcycles segment.

CHAPTER 2

REVIEW OF LITERATURE

Drucker (2020) states that marketing strategy as seen as a process consisting of analyzing environmental, market competitive and business factors affecting the corporation and its business units, identifying market opportunities and threats and forecasting future trends in business areas of interest for the enterprise, and participating in setting objectives and formulating corporate and business unit strategies. Selecting market target strategies for the product-markets in each business unit, establishing marketing objectives as well developing, implementing and managing the marketing program positioning strategies in order to meet market target needs”1s

Hart & stapleton (2017) through his statement in very general terms of how the marketing objective is to be achieved, e.g. acquiring a competitive company, by price reductions, by product improvement, or by intensive advertising. The strategy becomes the basic of the marketing plan”2.

Lambin (2018)” he stated that role of strategy marketing is to lead the firm towards attractive economic opportunities, that is, opportunities that are adapted to its resources and knowhow and offer a potential for growth and profitability’3.

Baker (2016) concludes that establishment of the goal or purpose of a strategy business unit and the means by which it is to be achieved through management of the marketing function”4.

Cravens (2020) explains that understanding the strategic situation confronting an organization is an essential starting point in developing a marketing strategy”5.

Hamper & Baugh (2010) defines for the term vary, we define marketing strategy as a consistent & appropriate and feasible set of principles through which a particular company hopes to achieve its long-run customer and profit objectives in a particular competitive environment.

Aramario & Lambin (2019) told that marketing has basically an strategic conception of the selling activity, we use to distinguish between strategic marketing and operational marketing, depending on long term or short term objectives, Strategic marketing starts in thoughts about current situation of the Company and situational analysis and possible evolution of the markets and the environment, with the goal detecting opportunities which can establish objectives”7.

Schnaars (2015) explains there is no unified definition upon which marketers agree. Instead, there are nearly as many definitions of it as there are uses of the term8. Clearly, marketing strategy is a commonly used term, but no one is really sure what it mean”.

Bradley (2019) stated the strategic marketing process, therefore implies deciding the marketing strategic based on a set of objectives, target market segment, positioning and policies”9.

Walker, Boyd, Larreche (2016) : told that the primary purpose of a marketing strategy is to effectively allocate and coordinate marketing resources and activities to accomplish the firm’s objectives within a specific product market10. Therefore decisions about the scope of a marketing strategy involve specifying the target market segments(s) to be pursued and the product line to be offered. Firms seek a competitive advantage and strategy, planning a well integrated program of marketing mix elements,”

Jain (2017) has reorganization of telecom sector, past and future” Vikas publication , New Delhi.

1. Where to compete. (Definition of the market). One or various segments...
2. How to compete, that is, it required a means for competing.
3. When to compete, that is, it requires timing of market entry. “In its strategic role, marketing focuses on a business’s intensions a market and the means timing of realizing those intensions. The strategic role of marketing is quite different from marketing management which deals with developing, implementing and directing programs to achieve designated intensions. To clearly differentiate between marketing management and marketing in its new role, a term- strategic marketing-has coined to represent the later”.

Camara (2019) explains that strategy which defines the general principles for reaching objectives related to the specific SBU’s and target markets. It contains the main objectives of the marketing expenditure, marketing actions, and resource allocation in the area. It includes decisions like: segmentation strategies, positioning, and communication. The definition of marketing strategies referring to the marketing plan: it is one of the section which integrate the marketing plan and its own objectives is to present an action plan which will be utilized to reach the marketing plan objectives”

Kotler (1997) explained the selection of target markets, the marketing mix and the marketing expending levels”14... the marketing strategy I the way in which the marketing function organizes its activities to a achieve a profitable growth in sales at a marketing mix level”

“ A marketing strategy may be defined as a plan (usually long term) to achieve the organization’s objectives as follow..”

1. By specifying what resources should be allocated to marketing.
2. By specifying how these resources should be used to take advantage of opportunities which are expected to arise in the future

“A marketing strategy would consist of the following:

- a. Identifying markets and customer needs in those markets.
- b. Planning products which satisfy the needs of these markets.
- c. Organizing marketing resources, so as to match product with customers in the most efficient and the organization profit or sales revenue. (Or whatever its objectives are) At the same time”.

Munuera & Rodriguez (1998) stated a methodology of analysis which pretends the knowledge of customers need and the forecast of potential option (ours and competitors) in order to gain competitive advantage in a long term)sustainable) and defendable”¹⁵

McDonald (1999) found the term “marketing strategy” ¹⁶reflects the company’s best opinion as to how it can most profitably apply its skill and resources to the market place. It is inevitable broad in scope. Marketing objective and are usually concerned with 4’s”

Jain(2010) explained strategic marketing means looking at the whole of a company’s portfolio of products and marketing and managing the portfolio to achieve the company’s overall goals”¹⁷.

Bradley (2018) A marketing strategy consist of an internationally integrated but externally focused set of choices about the organization added its customers in the context of a competitive environment.

Lieb.R(2011) that companies having creating and distribution content for many years, both to attract new business and to retain existing customers¹⁹.However, here’s the point of differentiation from traditional forms of marketing and advertizing: using content to sell isn’t selling. It isn’t push marketing, in which messages are sprayed out at groups of consumers. Rather,

it's a pull strategy – it's the marketing of attraction. It's being there when consumer need you seek you out with relevant, educational, helpful, compelling, engaging and sometimes entertaining information.

Doyle(2018) stated that strategic marketing is the management process that seeks to maximize returns to shareholders by creating a competitive advantage in providing, communicating and delivering value customers thereby developing a long-term relationship with them²⁰. The specific contribution of marketing in the organization lies in the formulation of strategy to choose the right customer, build relationship of trust with them and create a competitive. A marketing strategy consists of an internally integrated but externally focuses set of choices about how the organization addresses its customers in the context of a competitive environment.

Anderson(2012) told the real lesson of a strategic marketing philosophy is that better performing organization recognize the basic and enduring nature of the customer needs they are attempting to satisfy²¹;. It is the technology of want satisfaction which is transitory. The products and services used to satisfy customers need and wants change constantly.

Ingman(2013) explained that marketing strategy s one of the function strategies that together constitute an overall business strategy²².Howeve.the importance of marketing strategy is very high overall business strategy ,because of control of key marketing relationship with organization outside of the support function. Delivery of the goods to the market and sales.

Buttle(2017) told that marketing strategy-the overall (corporate marketing) action program, including all elements of marketing complex in order to clarify undertaking to set goals and objectives²³. This is a logical continuation of the business plan that combines a number of interrelated decisions.

Hambrick and Fredrickson(2001) told that marketing strategy has five elements: it deals with where the organization plans to be active, how it will get there; how it will

Kotler (2003) explained that marketing strategy is marketing logic according to which the business unit is marketing. Marketing strategy focuses on target customers. The company chooses market, dividend it into segments created a marketing mix, using the tool at its disposal 25: product, price, distribution, sales support. In order to establish the best marketing mix and be able to take appropriate action the company performs marketing analysis by monitoring the environment and adapting to it.

Pranulis(2017) stated that marketing strategy is consistently located and coordinate set of marketing actions 26,aimed at meeting the long-term marketing goals.

Ramanauskiene(2018) concludes that marketing strategy is a logical means by which the organization seeks to solve marketing problems, the scheme 27. It consists of individual target markets, product positioning marketing complex between costs marketing strategies.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 METHODOLOGY

The study will determine effective factors for preferring two Wheelers and analyse the marketing and promotional strategies of Honda. The study will determine whether the customer is satisfied with the offers given by the dealers and to find the satisfaction level of the customers.

3.2 OBJECTIVES OF STUDY

Primary objective

To study on marketing strategy and services provided by city and company

Secondary objective

- To know the effective factors for preferring two Wheelers.
- To study and analyse the marketing and promotional strategies of Honda.
- To know whether the customer is satisfied with the offers given by the dealers.
- To find out satisfaction level of the customers.

3.3 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

- Primary data- Questionnaire given to 174 respondents
- Secondary data – websites and online journals

3.4 SAMPLING DESIGN, SIZE AND TECHNIQUE

A sample as the name implies is smaller representation of a larger, where the observation includes customers who use honda two wheelers would involve such a mass of data. In present study, the researcher will choose a sample of 174 customers who bought Honda bike and the technique that will be used is questionnaire method, percentage graph, Chi square and correlation. Convenient sampling method is being used.

3.5 PERIOD OF STUDY

The period of time taken to conduct the survey and prepare the research paper is 3 months. (January 2023 to March 2023)

3.6 METHOD OF DATA COLLECTION

Following data collection methods are most commonly used in order to conduct research:

3.6.1 EXPERIMENTS

Experiment refers to the method in which certain tasks are performed under controlled environment in order to get some results. The results might be expected or unexpected. Experiments focus on cause-and-effect mechanism. Based on the results of the experiments performed, analyses are made.

3.6.2 OBSERVATIONAL STUDY

Such a study involves making opinions based on observations from natural resources and previous researches. This is not very accurate data collection method.

3.6.3 QUESTIONNAIRES

Surveys or questionnaires are the methods that collect data from a sample of population whereas sample refers to the subjects under study that are. The answers given by the sample population are evaluated and analyzed. It is a very effective process since it gives clear decision-making ability. Besides, it is a cost-effective data collection method.

3.6.4 STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into three sections. First part consists of psychometric test questions and the second part consist of Questionnaire technique questions and the third part consist of critical incident technique questions. All these sections are followed by personal details of customers.

3.7 ANALYSIS OF DATA

In order to extract useful results for reaching a strong conclusion and decision making, it is important to analyze the data. The procedure of transforming all the obtained data into useful data and then obtaining a clear conclusion about the data is the process of analysis. Analysis process also includes examining the data, building relation of different data types with each other and trends of different factors. Questionnaire was divided into three sections. First part consists of psychometric test questions and the second part consist of Questionnaire technique questions and the third part consist of critical incident technique questions. All these sections are followed by personal details of customers.

3.7.1 TOOLS FOR ANALYSIS

SPSS is short for Statistical Package for the Social Sciences, and it's used by various kinds of researchers for complex statistical data analysis. The SPSS software package was created for the management and statistical analysis of social science data. It was originally launched in 1968 by SPSS Inc., and was later acquired by IBM in 2009. SPSS is used by market researchers, health researchers, survey companies, government entities, education researchers, marketing organizations, data miners, and many more for processing and analyzing survey data, such as you collect with an online survey platform like Alchemer. Most top research agencies use SPSS to analyze survey data and mine text data so that they can get the most out of their research and survey projects.

3.7.2 STATISTICAL TECHNIQUES TO BE USED

The analysis of the data helps the researcher to reach conclusion and findings of the study. Appropriate statistical techniques will be used in the study to analyze data.

However, the researcher proposes following statistical techniques for data analysis.

- Chi square
- Correlation

For this research study, above mentioned statistical techniques will be used to identify competencies and measure its impact on organization effectiveness.

CHAPTER 4

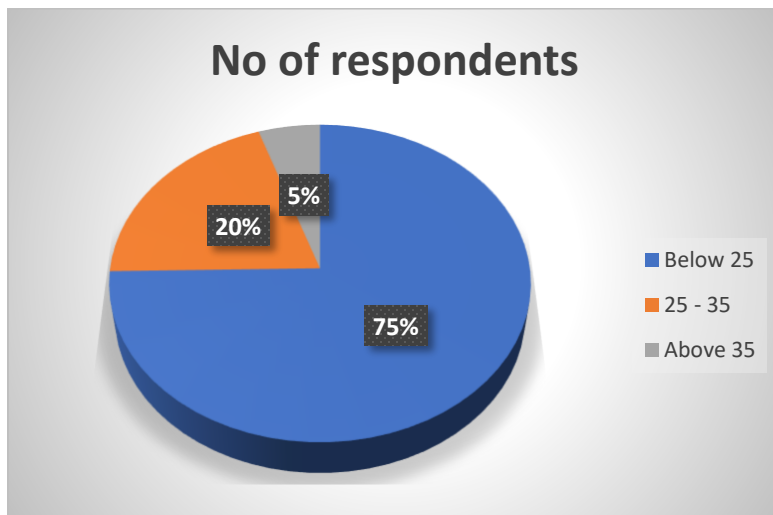
DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1 Table Showing age wise classification of respondents

S No	Particulars	No of respondents	Percentage
1	Below 25	130	74.7
2	25 - 35	35	20.1
3	Above 35	9	5.2
	TOTAL	174	100

Chart 4.1.1: Age of respondents



Interpretation

From the above table it is interpreted that the number of respondents below 25 age of respondents are 74.7%, between 25-35 age of respondents are 20.1% Above 35 age of respondents 5.2%

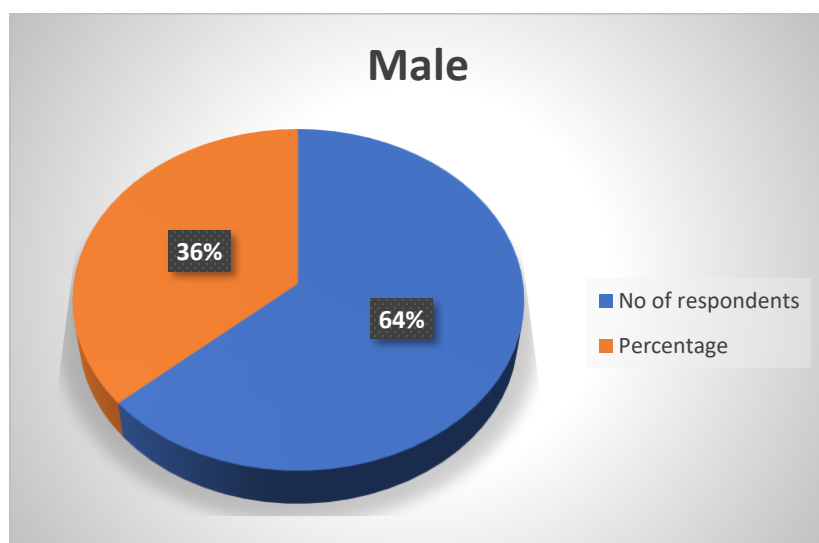
Inference

Majority (74.7%) of the respondents are age of below 25 years.

Table 4.1.2 Table showing gender wise classification

S No	Particulars	No of respondents	Percentage
1	Male	115	66.1
2	Female	59	33.9
	TOTAL	174	100

Chart 4.1.2: Gender of the respondents



Interpretation

From the above table it is interpreted that the number of female respondents is 33.9% and male respondents is 66.1%.

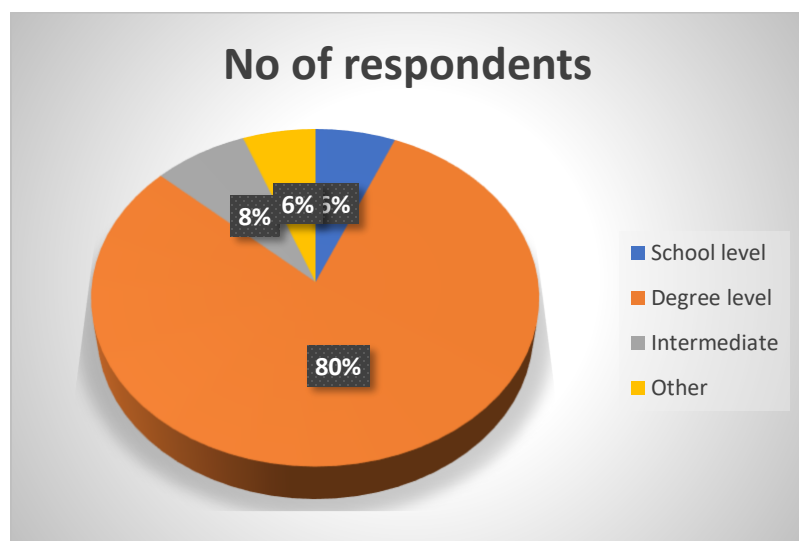
Inference

Majority (66.1%) of the respondents are male.

Table 4.1.3 Table showing education qualification of the respondents

S No	Particulars	No of respondents	Percentage
1	School level	11	6.3
2	Degree level	140	80.5
3	Intermediate	13	7.5
4	Other	10	5.7
	TOTAL	174	100

Chart 4.1.3: Education qualification of the respondents



Interpretation

From the above table it is interpreted that degree level (80.5%), school level (6.3), intermediate (7.5%), other (5.7%)

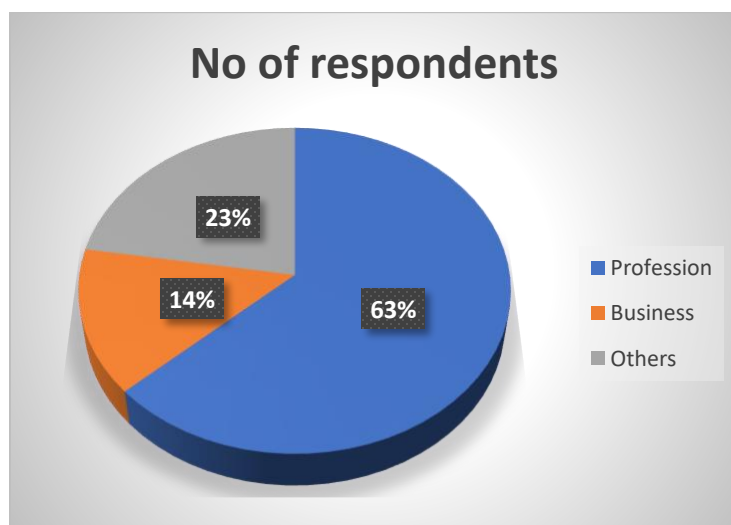
Inference

Majority (80.5%) of the respondents are degree level.

Table 4.1.4 Table showing occupation of the respondents

S No	Particulars	No of respondents	Percentage
1	Profession	110	63.2
2	Business	25	14.4
3	Others	39	22.4
	TOTAL	174	100

Chart 4.1.4: Occupation of the respondents



Interpretation

From the above table it is interpreted that profession (63.2%), Business (14.4%) and other (22.4%)

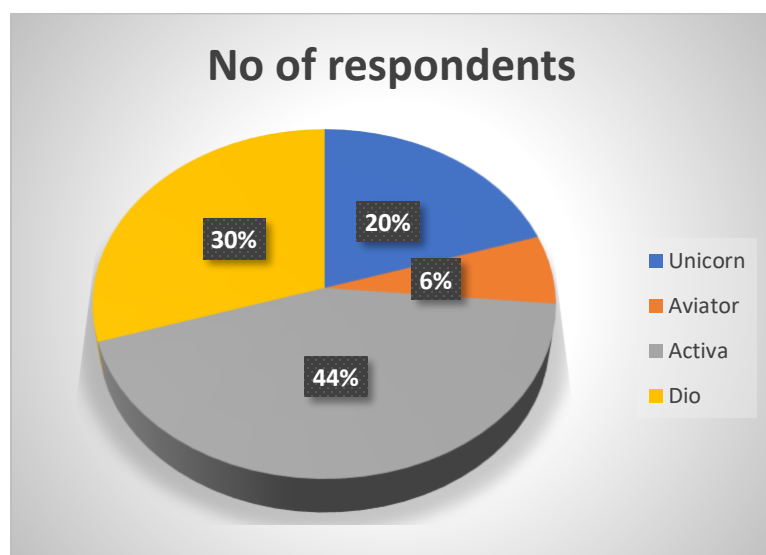
Inference

Majority (63.2%) of the respondents are profession.

Table 4.1.5 Table showing mode of bike purchased of respondents

S No	Particulars	No of respondents	Percentage
1	Unicorn	35	20.1
2	Aviator	11	6.3
3	Activa	76	43.7
4	Dio	52	29.9
	TOTAL	174	100

Chart 4.1.5: Mode of bike purchased of respondents



Interpretation

From the above pie chart it is interpreted that unicorn (20.1%), aviator (6.3%), activa (43.7%) and dio (29.9%)

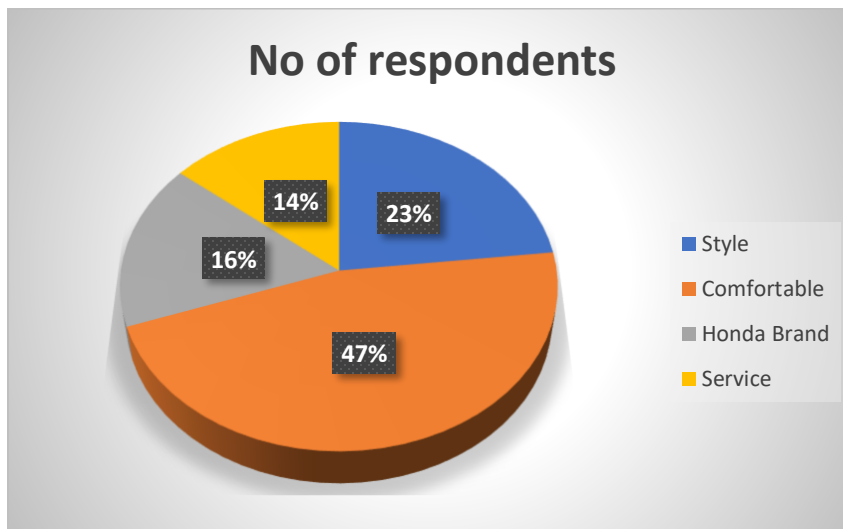
Inference

Majority (43.7%) of the respondents are activa

Table 4.1.6 Table showing preference for selecting bike of respondents'

S No	Particulars	No of respondents	Percentage
1	Style	61	35.1
2	Comfortable	122	70.1
3	Honda Brand	43	24.7
4	Service	37	21.3
	TOTAL	174	100

Chart 4.1.6 Preference for selecting bike of respondents'



Interpretation

From the above table it is interpreted that style (35.1%), comfortable (70.1%), Honda brand (24.7%) and service (21.3%)

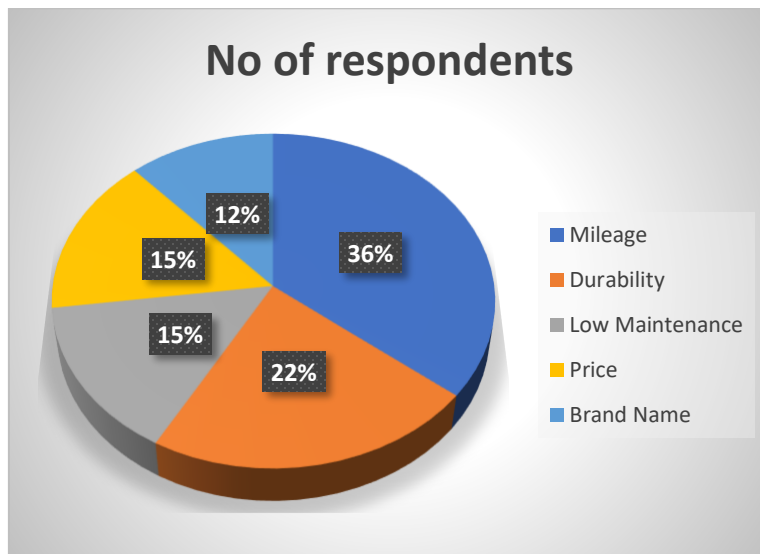
Inference

Majority (70.1%) of the respondents are comfortable

Table 4.1.7 Table showing factor influenced in buying honda vehicle of respondents'

S No	Particulars	No of respondents	Percentage
1	Mileage	116	66.7
2	Durability	73	42
3	Low Maintenance	48	27.6
4	Price	50	28.7
5	Brand Name	38	21.8
	TOTAL	174	100

Chart 4.1.7 Factor influenced in buying honda vehicle of respondents'



Interpretation

From the above table it is interpreted that mileage (66.7%), durability (42%), low maintenance (27.6), price (28.7%) and brand name (21.8%)

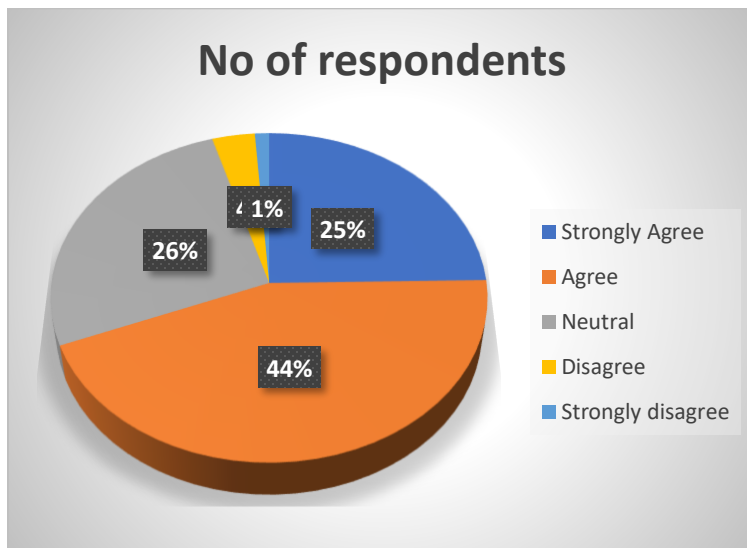
Inference

Majority (66.7%) of the respondents are mileage

Table 4.1.8 Table showing post service provided by dealer to customer by respondent's

S No	Particulars	No of respondents	Percentage
1	Strongly Agree	43	24.7
2	Agree	77	44.3
3	Neutral	46	26.4
4	Disagree	6	3.4
5	Strongly disagree	2	1.1
	TOTAL	174	100

Chart 4.1.8 Post service provided by dealer to customer by respondent's



Interpretation

From the above pie chart it is interpreted that strongly agree (24.7%), agree (44.3%), neutral (26.4%), disagree (3.4%) and strongly disagree (1.1%)

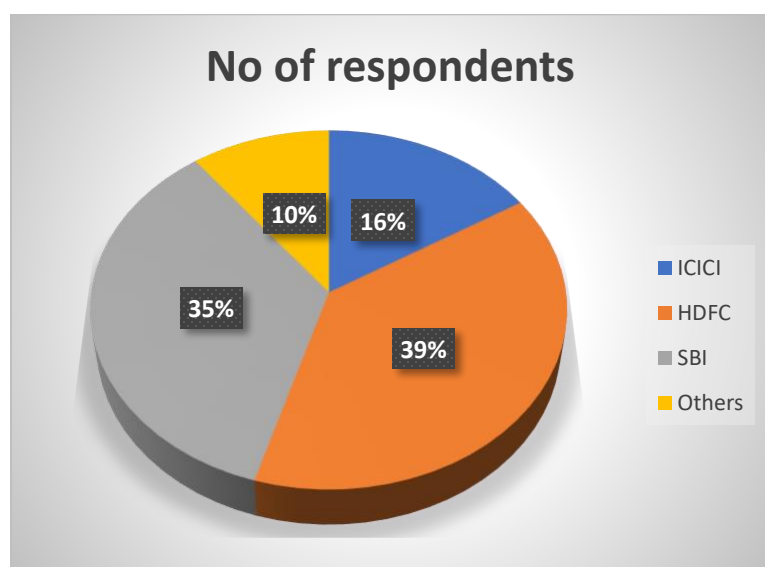
Inference

Majority (44.3%) of the respondents are agree

Table 4.1.9 Table showing finance provided by different banks of respondents

S No	Particulars	No of respondents	Percentage
1	ICICI	28	16.1
2	HDFC	67	38.5
3	SBI	61	35.1
4	Others	18	10.3
	TOTAL	174	100

Chart 4.1.9 Finance provided by different banks of respondents



Interpretation

From the above table it is interpreted that ICICI (16.1 %), HDFC (38.5%), SBI (35.1%) and other (10.3%)

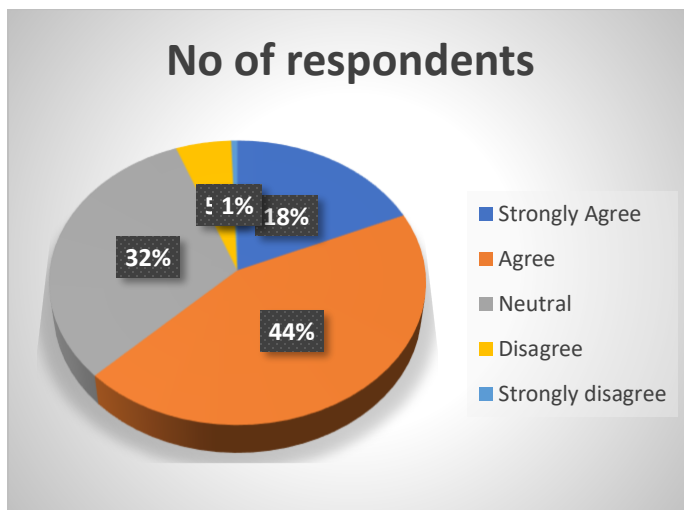
Inference

Majority (38.5%) of the respondents are HDFC.

Table 4.1.10 Table showing customer influenced by promotional schemes of respondents

S No	Particulars	No of respondents	Percentage
1	Strongly Agree	32	18.4
2	Agree	77	44.3
3	Neutral	55	31.6
4	Disagree	9	5.2
5	Strongly disagree	1	0.6
	TOTAL	174	100

Chart 4.1.10 Customer influenced by promotional schemes of respondents



Interpretation

From the above pie chart it is interpreted that strongly agree (18.4%), agree (44.3%), neutral (31.6%), disagree (5.2%) and strongly disagree (0.6%)

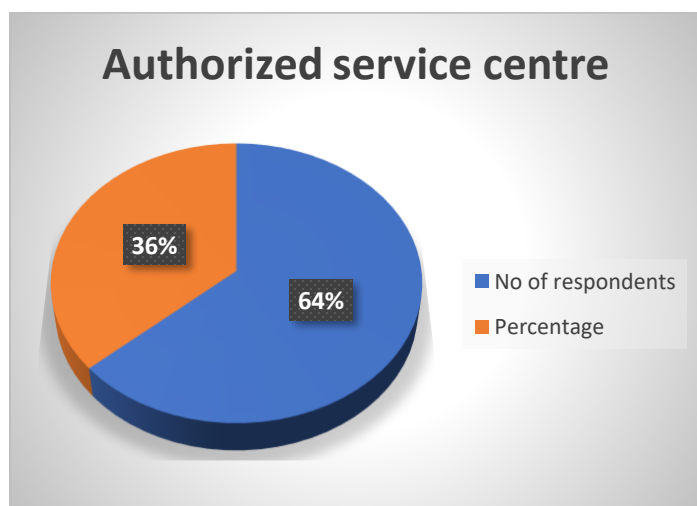
Inference

Majority (44.3%) of the respondents are agree

Table 4.1.11 Table showing service provided of respondents

S No	Particulars	No of respondents	Percentage
1	Authorized service centre	137	78.7
2	At local workshop near	37	21.3
	TOTAL	174	100

Chart 4.1.11 service provided of respondents



Interpretation

From the above pie chart it is interpreted that at authorized service center (78.7%) and at local work shop near (21.3%)

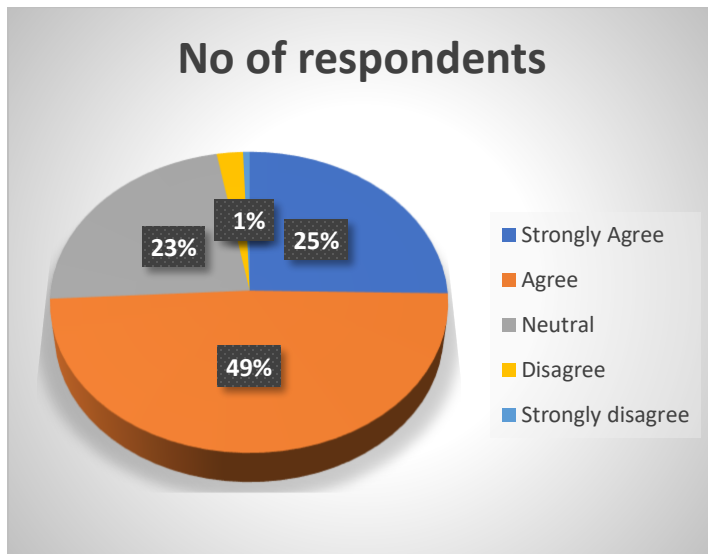
Inference

Majority (78.7%) of the respondents are at authorized service center

Table 4.1.12 Table showing dealers were customer friendly of respondents

S No	Particulars	No of respondents	Percentage
1	Strongly Agree	44	25.3
2	Agree	85	48.9
3	Neutral	40	23
4	Disagree	4	2.3
5	Strongly disagree	1	0.6
	TOTAL	174	100

Chart 4.1.12 dealers were customer friendly of respondents



Interpretation

From the above pie chart it is interpreted that strongly agree (25.3%), agree (48.9%), neutral (23%), disagree (2.3%) and strongly disagree (0.6%)

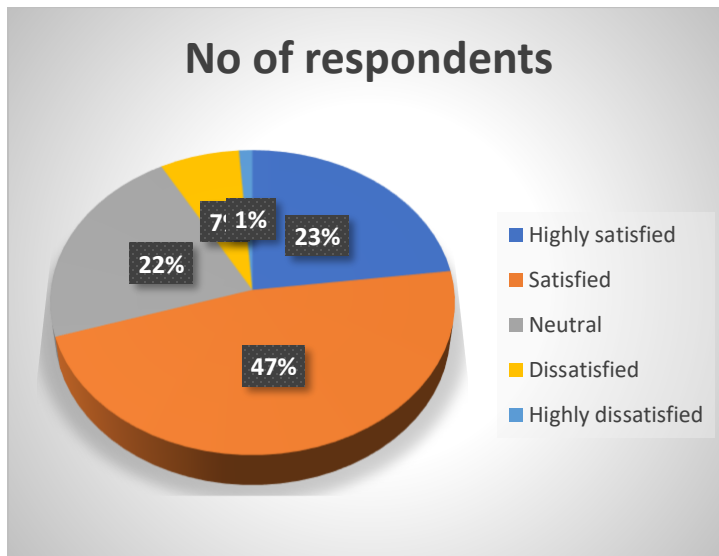
Inference

Majority (48.9%) of the respondents are agree

Table 4.1.13 Table showing opinion on replacement of spare parts of respondents

S No	Particulars	No of respondents	Percentage
1	Highly satisfied	40	23
2	Satisfied	82	47.1
3	Neutral	38	21.8
4	Dissatisfied	12	6.9
5	Highly dissatisfied	2	1.1
	TOTAL	174	100

Chart 4.1.13 opinion on replacement of spare parts of respondents



Interpretation

From the above pie chart it is interpreted that highly satisfied (23%), satisfied (47.1%), neutral (21.8%), not satisfied (6.9%) and highly dissatisfied (1.1%)

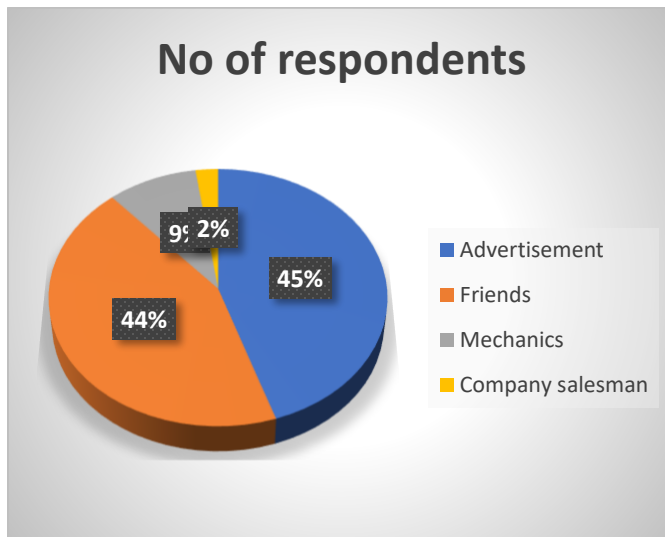
Inference

Majority (47.1%) of the respondents are satisfied

Table 4.1.14 Table showing customer hear about the honda vehicle of respondents

S No	Particulars	No of respondents	Percentage
1	Advertisement	78	44.8
2	Friends	76	43.7
3	Mechanics	16	9.2
4	Company salesman	4	2.3
	TOTAL	174	100

Chart 4.1.14 Customer hear about the honda vehicle of respondents



Interpretation

From the above pie chart it is interpreted that advertisement (44.8%), friends (43.7%), mechanics (9.2%) and company salesman (2.3%)

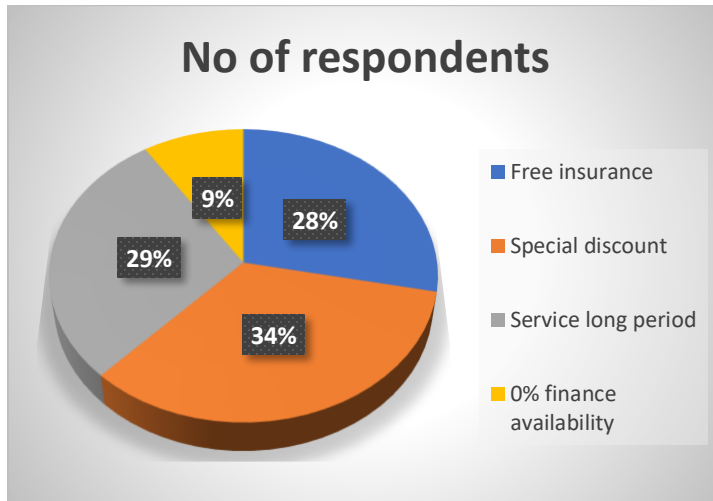
Inference

Majority (44.8%) of the respondents are advertisement

Table 4.1.15 Table showing various offers expected by customers of respondents

S No	Particulars	No of respondents	Percentage
1	Free insurance	49	28.2
2	Special discount	59	33.9
3	Service long period	50	28.7
4	0% finance availability	16	9.2
	TOTAL	174	100

Chart 4.1.15 Various offers expected by customers of respondents



Interpretation

From the above pie chart it is interpreted that free insurance (28.2%), special discount (33.9%), service long period (28.7%) and zero percent finance (9.2%)

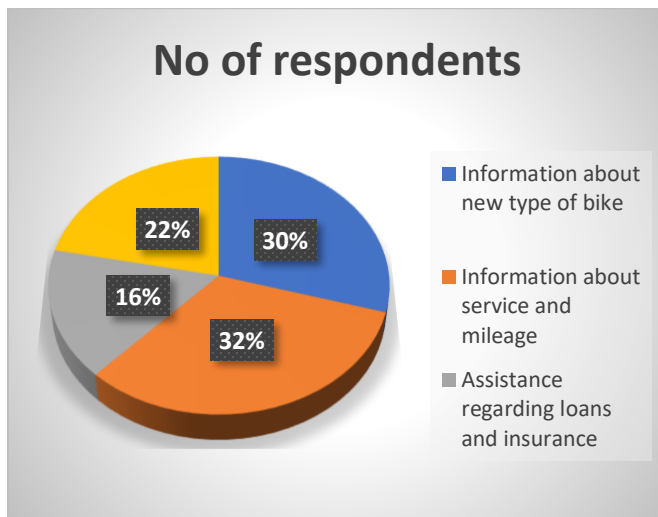
Inference

Majority (33.9%) of the respondents are special discount

Table 4.1.16 Table showing the expectation of customer of respondents

S No	Particulars	No of respondents	Percentage
1	Information about new type of bike	80	46
2	Information about service and mileage	88	50.6
3	Assistance regarding loans and insurance	44	25.3
4	Understanding customer needs	59	33.9
	TOTAL	174	100

Chart 4.1.16 The expectation of customer of respondents



Interpretation

From the above table it is interpreted that new type of bike (46%), service and mileage (50.6%), loans and insurance (25.3%) and customer needs (33.9%)

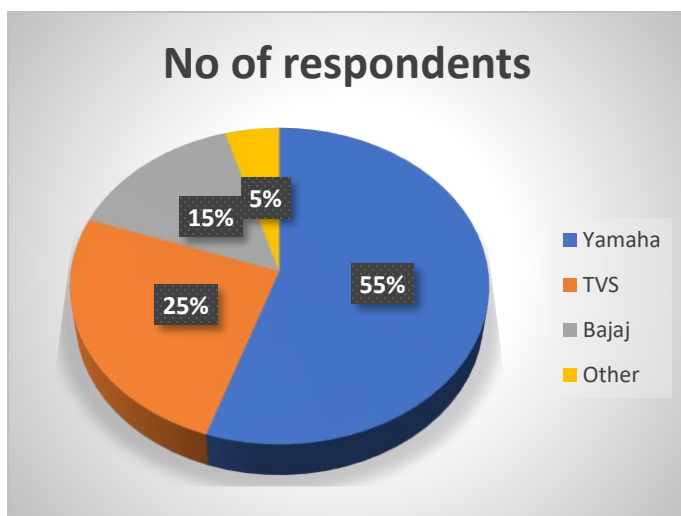
Inference

Majority (50.6%) of the respondents are information about services and mileage.

Table 4.1.17 Table showing brand considering before purchasing honda bike of respondents

S No	Particulars	No of respondents	Percentage
1	Yamaha	96	55.2
2	TVS	44	25.3
3	Bajaj	26	14.9
4	Other	8	4.6
	TOTAL	174	100

Chart 4.1.17 Brand considering before purchasing honda bike of respondents



Interpretation

From the above pie chart it is interpreted that yamaha (55.2%), tvs (25.3%), bajaj (14.9%) and other (4.6%)

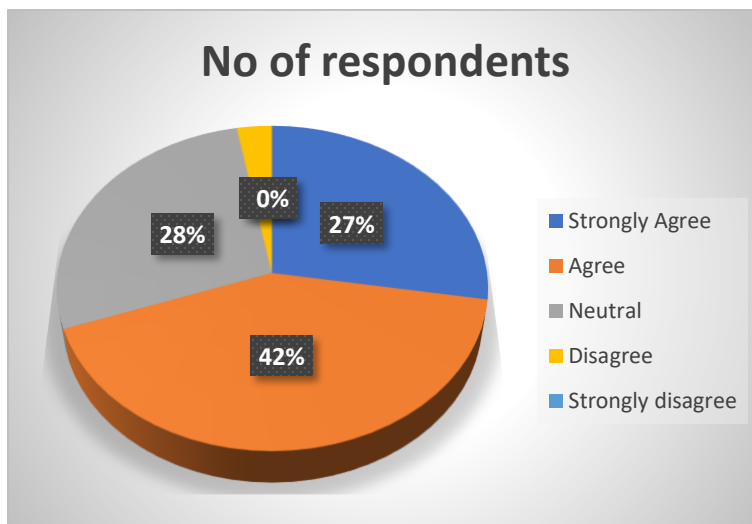
Inference

Majority (55.2%) of the respondents are yamaha.

Table 4.1.18 Table showing offers provided by dealer while purchasing of respondents

S No	Particulars	No of respondents	Percentage
1	Strongly Agree	48	27.6
2	Agree	73	42
3	Neutral	48	27.6
4	Disagree	5	2.9
5	Strongly disagree	0	0
	TOTAL	174	100

Chart 4.1.18 Offers provided by dealer while purchasing of respondents



Interpretation

From the above pie chart it is interpreted that strongly agree (27.6%), agree (42%), neutral (27.6%) and disagree (2.9%)

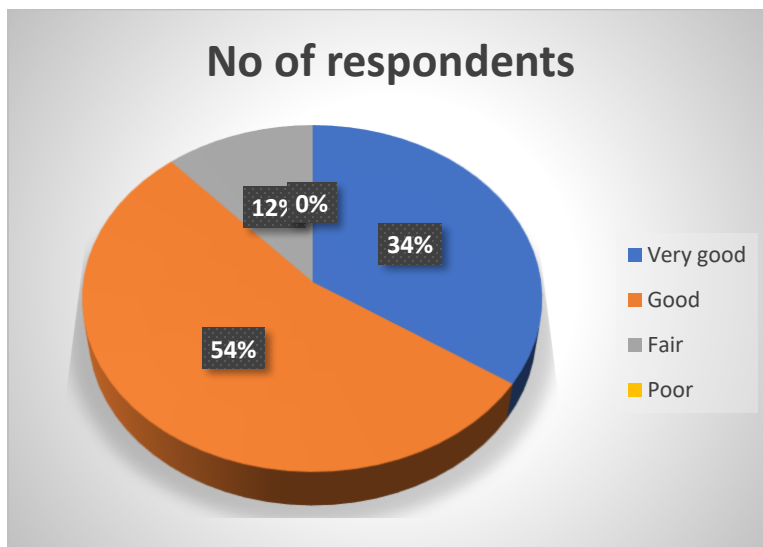
Inference

Majority (42%) of the respondents are agree.

Table 4.1.19 Table showing overall satisfaction level of customer of respondents

S No	Particulars	No of respondents	Percentage
1	Very good	60	34.5
2	Good	94	54
3	Fair	20	11.5
4	Poor	0	0
	TOTAL	174	100

Chart 4.1.19 Overall satisfaction level of customer of respondents



Interpretation

From the above pie chart it is interpreted that very good (34.5%), good (54%) and fair (11.5%)

Inference

Majority (54%) of the respondents are good.

4.2 CHI SQUARE TEST

- **Null hypothesis (H0) :**

There is no significant relationship between gender and overall satisfaction

- **Alternate hypothesis (H1) :**

There is significant relationship between gender and overall satisfaction

Case Processing Summary						
	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender	172	100.0%	0	0.0%	172	100.0%
* Overall satisfaction level of customer on purchasing Honda bike from the dealer						

Gender					
* Overall satisfaction level of customer on purchasing Honda bike from the dealer Crosstabulation					
		Overall satisfaction level of customer on purchasing Honda bike from the dealer			Total
		1	2	3	
Gender 1	Count	40	60	14	114
	Expected Count	39.8	61.0	13.3	114.0
2	Count	20	32	6	58
	Expected Count	20.2	31.0	6.7	58.0
Total	Count	60	92	20	172
	Expected Count	60.0	92.0	20.0	172.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.174a	2	.917
Likelihood Ratio	.177	2	.916
Linear-by-Linear Association	.016	1	.898
N of Valid Cases	172		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.74.

INTERPRETATION

Since P value is 0.917 which is higher than (0.05) significance value, we accept null hypothesis and reject alternate hypothesis. Hence There is no significant relationship between gender and overall satisfaction

4.3 CORRELATION

•**Null hypothesis (H0):**

There is no significant relationship between age and customer influence

• **Alternate hypothesis (H1):**

There is significant relationship between age and customer influence

Correlations			Are the customer's influenced by promotional schemes?
		Age	
Age	Pearson Correlation	1	.088
	Sig. (2-tailed)		.251
	N	172	172
Are the customer's influenced by promotional schemes?	Pearson Correlation	.088	1
	Sig. (2-tailed)	.251	
	N	172	172

INTERPRETATION

Since P value 0.088 is higher than the significance value (0.05), we accept null hypothesis and reject alternate hypothesis. Hence, there is no significant relationship between age and customer influence

CHAPTER 5

FINDINGS AND CONCLUSIONS

5.1 FINDINGS

- Majority (74.7%) of the respondents are age of below 25 years.
- Majority (66.1%) of the respondents are male.
- Majority (80.5%) of the respondents are degree level.
- Majority (63.2%) of the respondents are profession.
- Majority (43.7%) of the respondents are Activa.
- Majority (70.1%) of the respondents are comfortable.
- Majority (66.7%) of the respondents are mileage.
- Majority (44.3%) of the respondents are agree that post service provided by dealer.
- Majority (38.5%) of the respondents are HDFC.
- Majority (44.3%) of the respondents are agree that customers are influenced by promotional schemes.
- Majority (78.7%) of the respondents are at authorized service centre.
- Majority (48.9%) of the respondents are agree that dealers are customer friendly.
- Majority (47.1%) of the respondents are satisfied with replacement of spare parts.
- Majority (44.8%) of the respondents are advertisement.
- Majority (33.9%) of the respondents are special discount.
- Majority (50.6%) of the respondents are information about services and mileage.
- Majority (55.2%) of the respondents are yamaha.
- Majority (42%) of the respondents are agree that offers are provided by dealers while purchasing.
- Majority (54%) of the respondents are good with the overall satisfaction.

5.2 SUGGESTIONS

- Increase the number of service centre.
- They should provide more service and promotion strategy for their bikes.
- They should provide more service and promotion strategy for their bikes
- I suggest to improve on providing more financial support for the customer.
- I suggest to give more additional accessories while pursuing new bike.
- Customers should be explained more about the pre and post service provided by the dealers.
- Keep service station at main location of the city.
- Provide information on service and mileage regularly.
- Provide information about latest bikes along with their price lists at last once 6 months.
- Advertisement through televisions can influence many categories of people. therefore, focusing on advertising is needed
- Try to provide financial facility at 0% interest.
- Customer should be educated about the maintenance of the vehicle. i.e., maintenance tips should be provided.

5.3 CONCLUSION

After analysing the available data and research, it can be concluded that customer satisfaction with Honda bike dealers varies depending on a variety of factors, such as the dealership's location, customer service, and quality of products offered. Honda dealerships have a reputation for providing high-quality service and support to customers. Additionally, Honda dealers are known for their knowledgeable staff and willingness to go the extra mile to ensure customer satisfaction. Overall, it can be concluded that Honda bike dealers generally have a good reputation for providing high-quality service and support to customers, although individual experiences may vary. As with any dealership, it's important for customers to do their research and choose a Honda dealer that has a strong reputation for customer satisfaction.

Since more respondent give much important for comforts model of bike, such models of bike should be increased in production. Many customers are more concentrate about mileage. Hence a new model of bike which gives more mileage has to be introduced. Recruit efficient service men in the service center. The service men in the service center do not have technical knowledge. Hence, they are unable to understand the problems suffered by the respondent. So technically qualified persons and mechanical should be recruited in service center.

QUESTIONNAIRE

1. Name

2. Age

- Below 25
- 25-35
- Above 35

3. Gender

- Male
- Female

4. Education qualification

- School level
- Degree level
- Intermediate
- Other

5. Occupation

- Profession
- Business

6. Mode of bike purchased

- Unicorn
- Aviator

- Activa
- Dio

7. Preference for selecting model of bike

- Style
- Comfortable
- Honda brand
- Service

8. What factor influenced you the most in buying a Honda vehicle

- Mileage
- Durability
- Low maintenance
- Price
- Brand name

9. The post service provided by dealer reach out to my expectations

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

10. Finance provided by different banks for purchasing bike

- ICICI
- HDFC
- SBI
- Other

11. Are the customer's influenced by promotional schemes?Strongly agree

- Agree
- Neutral
- Disagree
- Strongly disagree

12. where is the service provided

- At authorized service center
- At local work shop near

13. The dealers were customer friendly

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

14. What is your opinion on replacement of spare parts

- Highly satisfied
- Satisfied
- Neutral
- Not satisfied
- Highly dissatisfied

15. How did you hear about the Honda vehicle?
- Advertisement
 - Friends
 - Mechanics
 - Company salesman
16. What are the various offers expected by customers while purchasing Honda motors
- Free insurance
 - Special discount
 - Service long period
 - 0% finance availability
17. What is the expectation of the customers
- Information about new type of bike
 - Information about service and mileage
 - Assistance regarding loans and insurance
 - Understanding customer needs
18. What were the Brand considering before purchasing
- Honda bike
 - Yamaha
 - TVS
 - Bajaj

19. Offers provided by the dealer while purchasing were satisfied

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

20. Overall satisfaction level of customer on purchasing Honda bike from the dealer

- very good
- Good
- Fair
- Poor

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