

**A STUDY ON THE IMPACT OF SALES PROMOTION AND PUBLICITY ON INCREASING DEMAND AND
ASSESSING CUSTOMER SATISFACTION FOR THE HONDA ACTIVA WITH SPECIAL REFERENCE TO
COIMBATORE CITY**

**Submitted in partial fulfillment of the requirement for the Degree of
Master of Commerce**

**Submitted by
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WOMEN, SF-PROGRAMMES, CAMPUS – II
COIMBATORE – 641 108.**

MAY 2024

CERTIFICATE

CERTIFICATE

This is to certify that the thesis, entitled, “**A STUDY ON THE IMPACT OF SALES PROMOTION AND PUBLICITY ON INCREASING DEMAND AND ASSESSING CUSTOMERSATISFACTION FOR THE HONDA ACTIVA WITH SPECIAL REFERENCE TO COIMBATORE CITY**”, submitted to the Avinashilingam University, in Partial fulfillment of the requirements for the award of the Degree of Master of Commerce is a record of original research work done by me during the period **January 2024 – May 2024** of her research in the Department of Commerce at Avinashilingam Institute for Home Science and Higher Education for Women, SF-Programs, Campus – II, Coimbatore – 641 108 under my supervision and guidance and the thesis has not formed the basis for the award of any Degree / Diploma / Associate ship / Fellowship or other similar title of any candidate of any University.

Signature of the Director

Signature of the Head of the Department

Viva-voce examination held on _____

Signature of the Supervisor

Signature of the External Examiner

DECLARATION

DECLARATION

I am P GAAVYA GURU VARSINI, hereby declare that the project entitled, “**A STUDY ON THE IMPACT OF SALES PROMOTION AND PUBLICITY ON INCREASING DEMAND AND ASSESSING CUSTOMER SATISFACTION FOR THE HONDA ACTIVA WITH SPECIAL REFERENCE TO COIMBATORE CITY**”, submitted to the Department of Commerce, Avinashilingam Institute for Home Science and Higher Education for Women, SF-Programs, Campus – II, Coimbatore – 641 108 in partial fulfillment of the requirements for the award of the Degree of Master of Commerce is a record of original and independent research work done by me during January 2024 – May 2024 under the supervision and guidance of **Dr .V. Savitha, M.B.A., M.Phil., Ph.D., Assistant Director** and it has not formed the basis for the award of any Degree / Diploma / Associate ship / Fellowship or other similar title to any candidate in any University.

Date:

Place: Coimbatore

Signature of the Candidate

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ACKNOWLEDGEMENT

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CHAPTER I

CHAPTER I

INTRODUCTION

1. INTRODUCTION

India is the second largest country in the world which has been comprises lots of lower- and middle-class segments. As transportation is still one of the biggest challenges in many parts of the country many look forward towards the two wheelers industry. Almost every average family in the country owns a two-wheeler which they use to run errands. The purpose of the two-wheeler depends on several circumstances and the motive of the commute. Two-wheelers are the most popular personal transportation services and fall into the affordable category. The two-wheelers were developed to provide people with a safe and convenient option for smooth rides. They have evolved over the years, and we now have bikes that range in lakhs with multiple fancy features, a dream of every bike fanatic.

Originally, two-wheelers were designed to be comfortable, safe, and efficient modes of transportation. Even though they are still in use today, they have undergone significant development since their founding. Already, the average Indian finds it pretty hard to reach from point A to point B no thanks to heavy traffic. In the peak hours, it takes close to 149 % more time for one to reach their destination in India. It is not that population is the only reason that causes heavy traffic in India. Poor road infrastructure, inefficient as well as inadequate public transportation systems also contribute to the problem. Furthermore, the well-off Indians own more than two cars. On any given day, it is common to witness at least three cars coming out of wealthy Indian households. These additional vehicles further worsen the traffic conditions in all Indian metro and semi-urban cities, hence two-wheeler are preferred most. A personal vehicle offers the convenience of driving to the destination at the preferred time and taking detours as intended.

Two-wheelers are becoming more popular, and not just because they are relatively easy on the pocket. Two-wheeler's demand is very rapidly increasing in Indian society and the market is increasing because of which India becomes one of the biggest markets for two-wheelers in the world.

1.1 Some major reasons why two-wheelers are preferred:

- Two-wheelers offer better mileage and lower maintenance.
- Two-wheelers are ideal for Indian road conditions.
- Two-wheelers are affordable.
- Two-wheelers can be able to operate in heavy traffic.
- Two-wheelers can be parked without much trouble.
- Two-wheelers provide convenience of travelling.
- Two-wheelers can get easy credit availability.

India is the second largest producer of the two-wheelers. The two-wheeler segments contribute the largest volume amongst all the segments in automobile industry. The country stands next to China and Japan in terms of production and sales respectively. The industry is growing at 30 % annually. It consists of three segments: Scooters, motorcycles and moped. Majority of Indians, especially the youngsters prefer two-wheelers rather than cars. Two-wheelers are considered to be the favourites' among the youth generation, as they help in easy commutation. As the second largest scooter market in India, Tamil Nadu is clearly a trend-setting state. There is a dramatic evolution of two-wheeler industry in Tamil Nadu. Now nearly every second, customer chooses to ride home on a scooter. Tamil Nadu is a progressive state and scooterization is catching up fast like in other progressive states. Capturing a large share in the two-wheeler industry, bikes and scooters cover a major segment. Tamil Nadu is the third biggest market by total volumes and the second biggest market when it comes to automatic scooter sales across India.

1.2 EVOLUTION OF TWO-WHEELERS IN INDIA:

The 1885 Daimler Reitwagen made by Gottlieb Daimler and Wilhelm Maybach in Germany was the first internal combustion, petroleum-fuelled motorcycle. In 1894, Hildebrand & Wolfmuller became the first series production motorcycle. Globally, motorcycles are comparably popular to cars as a method of transport. In 2021, approximately 58.6 million new motorcycles were sold around the world, fewer than the 66.7 million cars sold over the same period. In 2022, the top four motorcycle producers by volume and type were Honda, Yamaha, Kawasaki, and Suzuki. In developing countries, motorcycles are considered utilitarian due to lower prices and greater fuel economy.

1.3 A summary of the major developments in Indian two-wheeler technology:

- Two-wheelers: A symbol of pride
- Two-wheelers: A symbol of convenience
- Two-wheelers: A confluence of convenience and style

1.3.1 Two-wheelers: A SYMBOL OF PRIDE

Royal Enfield Bullet was the first two-wheeler in India being introduced but it was used by the military at first. Back then owning a two wheeler was a status and it was not considered as a mode of transportation. But this was changed in the 1970's when the market was opened for new companies like Yezdi and Rajdoot. Most youngsters are the only ones that are being affected by these new bikes and that are what made a new trend in the market at that time. The advent of Chetak scooters, Bajaj's debut product, was the beginning of the scooter story in India. It kicked a craze across the country and even had a waiting period for purchase at one point of time. The price of this scooter was as high as its demand. Despite this craze and obsession, the status symbol tag of two wheelers did not wear off. The shift from being beasts of pride to commodities of convenience happened gradually.

1.3.2 Two-wheelers: A SYMBOL OF CONVENIENCE

In the 1980's there was evident growth in the two-wheeler market in India and it was based on various partnerships done between Indian and foreign companies. Honda and Yamaha came into the India market and changed the whole two wheeler industry by providing much more advanced technology at that time. Now vehicles are more convenient and more fuel efficient and are affordable by a common Indian. Hero Honda joint venture was the one that has taken the market by flood when they introduced "Splendor" in the market and it has also opened a gate for the companies for newer segments of bike. And this trend has attracted a lot of Indian youth.

1.3.3 Two-wheelers: A CONFLUENCE OF CONVENIENCE AND STYLE

In 2001 Honda also came up with the most beloved scooter in India "Activa". Activa took the market by a storm and became every Indian household vehicle and it also gave life to the dying scooter market in India. While the bike industry grew with cheaper and fuel-efficient bikes, Honda came with its next path-breaking product that would bring scooters back in vogue for a long time to come. The Activa took over the Indian market like no two wheelers had ever done. Almost every household in the country had an Activa, which they used for tiny errands! The Indian market has also witnessed a rise in the number of high-end sports bikes

from Honda, Yamaha and Suzuki, which separated them from their Indian partners to form their own markets. The transition has only enhanced the bikes to have power and status.

2. HONDA:

Honda is the world's largest manufacturer of two-wheelers. Its symbol, the wings, represents the company's unwavering dedication in achieving goals that are unique and above all, conforming to international norms. These wings are now in India as Honda Motorcycle & Scooter India Pvt. Ltd. (HMSI), a wholly owned subsidiary of Honda Motor Company Ltd., Japan. These wings are here to initiate a change and make a difference in the Indian two-wheeler industry. Honda's dream for India is to not only manufacture two-wheelers of global quality, but also meet and exceed the expectations of India customers with outstanding after sales support.

Tamil Nadu being a critical market, Honda's objective is to serve new customers with speed while increasing quality experience of existing customers. Reaching closer to customers, Honda will expand its network reach by 40 plus sales and service touch-points in semi-urban and rural areas over the existing 405 outlets in Tamil Nadu. Skilled safety instructors at Honda's 11th traffic park at Coimbatore (inaugurated earlier in January 2017) are actively promoting road safety on daily basis.

2.1 HONDA PROFILE:

Official Name:	Honda Motorcycle & Scooter India Pvt. Ltd.
Company Type:	Private
Industry:	Automotive
Founded:	20 August, 1999; 25 years ago
Representative:	Mr. Haruo Takiguchi, President & CEO
Headquarters:	Manesar, District Gurugram, Haryana India
Products:	Motorcycles, scooters
Production capacity:	200,000 units per year
Activa Production:	May 2001; 23 years ago.
Predecessor:	Kinetic Honda
Successor:	Activa 125
Upcoming:	Honda Activa Electric
Dealer Showrooms Presence:	786 cities

The Honda Activa has set a new standard for new era of scooters in India. HMSI will establish its environmental, management system following PDCA cycle and continuously work to make it more effective. The policy will be well disseminated to our employees as well as to public at large.

2.2 The Three Joys

In line with Honda's Philosophy, HMSI conducts all its daily activities in pursuit of the following joys:

The Joy of Buying	The Joy of Selling	The Joy of Manufacturing
The Joy of using world class products.	The joy of selling world class products.	The joy of producing high quality products.

In 2001 Honda launched an iconic scooter which has changed the Indian scooter market it was the "Activa". Activa was the first scooter in India that has a CVT transmission which makes it easier to ride and affordable that makes it more successful in India than any other scooter. Honda began selling a new version of the Activa in the Indian market on 8 May 2009, with a new 109 cc (6.7 cu in) engine. Honda said the [Fuel economy](#) was improved by 15%. In April 2014, Honda began an upgraded model of Activa with a 125 cc (7.6 cu in) engine and rebranded the model as Activa 125. Currently, both Activa-i and Activa 125 are sold in India along with traditional Honda Activa. Honda began selling the Activa-i in India, a cheaper and lighter version of the Activa, in December 2013. It is powered by a 110 cc (6.7 cu in) engine. On September 22, 2015, Honda announced that they had sold over 1 million Activas in five months in the Indian market, from April to August. Honda launched their 5th generation of Honda Activa in 2018, and the sixth-generation Honda Activa 6G have been launched in India with prices starting at 63,912 (ex-showroom, Delhi).

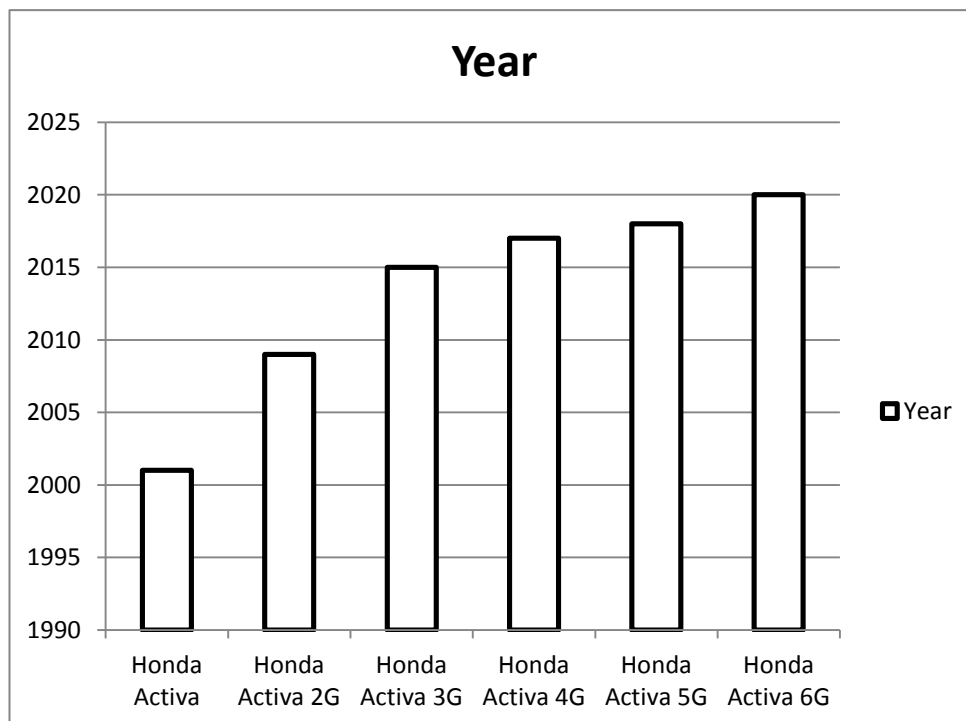
Current Honda is selling the 6th generation of Activa which is the most fuel efficient till now. There were not too many design changes in Activa after the launch of Activa 2G there are only some cosmetic changes in the exterior design. The main changes were in the engine technology.

Honda Activa Timeline:

Table no.1

Names of generation	Year
Honda Activa	2001
Honda Activa 2G	2009
Honda Activa 3G	2015
Honda Activa 4G	2017
Honda Activa 5G	2018
Honda Activa 6G	2020

Graph no.1



2.3 PROFILE OF BRAND (6G & 125 cc):

Power & performance:

Engine Type:	Air cooled single-cylinder 4-stroke
Engine capacity:	110 cc (6.7 cu in) & 125 cc (7.6 cu in)
Mileage:	47kmpl & 46kmpl
Top speed:	85kmph & 90kmph
Transmission:	Automatic
Fuel tank capacity:	5.3L
Fuel type:	Petrol
Cooling system:	Air cooled
Torque (twisting capability of your engine):	8.90 Nm@5500rpm & 8.79 Nm @ 5250 rpm

Brakes, Wheels & Suspension:

Break type:	Drum & Disc
Break size:	130 mm
Breaking system:	CBS
Wheel type:	Tubeless tyres & Side stand engine cut off

Dimensions:

Weight:	106 kg & 110 kg
Seat length:	692 mm
Seat height:	- & 712 mm
Length, Width, Height:	1833, 697, 1156 mm

Manufacturer warranty:

Standard warranty:	3 year
Standard warranty:	36000 km

Features:

Under seat storage:	18 ltr
Start type:	Kick and Electric
Battery:	12V 3 AH (MF) & 12V 4 AH (MF)
Headlight:	Automatic on & Rear Suspension Preload Adjuster
Headlight type:	Halogen Bulb
Brake/tail light:	LED

Additional features: External fuel filling, Pillion seat & footrest & Two Lid Fuel Opening System

Brand ranking

- ❖ Honda's Brand is ranked **#36 in the list of Global Top 100 Brands**.
- ❖ When compared to other organizations within the **Automotive and Transportation Industry, Honda is ranked #2**
- ❖ Among its major competitors, Honda is ranked in **3rd place for NPS** (Net Promoter Score).

Honda Activa has the largest market share in the non-geared two-wheelers market. It sells around 28,000 units of Activa every month across its various dealers all over India. It is the most appreciated vehicle for its simple looks combined with excellent performance on the Indian roads. Honda Activa's practical and conservative styling, ease of use, improved ride quality, and 102cc engine are all reasons why it is praised. The Activa is also built to be a family two-wheeler and features higher load carrying capacity than the other two scooterettes.

Honda Activa has constantly evolved in design over the years and each variant that got introduced to the Indian market widely appealed to people with its look, performance, and latest features. The special features are Smart Key, H-Smart, Silent Start with ACG, Engine start Switch, ESP Technology, Multi-Function Unit and it has seat opening switch that better rider. And it adds some specific colours. They are: Decent Blue Metallic, Pearl Siren Blue, Black Pearl Precious, White Rebel Red Metallic, and Mat Axis Grey Metallic. Honda manufactures a wide range of two-wheelers in India via its four production facilities – Manesar in Gurgaon, Tapukara in Rajasthan, Narsapura in Karnataka and the new Vithalapur unit in Gujarat.

Mainly it offers everything that an Indian buyer wants in an absolutely budget-friendly way. Honda Activa models make a wide appeal among people of all age groups and are specifically used for daily commute.

2.4 Reasons for the huge success of Honda Activa as a scooter brand in India:

2.4.1 Great performance

The vehicle comes with an automatic gearbox and top-notch engine that delivers a great performance on road. Mainly, you can use it inside and within the city to enjoy the great performance of the vehicle. It is a perfect vehicle from a small town to any city (even with heavy traffic).

2.4.2 Highly convenient

One of the main reasons to be the best-selling scooter in the Indian two-wheeler market is the convenience offered to the users. Honda Activa is a great unisex scooter that does not weigh much and comes heavily on the user even with the strong metal built. Hooks and enough space for storage are offered in the vehicle which makes it convenient for the user.

2.4.3 Highly reliable

Most of the vehicles launched by Honda are highly reliable vehicles and Honda Activa is no different. Even after many years of usage, Honda Activa runs without any hassles and issues. The hassle-free nature of the scooter makes it an even more popular choice in India. The vehicle also comes with a fuel-efficient engine that offers you decent mileage. The scooter is extremely easy to maintain too!

2.4.4 Affordable

For the high-class performance it delivers on road, the latest features it offers, and for the convenience, the comfort offered by Honda Activa, the price at which you get is absolutely budget-friendly. Though it is not the cheapest scooter available in the Indian two-wheeler market, it is the most affordable scooter when combine with the features offered by the scooter. This is one of the major reasons for many people in India to instantly opt for Honda Activa when it comes to buying scooters.

2.4.5 High resale value

Fuel efficient engine, great quality of built, low-cost of maintenance, reasonable pricing, and high reliability keeps Honda Activa always at the top of the demand chart. Without any surprise, used Honda Active has higher demand which gives it a great resale value.

2.5 Honda Activa – The 20 years exciting journey of the legendry brand

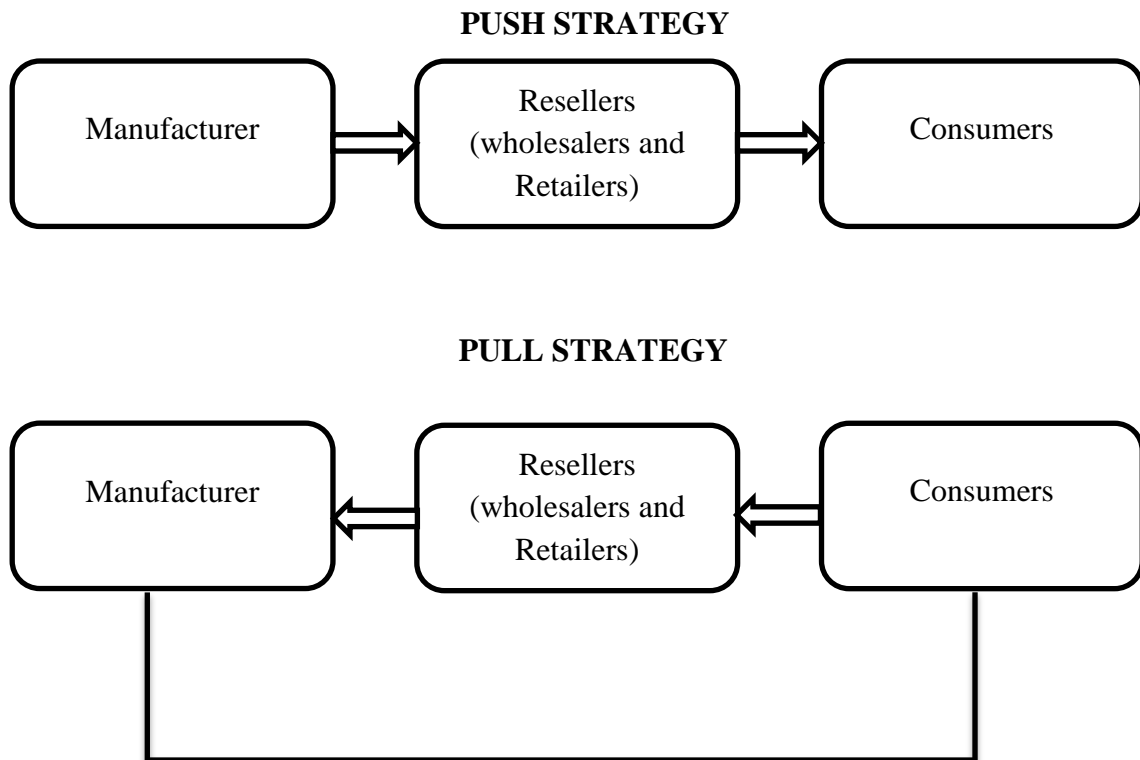
Year	Milestone	Key milestone
2001 – 2002	First 1crore customers in 15 years	<ul style="list-style-type: none"> • Honda launches it maiden two-wheeler the 100cc Activa in India. Introduces Industry First Tuff-up Tube (Honda’s patented puncture resistance technology to minimise sudden punctures upto 70%, mechanism for easier maintenance, the unisex design, super mileage, added convenience and durability) • Activa achieve 55,000 sales
2004 – 2005		Activa becomes new market leader of India scooter segment
2005 – 2006		Activa achieves 1 million sales in just 55 months
2008 – 2009		<ul style="list-style-type: none"> • Next generation Activa takes New bigger 110cc engine with 15% mileage up! • First in india technology – Honda introduces Combi brake system with equalizer technology – a decade before this technology later becomes a norm in India! From annual sales of 55,000 in 2001, the monthly active sales have now crossed 50,000 units mark!
2012 – 2013		Activa’s cumulative sales breach the 5 million sales milestone, as monthly sales cross the 1 lakh units
2013 – 2014		Technology Revolution: Honda Eco technology(HET) arrives in India. Optimising the trio of reduced friction, improved combustion and transmission, HET delivers Dream Mileage of 60kmpl (on Honda mode).
2014 – 2015		Activa 3G arrives with dynamic design changes. Activa brand overtakes motorcycle to become No.1 selling two-wheeler of India!
2015 – 2016		Becomes 1 st scooter brand in India to achieve 1 crore customer milestone

2016 – 2017	Recent 1.5 crore customers in 5 years.	Activa 125 becomes India's 1 st scooter which is AHO & BS-4 compliant
2017 – 2018		Activa 5G launched with new Deluxe variant. Comes with full LED headlamp & position lamp – A first-in-110cc segment; digital analog meter added convenience with 4-in-1 lock with seat opener switch launched
2019		<ul style="list-style-type: none"> • Technology leadership – 26 new plant applications, 13% more mileage in activa. • Technology innovation – New silent start with Patented ACG starter motor, World First tumble flow technology. • New Technology – Idling Start Stop system, side stand indicator with engine inhibitor Industry First optional 6 year extended warranty.
2020 – 2023		20 th Anniversary Limited Edition of Activa celebrates 20 years of the legend Activa brand achieve 2.5crores customer mark – the first ever customer mark – the first ever scooter brand to achieve this feat, that too, <i>in just 20years!</i>

3. SALES PROMOTION, PUBLICITY AND CUSTOMER SATISFACTION

3.1 Sales Promotion: Sales promotion is one of the elements of the promotional mix. The definition of sales promotion is a marketing strategy in which a business uses a temporary campaign or offer to increase interest or demand in its product or service. There are many reasons why a business may choose to use a sales promotion (or 'promo'), but the primary reason is to boost sales. Sales boosts may be needed to reach a quota as a deadline approaches, or to raise awareness of a new product. There are three types of sales promotion strategies. They are:

- Push strategy
- Pull strategy
- A combination strategy



PUSH: A push promotional strategy makes use of a company sales force and trade promotion activities to create consumer demand for a product.

PULL: A pull promotional strategy attempts to get consumers to “pull” the product from the manufacturer through the marketing channel.

The main 12 types of sales promotions are:

- ❖ Competitions and challenges
- ❖ Product bundles
- ❖ Flash sales
- ❖ Free trials
- ❖ Free products
- ❖ Free shipping and/or transfers
- ❖ Early-bird or first-purchaser specials
- ❖ BOGO (Buy One Get One) specials
- ❖ Coupons and vouchers
- ❖ Upsell specials
- ❖ Subscriptions
- ❖ Donations

3.2 PUBLICITY: Publicity is gaining public visibility or awareness for a product, service or the company via the media without incurring any costs. The core objective is to create brand awareness via spreading brand-relevant information through non-paid mass media platforms. The subject of publicity includes people (for example, politicians and performing artists), goods and services, organizations, and works of art or entertainment. Publicity is actually a part of any brand's marketing strategies where marketers target all possible effective sources of mass communication. Marketer strengthens their networks with vloggers, bloggers, public figures, celebrities, and other similar channels and provides them with favourable information that can get a brand to headlines (in a good way). Also publicity cannot replace a business's traditional or regular marketing process. It just helps businesses and service providers to strengthen their personal or business profile. It focuses on promoting your brand identity in a neutral way. Here are some common ways publicists use to keep their brands in the limelight:

- ❖ Press Releases
- ❖ Networking
- ❖ Social Activities
- ❖ Creating Viral Trends

Basic principles of publicity are:

Creativity: Developing gimmicks or logos, utilizing pictures and unusual shapes are all ways in which publicity can be made more attractive.

Variety: Use a variety of techniques that work well together and complement each other.

Visibility: Since the frequency with which publicity is seen or heard is crucial to its effectiveness, it makes sense to place your publicity in locations that have high visibility. Areas with the greatest traffic patterns usually have the highest visibility.

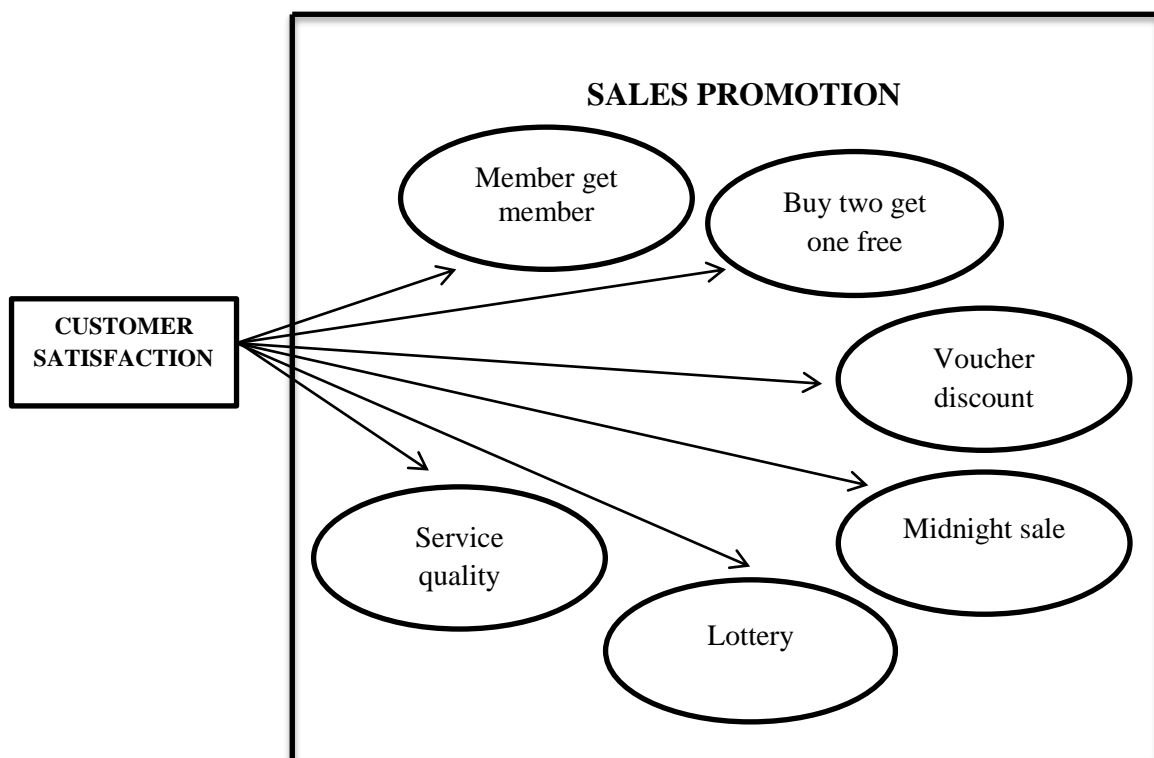
Legibility: How often an advertisement is seen will have little impact if what is seen is not legible. Greater legibility is ensured by using lower case lettering rather than uppercase.

Understand ability: Even if your message is readable or can be heard well, it must be understandable to get the message across.

Advance notice: Publicity should be out at least one week before your activity is scheduled to take place; however, you may want to issue additional publicity pieces as the event approaches.

3.3 CUSTOMER SATISFACTION:

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction (CSAT) information, including surveys and ratings, can help a company determine how to best improve or changes its products and services. It measure of how well a company's products and services meet customers' expectations. It reflects the business' health by showing how well the products are resonating with buyers. It can make or break the business. Customer satisfaction can be difference between the business failing or thriving. It's an essential step in the process of building customer loyalty, creating customer delight, and generating positive word-of-mouth.



Customer satisfaction takes into account various facets of the customer experience, such as:

- ❖ The availability of your products
- ❖ The purchasing process
- ❖ The steps after purchase
- ❖ The responsiveness of the team when resolving issues

Customer satisfaction is important because it helps you solve problems, prevent churn, and identify happy customers that can become your advocates and evangelists. It's an essential step in the process of building customer loyalty, creating customer delight, and generating positive word-of-mouth. Some additional benefits of understanding and increasing customer satisfaction are:

- ✚ Customer satisfaction helps you understand where you excel
- ✚ Customer satisfaction helps you understand where you can improve
- ✚ Customer satisfaction leads to higher customer loyalty and advocacy
- ✚ Customer satisfaction increase customer retention and reduce churn
- ✚ Customer satisfaction leads to a longer customer lifetime value

3.4 Sales promotion, Publicity and customer satisfaction: Sales promotion and publicity is one of a company's primary criteria. A business informs consumers of the products and services it provides. They also make the consumers acknowledge the beneficial needs that they can satisfy by using their products or services. It uses both media and non-media marketing communications for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability. Without sales promotion and publicity, a business will not be able to locate potential customers or grow its customer base.

4. OBJECTIVES

1. To study the demographic profile.
2. To find out the best sales promotion method to attract the customers.
3. To analyse and identify the mode of publicity in increasing the demand.
4. To know the status of demand based on product or customers.
5. To identify the level of customer satisfaction.

5. LIMITATIONS OF THE STUDY

Some of the unavoidable limitations of the present work are the findings of the study conducted only in the district of Coimbatore. The findings of the study cannot be applied to users in other districts. A sample of the study is restricted to 170.

6. CHAPTERISATION

CHAPTER I	Introductory chapter unfolds the context and rationale for impact of sales promotion and publicity on increasing demand and assessing customer satisfaction for the Honda Activa. This covers the objectives and limitation of the study.
CHAPTER II	Review of Literature explains the theoretical concepts and related literature of inception of sales promotion, publicity, demand, customer satisfaction and profile of Honda Activa.
CHAPTER III	Research Methodology adopted for the study.
CHAPTER IV	Results and Discussion describes the analysis and interpretation of data.
CHAPTER V	Conclusion consolidates the results of the entire research, provides implications and suggests future research studies.

CHAPTER II

CHAPTER II

REVIEW OF LITERATURE

1. OPERATIONAL DEFINITIONS

1.1 Sales promotion

- ♣ A sales promotion is a marketing strategy in which a business uses a temporary campaign or offer to increase interest or demand in its product or service.

1.2 Publicity

- ♣ Publicity is putting your business in front of the public and media outlets so you can showcase your products, services and company news.

1.3 Marketing strategy

- ♣ A marketing strategy is a long-term plan for achieving a company's goals by understanding the needs of customers and creating a distinct and sustainable competitive advantage.

1.4 Brand

- ♣ A brand is a product or service that has a unique and immediately recognizable identity that distinguishes it from others in its industry. The consumer associates the product name, label, and packaging with particular attributes such as value, quality, or tastefulness.

1.5 Demand

- ♣ Demand is the desire, willingness and ability of consumers to pay a certain price for a product or service at a given period.

1.6 Customer satisfaction

- ♣ Customer satisfaction is a measurement that determines how happy customers are with a company's products, services, and capabilities.

1.8 Convenience

- ♣ A quality or situation that makes something easy or useful for someone by reducing the amount of work or time required to do something

1.7 Buying behaviour

- ♣ Buying behaviour is the sum of a consumer's attitudes, preferences, intention, and decisions regarding their behaviour in the market place when buying a product or service.

1.9 Promotional mix

- ♣ A promotional mix is a combination of marketing methods including advertising, sales, public relations and direct marketing to achieve a specific marketing goal.

1.10 Automotive

- ♣ Automotive means any commercial, industrial, or institutional operation or public authority that carries out the repair or maintenance of vehicles, engines, transmissions or other mechanical devices that use any oil grease for lubricating purposes and the automotive industry comprises a wide range of companies and organizations involved in the design, development, manufacturing, marketing, selling, repairing, and modification of motor vehicles.

1.11 Purchasing

- ♣ It is the procurement process a business or organization uses to acquire goods or services to accomplish its goals.

1.12 Product and services

- ♣ A product is a tangible, physical item that is sold in the market place. A service is an intangible action that is often performed specifically for the intended recipient.

1.13 Two-wheeler

- ♣ A two-wheeler is a vehicle that runs on two wheels. Two-wheelers are the most convenient form of personal transport. Two-wheelers are at an advantage as they can be parked or driven even in cramped spaces.

2. REVIEW OF LITERATURE

- A literature review is a scholarly paper that presents the current knowledge including substantive findings as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources and do not report new or original experimental work. Literature reviews are a basis for research in nearly every academic field. It is an overview of the previously published works on a topic.

This research gives readers an overview of the field of two-wheeler product advertising. Manufacturers' brand recognition and product demand are both boosted by the two-wheeler showroom. **Neha Yadav(Jan 2023)** focuses on the attitudes and beliefs of dealers' customers about the dealers' services, as well as those customers' wants, needs, and overall satisfaction with the dealers' facilities. The author research results are the participants in the survey recommendation recommended intensifying customer service to increase business.

The two-wheeler market in India has expanded significantly, and it now plays a crucial role in the nation's transportation infrastructure. The objective of this study is to examine the numerous economic, social, technological, and regulatory aspects that have an impact on the two-wheeler market in India. For legislators, business leaders, and consumers to make knowledgeable choices and develop successful strategies, an understanding of these factors is essential. This study offers helpful insights into the potential and problems encountered by the two-wheeler sector in India by analysing the elements and their interactions. The results of **Hanumanthu Sathish Babu(July 2023)** study may be used as a foundation for industry stakeholders to create successful plans for long-term expansion, increased competitiveness, and meeting changing customer wants.

The changing face of Indian consumers is determined by the possession of durables and replacing them at time interval. The buyer behaviour changes according to changing needs and want to have latest brand in the market. The **V Joseph Paul Raj (Oct 2013)** aims to identify the factors influencing buyer behaviour towards two-wheeler market. Power and style of the two-wheeler decides about the market share for manufacturers. The future market will be in favour of two-wheelers with additional features for pollution control and environment friendly. Comfort in handling and additional power to increase the thrill in riding the vehicle also contributes for customer satisfaction. There is scope for power vehicles of any type with handling comfort and style.

Promotional activities are playing major role to make huge change in sales figures. Promotional mix carrying five different tools namely, direct marketing, advertising, personal selling, public relations, sales promotion are to attract consumers but researchers believe that sales promotional activities are directly making impact on consumer's planned purchase behaviour. Through this research paper, the researcher (**T.P.S. Kandra Jan 2019**) trying to provide necessary information about the role of sales promotion on planned buying behaviour of the consumers with the reference of apparel industry. The results of this paper are help to understand the acceptance and rejection parameters of buying product by the consumers'.

The purpose of this study is to explore the impact of customer engagement in sales promotion on purchase intention. The authors **Azam Kaveh, Mohsen Nazari et.al (Sep 2020)** tested a model that specifies the effect of customer engagement in sales promotion on purchase intention, through its impact on perceived value and customer satisfaction. The author findings that the engaging customers to store's offers by giving them the possibility to choose the type of promotional discount that suits their personal preferences and needs is positively associated with purchase intention, and that this relationship is mediated in serial by perceived value and customer satisfaction.

In recent years, sales promotion is gaining momentum among the two wheeler producing organizations. The sales promotion in two wheeler industry is influenced by a large number of factors. In view of **Dr. S. Kavitha, Dr. V. Ramajayam (June 2019)**, this paper has made an attempt to explore the major influencing sales promotion in Vijay TVS show room in Chidambaram town. The result of the study show that among the factors, advertisement, availability of spare parts and fuel efficiency and the major factors influencing the sales promotion in Vijay TVS show room in Chidambaram town.

Indian industry plays a vital role in the Indian economy; especially for the two-wheeler industry has seen significant growth within the previous couple of years, which results in a secured third position after China and Japan in rappsorts of its sales and production. Moreover, an outsized portion of society depends upon two-wheelers for transportation and travel. Therefore the connection between the purchasers and, consequently, the market players must be established and explored to form the marketing effort fruitful and profitable. All the two-wheeler companies do ads, but a number of them had the best in the market. Insight of this, is **Dharani krishna1 (May 2020)** proposed to analyse the impact of advertisement on customer buying behaviour with particular regard to two-wheelers within the Chennai.

Sales promotion and publicity as the key promotional marketing tool which have assisted organizations to wax stronger in a global competitive environment. The author of this paper, **Michael Segun Ogunmuyiwa (January 2022)** findings reveal that publicity and sales promotion are veritable tools for achieving organizational marketing goals in a competitive marketing environment. It is recommended that publicity and sales promotion should be well utilized to stimulate customers demand, boost organizational reputation without detriment to product quality and performance.

M. Manikandan, Dr.D.Suresh (Aug 2020) analyse the customer's perception towards advertising media used by a company to purchase their products. Is a two-wheeler motorcycle manufacturer in the world and also in India, where it has a market share of about 46% in the two- wheeler category? To study the impact of advertising on sales of two-wheeler of hero motocorp, the research was carried out at one of its dealers in Hyderabad through the research methodology of interview through questionnaire.

Sales promotion has been in constantly growth since 1960's and has today become one of the key factors in the promotional mix. The authors **Bobby Anderson, Aman Hailemariam** finding indicates that the focus is not always on using sales but to improve relationships. More specifically, gift giving can be deemed inappropriate in certain contexts and should be used carefully.

The study aimed to resolve the impact of immediate sales promotion techniques on brand recall. The independent variable is divided into three sub-variables: price reductions, free samples, and purchasing vouchers. The author **Saud A. AI Sahli (Nov 2022)** presented and recommended a set of marketing implications to develop the uses of sales promotion techniques in retail stores.

The purpose of this study is to test the product quality and price towards customer satisfaction and to test the mediating role of customer value in improving customer satisfaction. This research is the study of perception and casualty for the customer of product as a convenience product. The author **Ismail Razak (2016)** found that the functional value of the product bought by the customer is mot optimal yet to be a major consideration to satisfy the customers, it is precisely the quality of the product itself that conforming the production standard in advance.

The objective of this paper is to investigate whether conditions under which there are trade-offs between customer satisfaction and productivity. The author **Eugene W. Anderson (1997)** indicates that the association between changes in consumer satisfaction and changes in productivity is positive for goods but negative for services. The findings should provide motivation for future research concerning the nature of customer satisfaction and productivity, as well as appropriate strategy and tactics for each one. As the growth of services continues and world markets become increasingly competitive, the importance of customer satisfaction will also increase.

This case highlights the factors which led to the growth of Honda Activa and decision making skill of the management which led to the revival of the ailing scooter market in India. **Anuj Verma and Meenakshi Varma (June 2020)** highlights the needs to understand the requirement of target customer which can lead to the success of the products. This paper fulfils an identified need to study the latent demand of automobile users in the country.

Evaluation of customer's satisfaction quality is a relatively new concept for many companies, aiming to gain a competitive advantage in the market. Goal of the paper is to analyse the way of measuring customer's satisfaction in relation to the performance evaluation of processes in metallurgical company. **Andriana Csikosova (June 2018)** conclusion obtained by research is finding that increasing of process efficiency of customer's satisfaction depends on choice of proper methodology, measure of base elaboration and evaluation, qualitative technical solution, as well as timely and specialized communication with customer.

Predicting aggregate consumer spending is vitally important to marketing planning, yet traditional economic theory holds that predicting changes in aggregate consumer spending is not possible. The author **Claes Fornell (Feb 2010)** indicates that the lagged change in customer satisfaction, which contributes to future demand. Using an asymmetric growth model, more than 23% of the variation in the one-quarter-ahead spending growth is explained, which represents a notable improvement over prior specifications.

The study aimed to resolve the impact of immediate sales promotion techniques on brand recall. The independent variable is divided into three sub-variables: price reductions, free samples, and purchasing vouchers. The author **Saud A. Al Sahli (Nov 2022)** presented and recommended a set of marketing implications to develop the uses of sales promotion techniques in retail stores.

The product offering advertisement in such a media as print (paper, magazines, boards, flyers) or broadcast (radio, TV) commonly comprise of pictures, title texts, data about the product and occasionally a response coupon. In this paper, impact of advertising on consumer demand and product awareness and use has been studied. The author **Prof. Dr. Y.B. Chavan (Nov 2021)** revealed that a relationship between consumer's state of mind and advertisement. Only 30% to 50% consumers think about the factors such as their income, price of the goods, expectations, tastes, and preferences and mainly financial conditions by him.

The aim of this paper was to evaluate the demand for mobile phones in the world at the time of the coronavirus pandemic. During the COVID-19 pandemic, markets in all sectors were subdued due to limited production and sales. The method of describing time series and calculation using linear regression are used. In this work, **Zuzana Rowland (Jan 2022)** found that the decline in demand for mobile phones was caused by a global pandemic and consumers' uncertainty in maintaining their jobs. Overall, during the COVID-19 pandemic, we saw a drop in the number of mobile phone units sold by more than 40,000.

In recent years, sales promotion is gaining momentum among the two wheeler producing organizations. The sales promotion in two wheeler industry is influenced by a large number of factors. In view of this, this paper has made an attempt to explore the major influencing sales promotion in Vijay TVS show room in Chidambaram town. The result of the study, the author **Dr. S. Kavitha (June 2019)** said that among the factors, advertisement, availability of spare parts and fuel efficiency and the major factors influencing the sales promotion in Vijay TVS show room in Chidambaram town.

Brand preference is the measure of brand loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept the substitutes if that brand is not available. Brand preference is the selective demand for a company's brand rather than a product; the degree to which consumer prefer one brand over the another. If the advertising is successful, the target customer will choose a particular brand over the other brand in any category. Customer will get satisfied only when their expectations meet or exceed. To analyse the brand preference and loyalty, **Dr. Jeemon Joseph (Aug 2017)** finds, it is necessary to study both the customer's buying behaviour and after purchase behaviour.

This study tests the impact of various sales promotion strategies and its impact on consumer buying behaviour. Analysis through correlation and regression modelling help to conclude by **Mukaram Khan (June 2019)** buy one get one free, price discounts and coupons are positively discounts and coupons are positively related with consumer buying behaviour, whereas, free samples and bonus packs are not significantly related with the dependent variable.

- The review of literature can refer to a full scholarly paper or a section of a scholarly work such as a book, or an article. A literature review is supposed to provide the researcher/author and the audiences with a general image of the existing knowledge on the topic under question.

CHAPTER III

CHAPTER III

RESEARCH METHODOLOGY

A research methodology describes the techniques and procedures used to identify and analyze information regarding a specific research topic. It is a process by which researchers design this study so that it can achieve their objectives using the selected research instruments. It includes all the important aspects of research, including research design, data collection methods, data analysis methods, and the overall framework within which the research is conducted.

3.1 TOPIC OF THE STUDY

A study on the impact of sales promotion and publicity on increasing demand and assessing customer satisfaction for the Honda Activa with special reference to Coimbatore city

3.2 RESEARCH DESIGN

A research design is an arrangement of conditions and a collection of data in a manner that aims to combine relevance to the research purpose with economy in procedure. It is arrangement of conditions for collection and analysis of the data regarding the study. In this study Descriptive Research Design was used. It is describing the perception of each individual or narrating factor on brand preference. The major purpose of descriptive research is description of the state of affairs as it exists at present.

3.3 SAMPLING PROCEDURE

The next step in the research study after collecting data is the sampling process. When a decision is made to use the sample, a number of factors must be taken into consideration.

3.4 DATA COLLECTION METHODS

Data collection is a process of gathering information from all the relevant sources to find a solution to the research problem. It helps to evaluate the outcome of the problem. The data collection methods allow a person to conclude an answer to the relevant question. The main sources of the data collections methods are “Data”. Data can be classified into two types, namely primary data and secondary data.

3.4.1 Primary data:

Primary data is the first handed information which the researcher gets from the population. Primary data which are collected as a fresh and for the first time and thus happen to be original in character. The primary data collection of the study was collected through a structured questionnaire which was made with the help of Google forms. The data were collected using questionnaires online which can be filled by the selected respondents conveniently. Questionnaires were distributed to the customers who owned Honda Activa two-wheelers randomly and this was used for further analysis.

3.4.2 Secondary Data:

Secondary data is data collected by someone other than the actual user. The data has been obtained from past records, magazines, published data, journals, websites, etc.

3.5 SAMPLE SIZE

One set of questionnaire was prepared for the study. The respondents' research was the customers who have used Honda Activa two-wheeler and taking the measure on which basis they bought and their satisfaction. The sample technique used for the research project is done by probability convenience. The data collection size was 170 respondents' collected through online with the help of Google forms.

3.6 AREA OF THE STUDY

The area of the study focuses on the people who owned that particular brand of two-wheeler Honda Activa. The data were collected from the Coimbatore city.

3.7 TOOLS OF DATA COLLECTION

The study adopted questionnaire method for data collection. The questionnaire consists four sections.

- The first section describes about personal profile of the respondents.
- The second section describes about sales promotion attracted by the respondents.
- The third section describes about publicity of the Honda Activa two-wheeler.
- The fourth section describes about customer satisfaction thus the respondents satisfied by the Honda Activa two-wheeler.

3.8 TOOLS USED FOR ANALYSIS

The tool used for collecting the primary data was percentage analysis and chi-square. The questionnaire was used to collect the bulk of data.

3.8.1 PERCENTAGE ANALYSIS

Percentage refers to a special kind of ratio. Percentage analysis test is done to find out the percentage of the response of the respondents. The way of getting response from the respondents through questionnaire is the most preferred technique.

Formula for percentage analysis:

$$\text{No. of respondent's percentage (\%)} = \frac{\text{No.of respondents}}{\text{Total no.of respondents}} \times 100$$

3.8.2 CHI-SQUARE

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables.

Formula for Chi-square:

$$\text{Chi-square} = \frac{\sum(O-E)^2}{E}$$

Where,

O stands for Observed Frequency.

E stands for Expected Frequency.

After finding the value of chi square the table value is to be calculated.

Table value = (R-1) (C-1).

Where,

R stands for Numbers of Rows.

C stands for Number of column.

3.9 PERIOD OF STUDY

The period of study was from DECEMBER 2023 to MAY 2024.

CHAPTER IV

CHAPTER IV

ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

A percentage value is the numerator value of a fraction with the denominator as 100. A percentage is a number without having any unit or dimension. It is denoted by % symbol. The classification of respondents' basis is general, with a sample size. Sample size is 170.

1. SECTION A: Demographic profile

Demographic profile refers to the collection of information about the characteristics of a specific group of people, such as their age, gender, incomer, profession, and other relevant attributes. It is a powerful tool for marketing. Detailed information about potential customers provides insight into how to best sell them a product.

Table No. 1.1

Respondents' gender

Gender	No. of respondents	Percentage (%)
Female	123	72.4
Male	47	27.6
Total	170	100

Source: Primary Data

Interpretation:

According to Table 1.1, 72% of the respondents are female. There are 28% male respondents. It provides an explanation of the respondents according to their gender, which has been found to be one of the variables influencing how sales promotion and publicity affect demand growth and customer satisfaction.

Inference:

Table No. 1.1 shows that the majority (72% of the sample respondents) are female and prefer the Honda Activa two-wheeler brand. This proves the fact that female respondents show more interest in purchasing the Honda Activa brand.

Graph 1.1

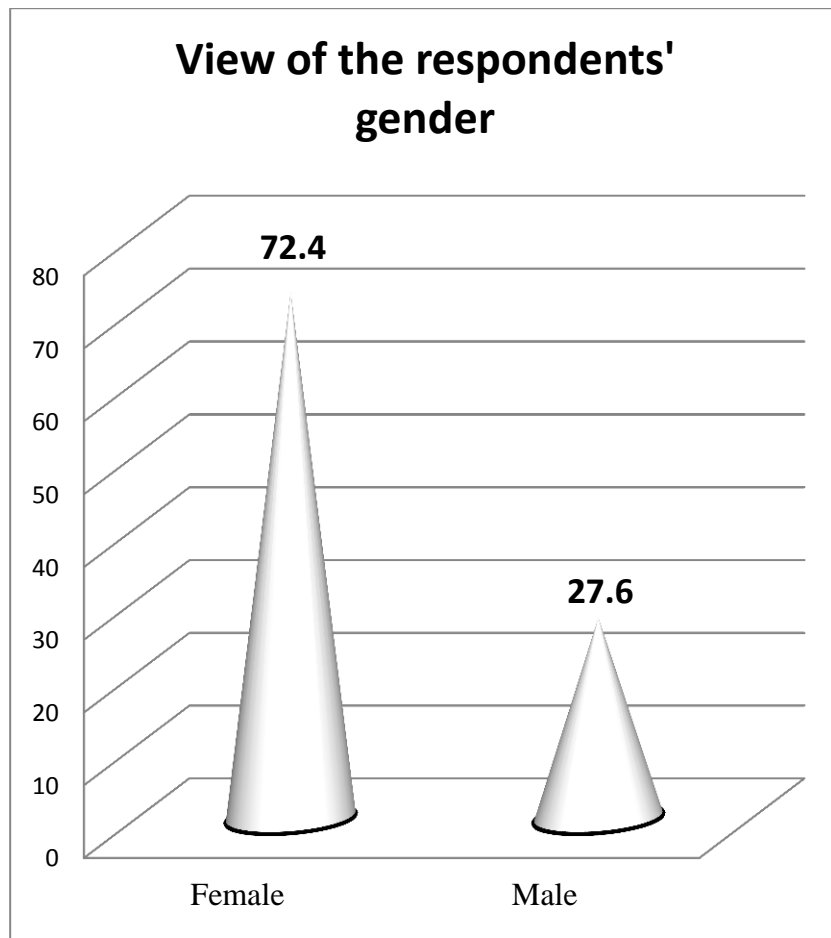


Table No. 1.2

Respondents' age

Age	No. of respondents	Percentage (%)
18 – 25	135	79.4
26 – 35	17	10
36 – 45	5	2.9
Above 45	13	7.6
Total	170	100

Source: Primary Data

Interpretation:

According to Table 1.2, 79% of the respondents are in the 18–25 age range. 10% of respondents fall into the 26–35 age range. Ages 36 to 45 account for 3% of the respondents. 8% of the respondents are older than 45. It provides an explanation of the respondents according to age groups, which has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 1.2 shows that the majority (79% of the sample respondents) are 18 – 25 age range and prefer the Honda Activa two-wheeler brand. Hence, it can be interpreted that young adulthood show more interest in buying the Honda Activa brand.

Graph 1.2

View of the respondents' age groups

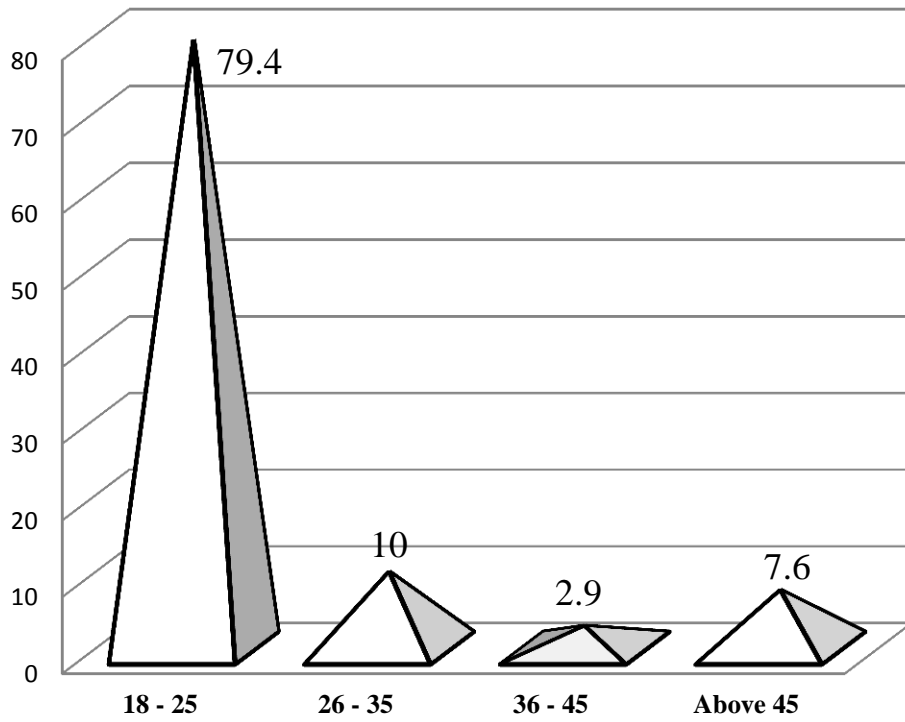


Table No. 1.3

Respondents' education level

Education level	No. of respondents	Percentage (%)
High school	14	8.2
Under graduate	92	54.1
Post graduate	59	34.7
Others	5	2.9
Total	170	100

Source: Primary Data

Interpretation:

Table 1.3 shows that 8% of the respondents are enrolled in high school, 54% are under graduates. Of the respondents, 35% hold a postgraduate degree. Others make up 3% of the respondents. Using the respondents' educational attainment as a basis, this has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 1.3 shows that the majority (54% of the sample respondents) are under graduate and prefer the Honda Activa two-wheeler brand. Hence, it can be interpreted that graduated people show more interest in buying the Honda Activa brand.

Graph 1.3

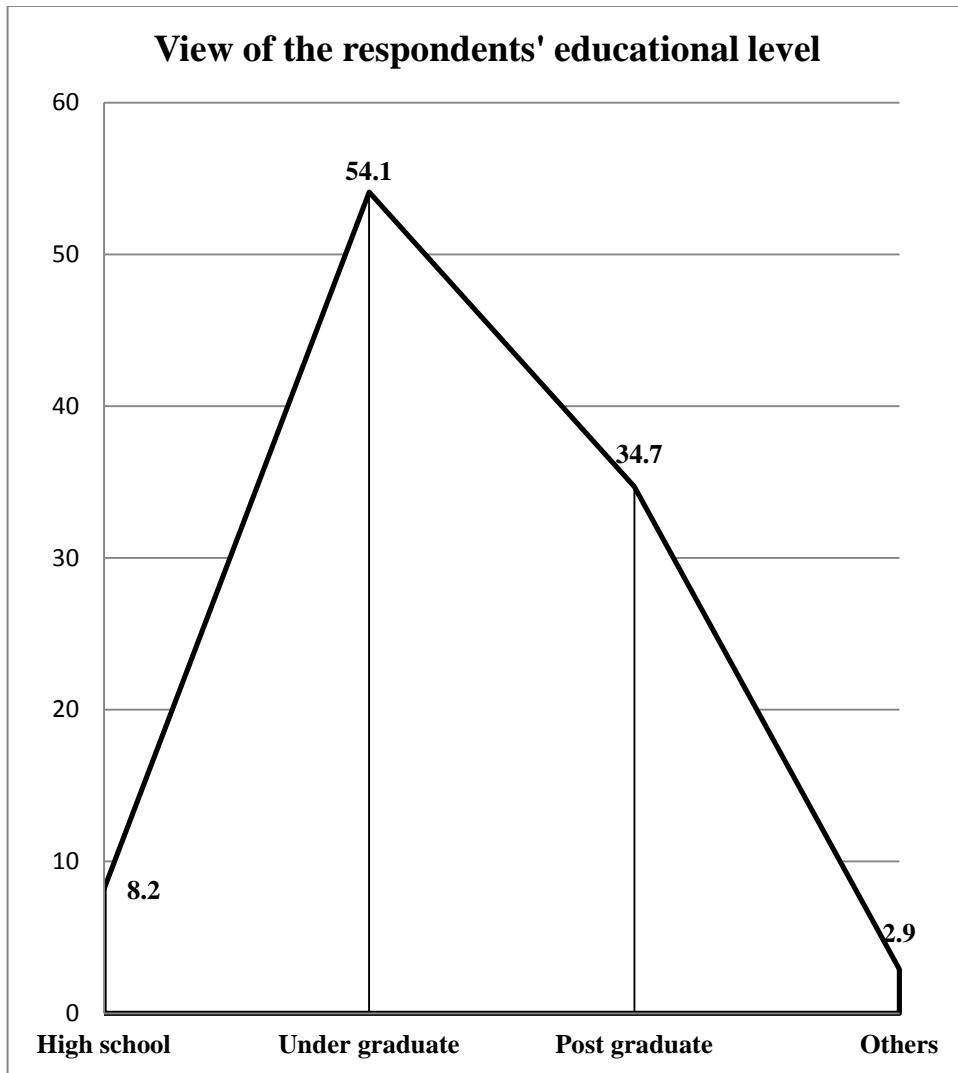


Table No. 1.4

Respondents' occupation

Occupation	No. of respondents	Percentage (%)
Student	121	71.2
Homemaker	5	2.9
Professional	25	14.7
Retired	1	0.6
Employee	18	10.6
Total	170	100

Source: Primary Data

Interpretation:

According to Table 1.4, students make up 71% of the respondents, 3% of those surveyed from homemaker. 15% of those surveyed work in a profession. 1% of those surveyed are retired. 11% of those surveyed work as employees. It provides an explanation of the respondents by occupation. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 1.4 shows that the majority (71% of the sample respondents) are students and prefer the Honda Activa two-wheeler brand. Hence, it can be interpreted that students show more interest in buying the Honda Activa brand.

Graph 1.4

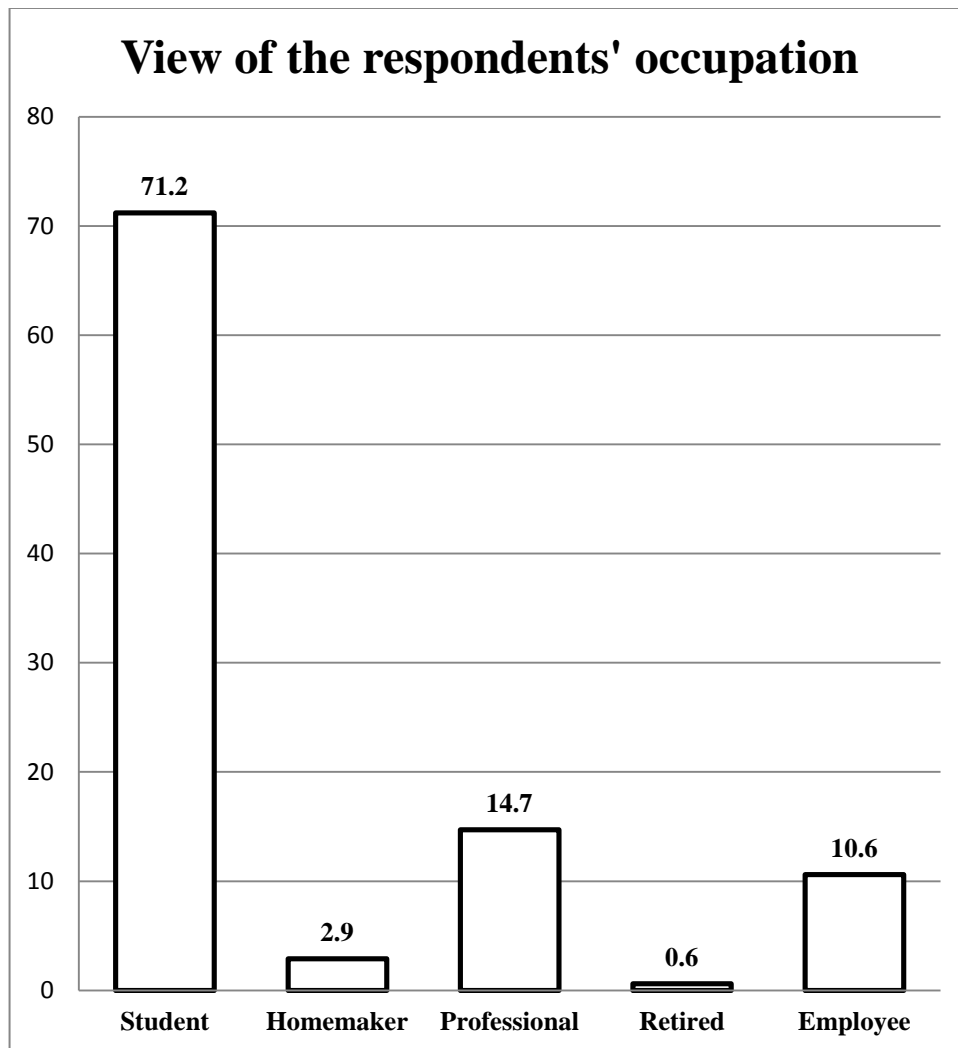


Table No. 1.5

Respondents' income level

Level of income	No. of respondents	Percentage
Less than 15000	110	64.7
15000 – 25000	26	15.3
25001 – 35000	14	8.2
Above 35000	20	11.8
Total	170	100

Source: Primary Data

Interpretation:

According to Table 1.5, 64% of respondents are under the income level of 15000 - 25000 people make about 15% of the respondents. 25001–35000 make up 8% of the responses. 12% of the respondents are over 35,000. It provides an explanation of the respondents' income level. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 1.5 shows that the majority (65% of the sample respondents) are less than 15,000 and prefer the Honda Activa two-wheeler brand. Hence, it can be interpreted that less income people show more interest in buying the Honda Activa brand.

Graph 1.5

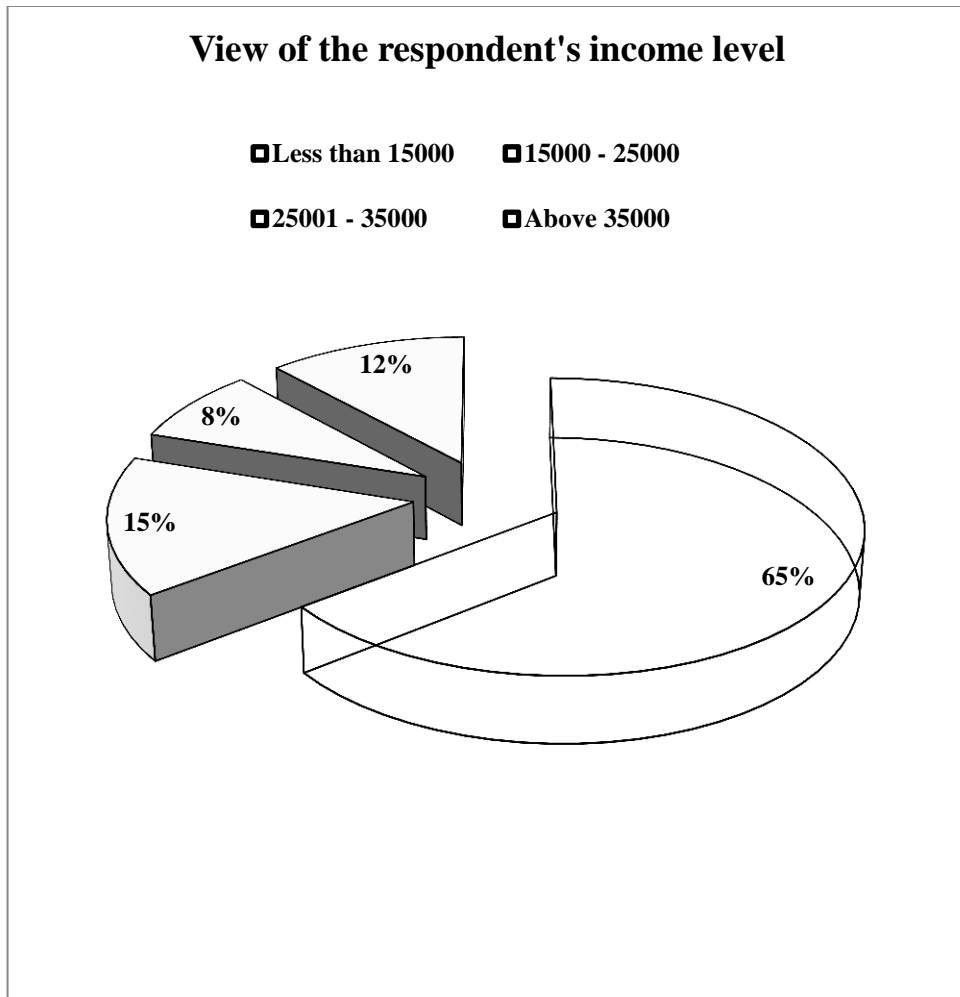


Table no. 1.6

Respondents' marital status

Marital status	No. of respondents	Percentage (%)
Married	27	15.9
Unmarried	143	84.1
Total	170	100

Interpretation:

Table 1.6 shows that 16% of the participants are married. 84% of those surveyed are single. It provides an explanation of the respondents' marital status. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Source: Primary Data

Inference:

Table No. 1.6 shows that the majority (84% of the sample respondents) are unmarried and prefer the Honda Activa two-wheeler brand. Hence, it can be interpreted that unmarried people show more interest in buying the Honda Activa brand.

Graph 1.6

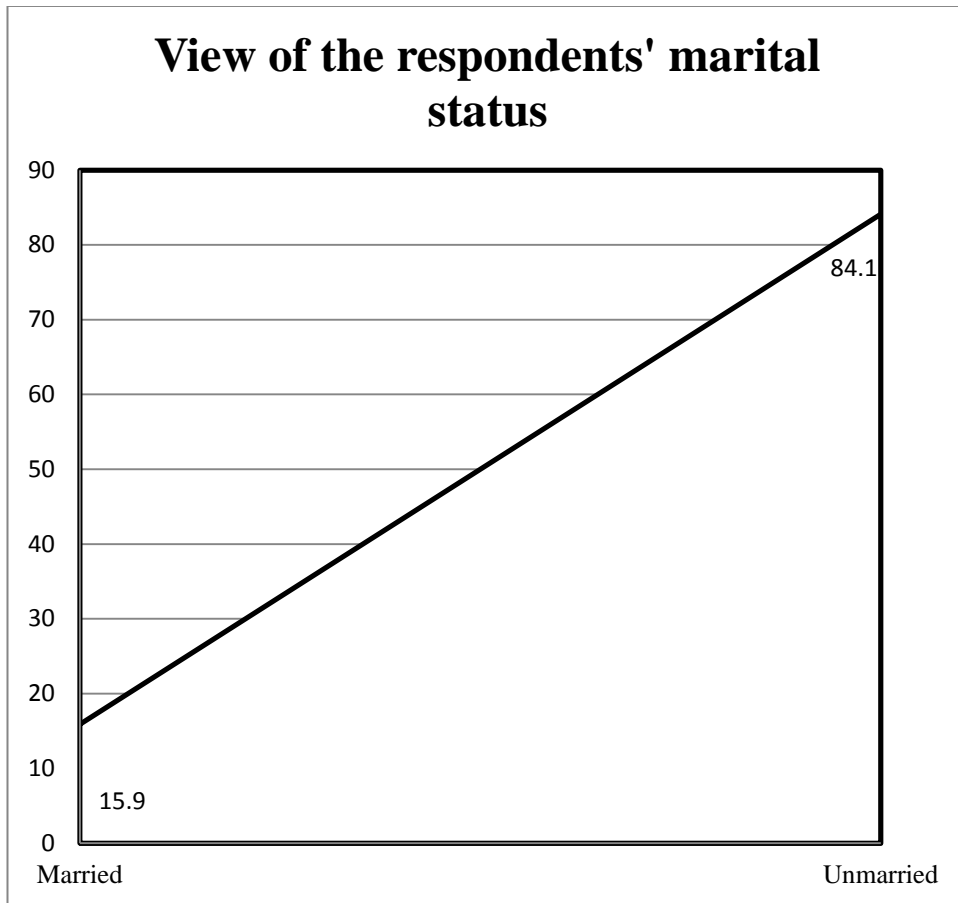


Table No. 1.7

Respondents' purchasing intention

Purchasing intention	No. of respondents	Percentage (%)
Necessary	120	70.6
Comfort	20	11.8
Status	1	0.6
Lack of transport	20	11.8
Business	9	5.3
Total	170	100

Source: Primary Data

Interpretation:

It is seen in Table 1.7 that 71% of the respondents are required. Comfort ranks for 12% of respondents. There are 1% of status respondents. 12% of respondents are impacted by a lack of transportation. There are 5% of business respondents. It provides an explanation of the respondents' purchasing intentions, which has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 1.7 shows that the majority (71% of the sample respondents) of the respondents said necessary and prefer the Honda Activa two-wheeler brand. Hence, it can be interpreted that customers show more interest towards buying the Honda Activa brand for the necessary.

Graph 1.1.8

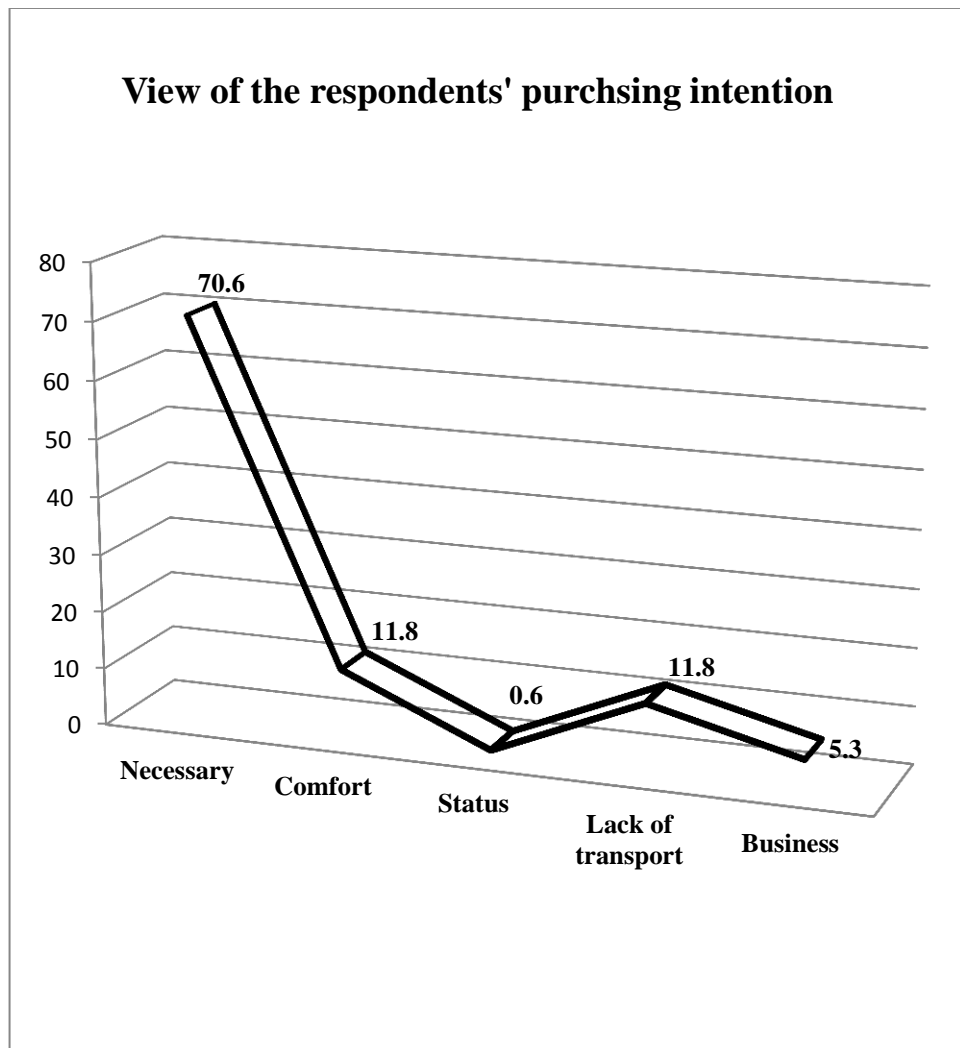


Table No. 1.8

Respondents' based on years of using vehicle

Based on years of vehicle use	No. of respondents	Percentage (%)
0 - 2 years	64	37.6
2 - 5 years	59	34.7
5 - 8 years	19	11.2
Above 8 years	28	16.5
Total	170	100

Source: Primary Data

Interpretation:

According to Table 1.8, 38% of the respondents have only been driving for 0 - 2 years. 35% of those surveyed have been driving for 2 - 5 years. 11% of those surveyed have been driving for 5 - 8 years. Of the respondents, 16% have driven a vehicle for more than eight years. Based on years of vehicle use, it provides an explanation of the respondents. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 1.8 shows that the majority (38% of the sample respondents) customers are 0 – 2 years and prefer the Honda Activa two-wheeler brand. Hence, it can be interpreted that customers show more interest in buying the Honda Activa brand.

Graph 1.8

View of the respondents' based on years of using vehicle

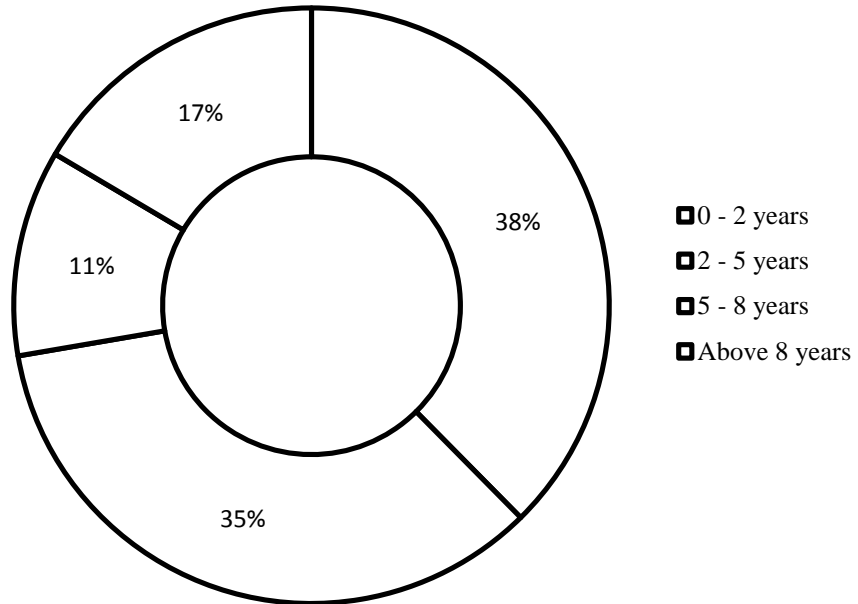


Table No. 1.9

Respondent' preferred categories of Honda Activa

Categories of brand	No. of respondents	Percentage (%)
Honda Activa 6G	106	62.4
Honda Activa 125	64	37.6
Total	170	100

Source: Primary Data

Interpretation:

According to Table 1.9, 62% of respondents thought the Honda Activa 6G was better. 38% of participants said they liked the Honda Activa 125. It describes the respondents according to brand; this has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 1.9 shows that the majority (62% of the sample respondents) are preferred Honda Activa 6G brand. This also proves the fact that respondents show more interest in purchasing the Honda Activa brand. Hence, it can be interpreted that customer show more interest in buying the Honda Activa 6G brand.

Graph 1.1.9

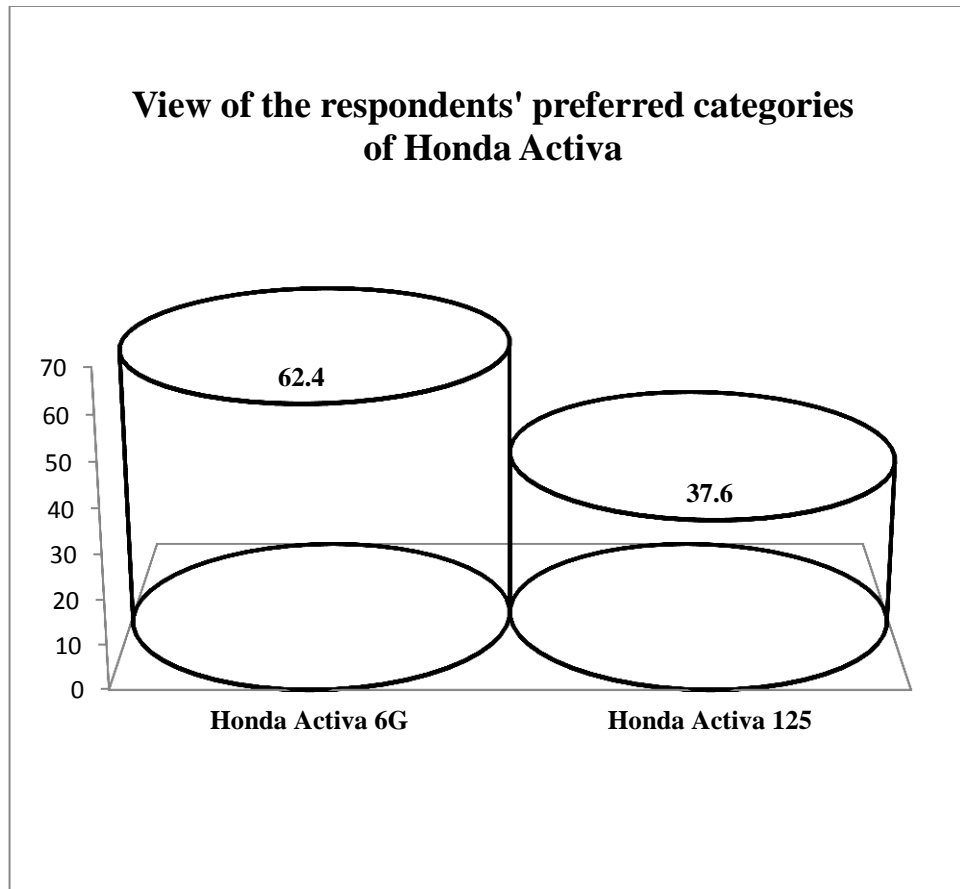


Table 1.10

Respondents' comfortable mode of payment

Categories of payment	No. of respondents	Percentage (%)
One-time payment mode	106	62.4
Instalment mode	64	37.6
Total	170	100

Source: Primary Data

Interpretation:

Table 1.10 reveals that 62% of respondents select the one-time payment option. 38% of those surveyed choose the instalment plan. The responses are explained according to the form of payment. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 1.10 shows that the majority (62% of the sample respondents) are one-time payment mode and prefer the Honda Activa two-wheeler brand. This also proves the fact that respondents show more interest in purchasing the Honda Activa brand. Hence, it can be interpreted that respondents show more interest in buying the Honda Activa brand through one-time payment mode.

Graph 1.10

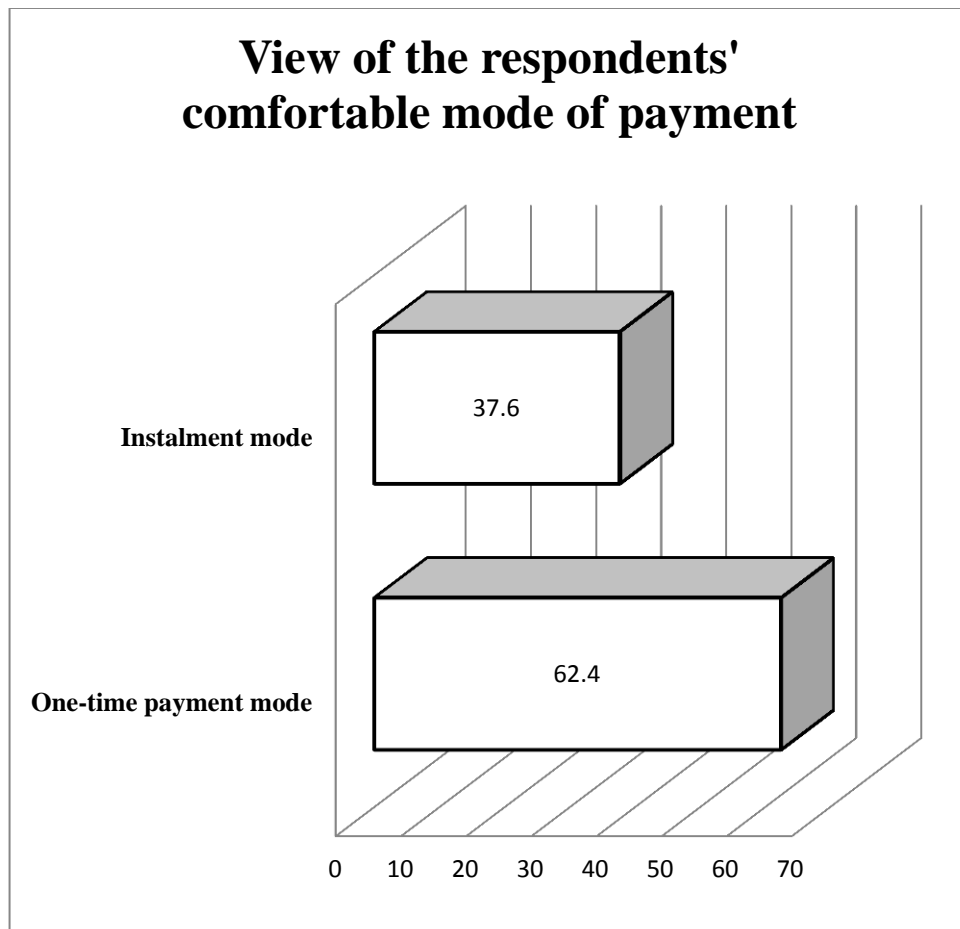


Table No. 1.11

Respondents' favoured colour of Honda Activa

Categories of colour	No. of respondents	Percentage (%)
Pearl Precious White	33	19.4
Pearl Siren Blue	26	15.3
Decent Blue Metallic	30	17.6
Rebel Red Metallic	17	10
Mat Axis Grey Metallic	16	9.4
Matte Steel Black Metallic	17	10
Black	31	18.2
Total	170	100

Source: Primary Data

Interpretation:

According to Table 1.11, 19% of respondents said that Pearl Precious White is their first choice. The favoured colour of 15% of respondents is Pearl Siren Blue. Decent Blue Metallic is selected by 18% of respondents. Rebel Red Metallic is the preferred colour among 10% of respondents. Only 9% of respondents said Mat Axis Grey Metallic is their favourite. Matte Steel Black Metallic is the favoured colour among 10% of respondents. Black respondents make up 18% of the sample. It provides an explanation of the respondents' favoured colour. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 1.11 shows that the majority (19% of the sample respondents) are preferred Pearl Precious White and prefer the Honda Activa two-wheeler brand. This also proves the fact that respondents show more interest in purchasing the Honda Activa brand.

Graph 1.11

**View of the respondents' favoured color of
Honda Activa brand**

- Pearl Precious White
- Decent Blue Metallic
- Mat Axis Grey Metallic
- Black
- Pearl Siren Blue
- Rebel Red Metallic
- Matte Steel Black Metallic

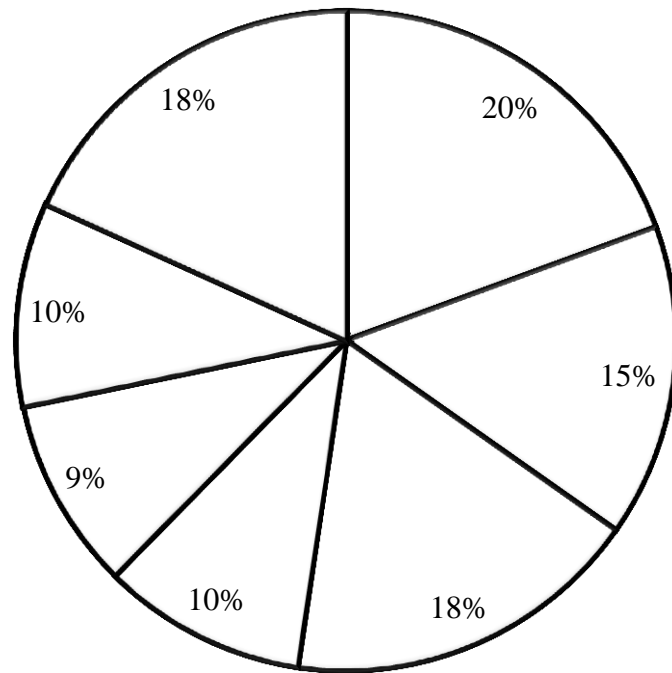


Table 1.12

Respondents' opinion on buying a two-wheeler

Major reason/concern	No. of respondents	Percentage (%)
Strong brand reputation	45	26.5
Low maintenance cost	45	26.5
Efficient ride	50	29.4
Worth buying	30	17.6
Total	170	100

Source: Primary Data

Interpretation:

According to Table 1.12, 26% of the respondents have a strong brand reputation. Low maintenance costs are preferred by 26% of respondents. A quarter of the participants are efficient riders. Of the respondents, 18% think it's worth buying. It provides an explanation of the respondents' main concern or cause. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 1.12 shows that the majority (29% of the sample respondents) are efficient ride and prefer the Honda Activa two-wheeler brand. Hence, it can be interpreted that customers show more interest in buying the Honda Activa brand for the efficient ride.

Graph 1.12

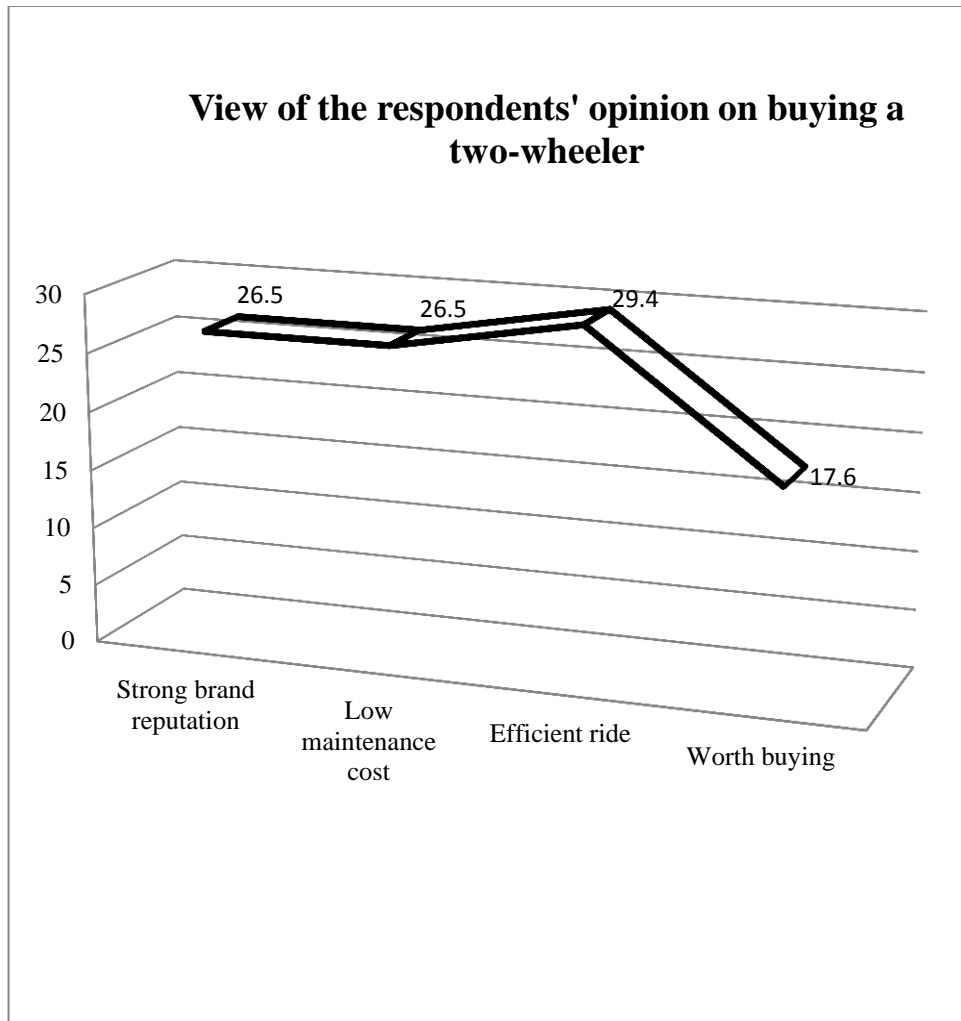


Table 1.13

Respondents' reported that speed of Honda Activa

Top speed of Honda Activa	No. of respondents	Percentage (%)
45 km/h	41	24.1
60 km/h	63	37.1
80 km/h	53	31.2
100 km/h	13	7.6
Total	170	100

Source: Primary Data

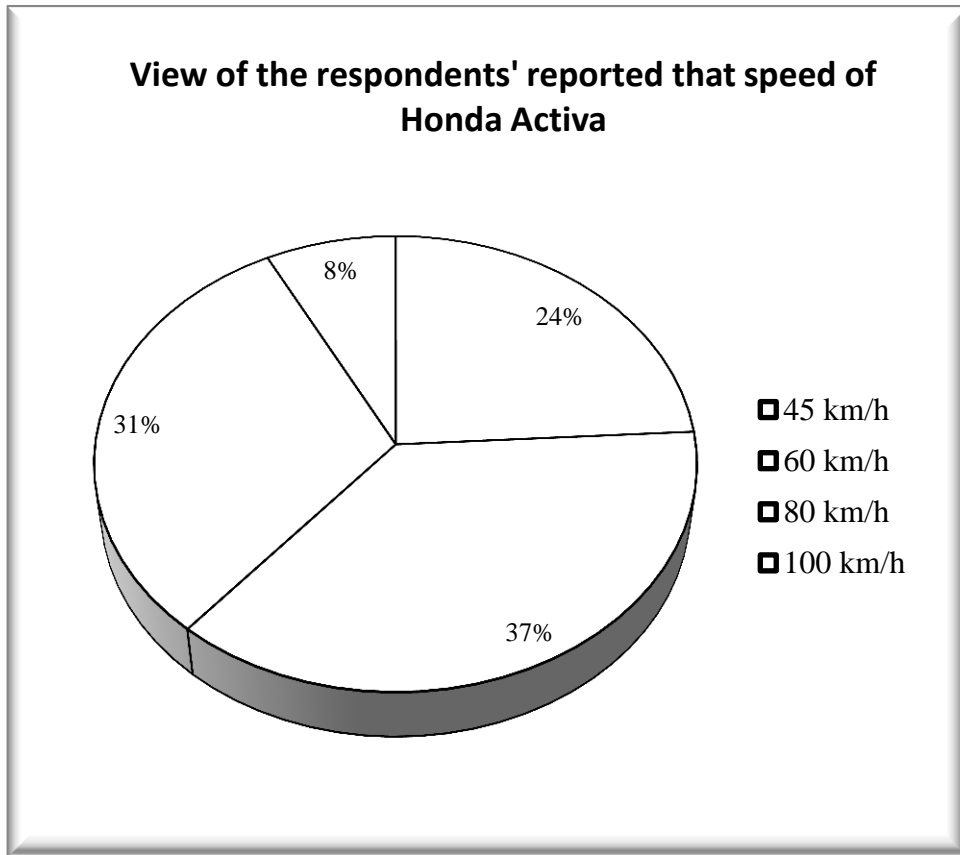
Interpretation:

According to Table 1.13, 24% of the respondents are observed traveling at 45 km/h. At 37 km/h, 37% of respondents are observed. 31% of those surveyed reported seeing 80 km/h. At 100 km/h, 8% of the respondents are observed. The respondents' noticed top speed while driving a Honda Activa is used to explain them. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 1.13 shows that the majority (37% of the sample respondents) are noticed 60 km/h speed and prefer the Honda Activa two-wheeler brand. This also proves the fact that respondents show more interest in purchasing the Honda Activa brand.

Graph 1.13



2. SECTION B: Sales Promotion

A sales promotion is a marketing strategy where a business will use short-term campaigns to spark interest and create demand for a product, service or other offers.

Table 2.1

Respondents' attention to sales promotions

Consider sales promotion	No. of respondents	Percentage (%)
Never	25	14.7
Not very often	34	20
Sometimes	80	47.1
Very often	20	11.8
Every time	11	6.5
Total	170	100

Source: Primary data

Interpretation:

According to Table 2.1, 15% of respondents said they would like never to. When making a purchase, 20% of the respondents said they prefer to use sales marketing strategies. Not very frequently. 47% of those surveyed said they occasionally feel favoured. It was frequently selected by 12% of the respondents. 6% of those surveyed said they always preferred it. It clarifies to the respondents that they consider sales marketing strategies when making purchases, which has been identified as one of the factors that impact sales promotion and publicity in increasing demand and assessing customer satisfaction.

Inference:

Table No. 2.1 shows that the majority (47% of the sample respondents) sometimes prefer the Honda Activa two-wheeler brand. This also proves the fact that respondents show more interest in purchasing the Honda Activa brand. Hence, it can be interpreted that respondents show more interest in buying the Honda Activa brand by sometimes paying attention to sales promotions while purchasing vehicles.

Graph 2.1

View of the respondents' attention to sales promotions

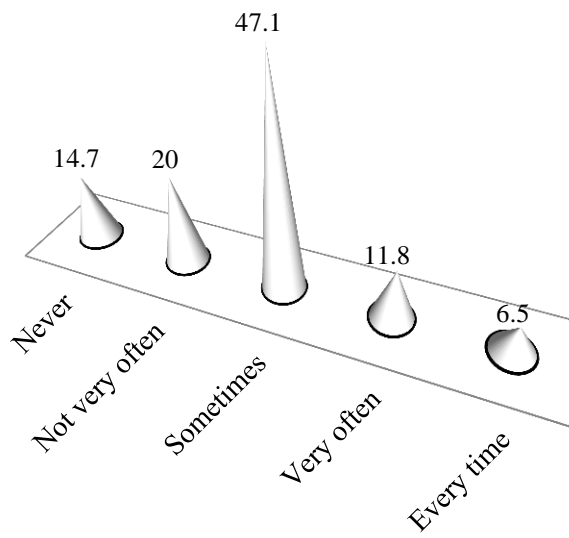


Table 2.2

Respondents' was attracted by sales promotion

Attractive sales promotion	No. of respondents	Percentage (%)
Provide additional services	54	31.8
Discount rate	32	18.8
Free services	53	31.2
Price offers	19	11.2
Free gifts	7	4.1
Exchange	5	2.9
Total	170	100

Source: Primary data

Interpretation:

According to Table 2.2, 32% of the participants favoured offering supplementary services. The discount rate was selected by 19% of respondents. Free services were favoured by 31% of respondents. Price offers were preferred by 11% of respondents. Free presents were chosen by 4% of respondents. 3% said they would rather exchange. It explains which kind of sales marketing was favoured by the respondents. This has been identified as one of the factors that impact sales promotion and publicity by increasing demand and assessing customer satisfaction.

Inference:

Table No. 2.2 shows that the majority (32% of the sample respondents) provide additional services and prefer the Honda Activa two-wheeler brand. This also proves the fact that respondents show more interest in purchasing the Honda Activa brand. Hence, it can be interpreted that respondents show more interest in buying the Honda Activa brand because it provides additional services.

Graph 2.2

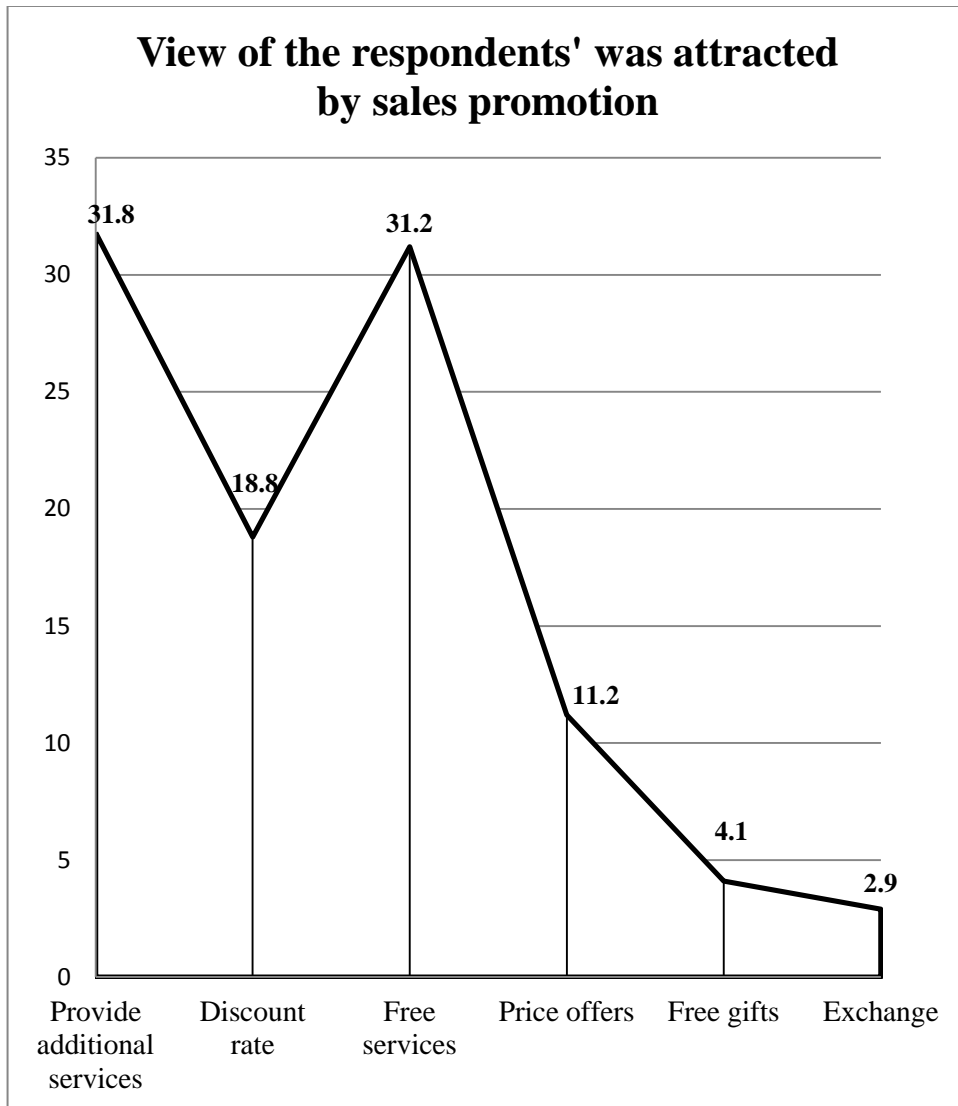


Table 2.3

Respondents' perspectives on sales promotion

Perspective on sales promotion	No. of respondents	Percentage (%)
Very strong	25	14.7
Strong	74	43.5
Moderate	61	35.9
Weak	8	4.7
Very weak	2	1.2
Total	170	100

Source: Primary data

Interpretation:

15% of the respondents are very powerful, according to Table 2.3. Strong was picked by 43% of respondents. 36% of those surveyed said they liked moderate. 5% of the participants are deemed feeble. 1% is really feeble. It provides an explanation of the respondents' perspectives on sales promotion. This has been identified as one of the factors that impact sales promotion and publicity by increasing demand and assessing customer satisfaction.

Inference:

Table No. 2.3 shows that the majority (43% of the sample respondents) are strong opinion and prefer the Honda Activa two-wheeler brand. This also proves the fact that respondents show more interest in purchasing the Honda Activa brand. Hence, it can be interpreted that respondents show more interest in buying the Honda Activa brand towards their opinion about the sales promotion.

Graph 2.3

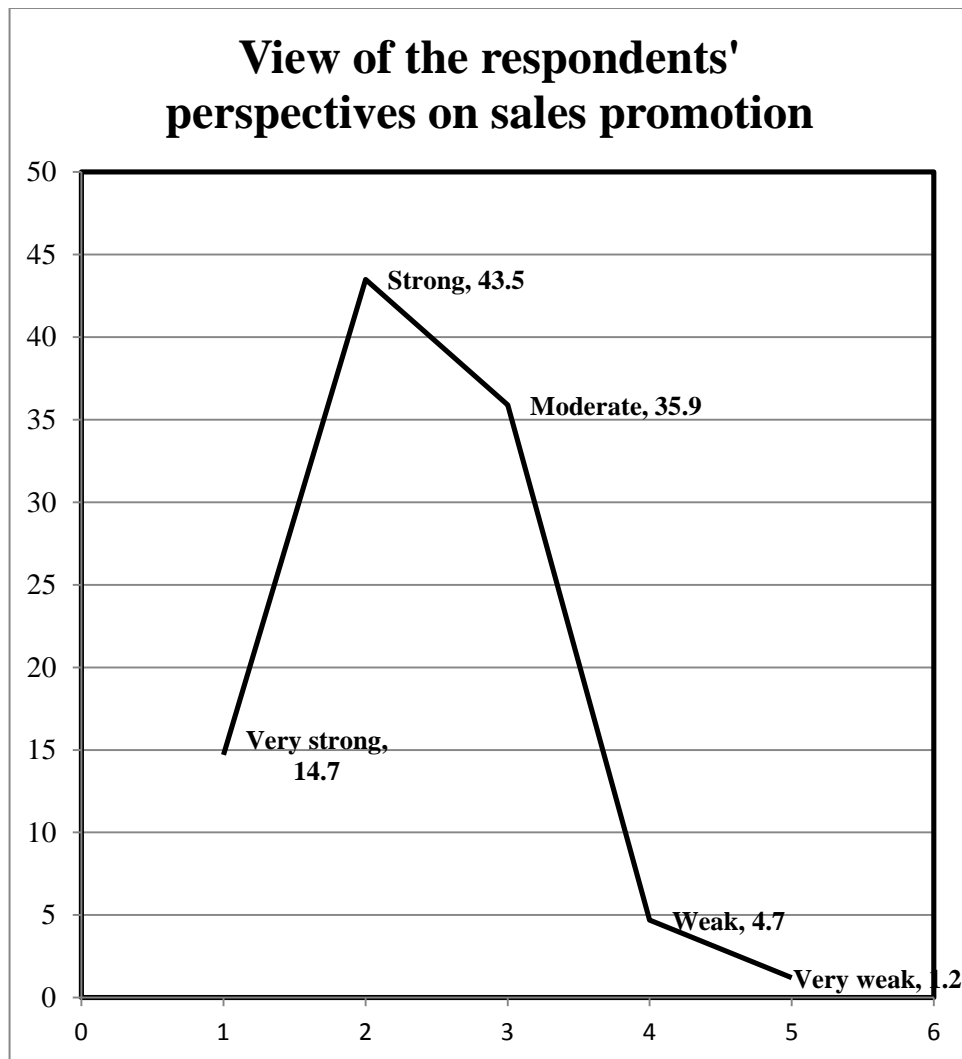


Table 2.4

Respondents' opinion on salespeople

Information provided by salespeople	No. of respondents	Percentage (%)
Yes	150	88.2
No	20	11.8
Total	170	100

Source: Primary data

Interpretation:

Table 2.4 shows that 88% of respondents answered in the affirmative. A quarter of those surveyed replied no. It provides an explanation of the responses based on the data that the salesmen supplied. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 2.4 shows that the majority (88% of the sample respondents) are said yes and prefer the Honda Activa two-wheeler brand. Hence, it can be interpreted that respondents show more interest in buying the Honda Activa brand for they get their information.

Graph 2.4

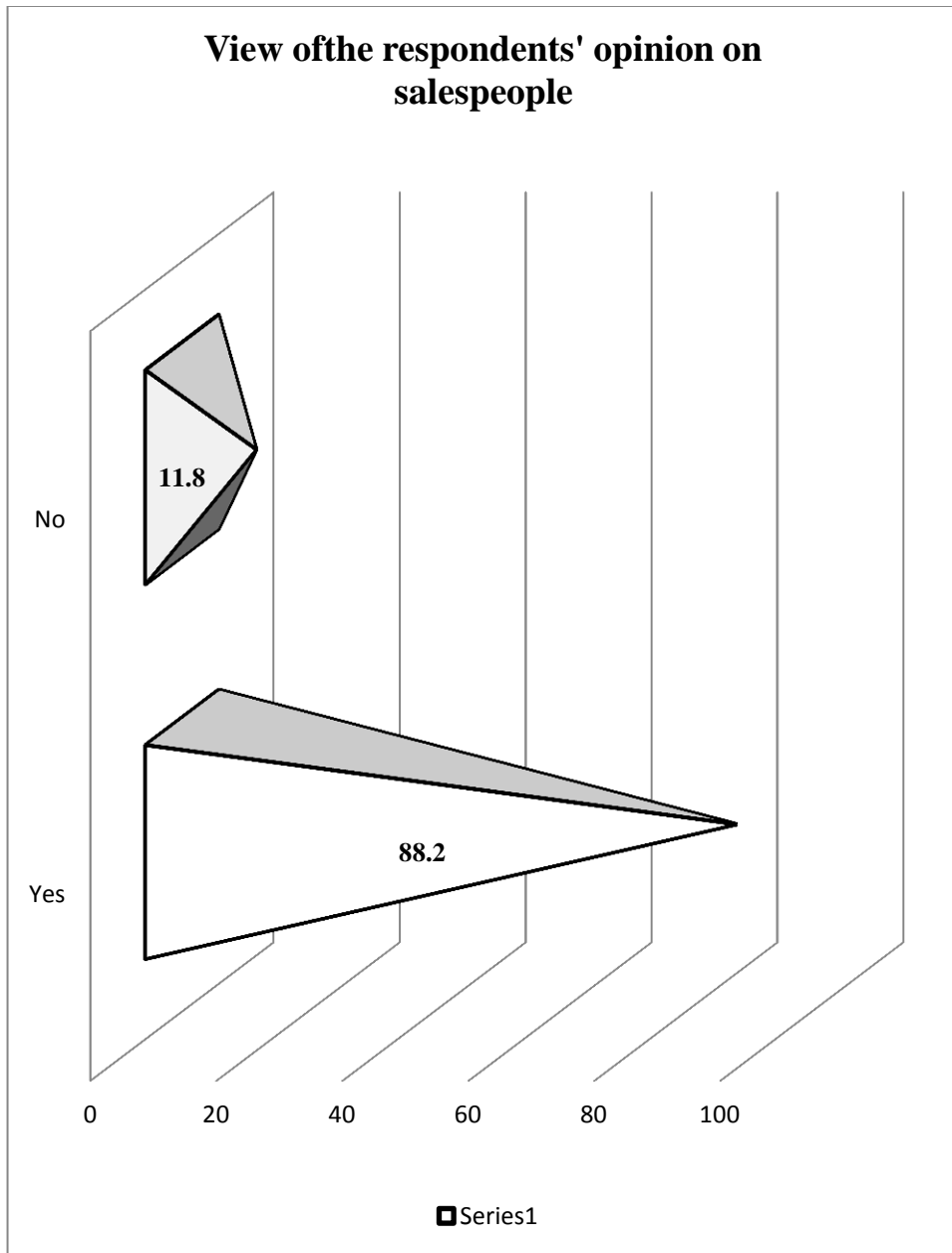


Table 2.5

Respondents' purchase decision

Changing purchase decision	No. of respondents	Percentage (%)
Yes	113	66.5
No	57	33.5
Total	170	100

Source: Primary Data

Interpretation:

Table 2.5 demonstrates that 66% of respondents said they would prefer to answer "yes." Of the respondents, 34% would prefer not to. It provides an explanation of the respondents' changing purchase decisions. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 1.2.5 shows that the majority (66% of the sample respondents) are said yes and prefer the Honda Activa two-wheeler brand. Hence, it can be interpreted that respondents change their purchase decision if the dealer doesn't offer any discount.

Graph 2.5

**View of the respondents' changing
purchase decision**

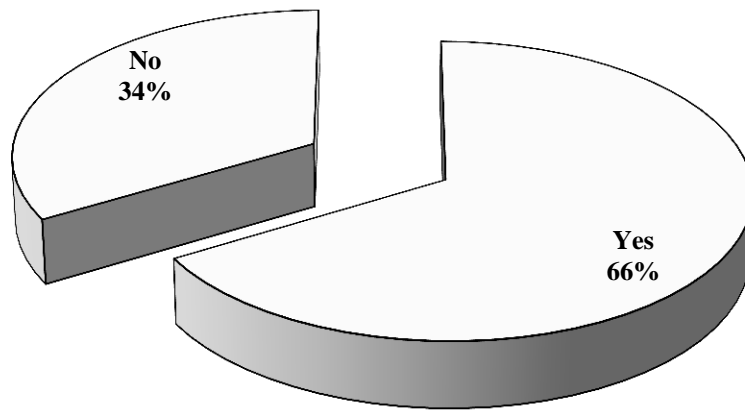


Table 2.6

Respondents' recommendation to others

Recommendation for the brand to others	No. of respondents	Percentage (%)
Yes	159	93.5
No	11	6.5
Total	170	100

Source: Primary data

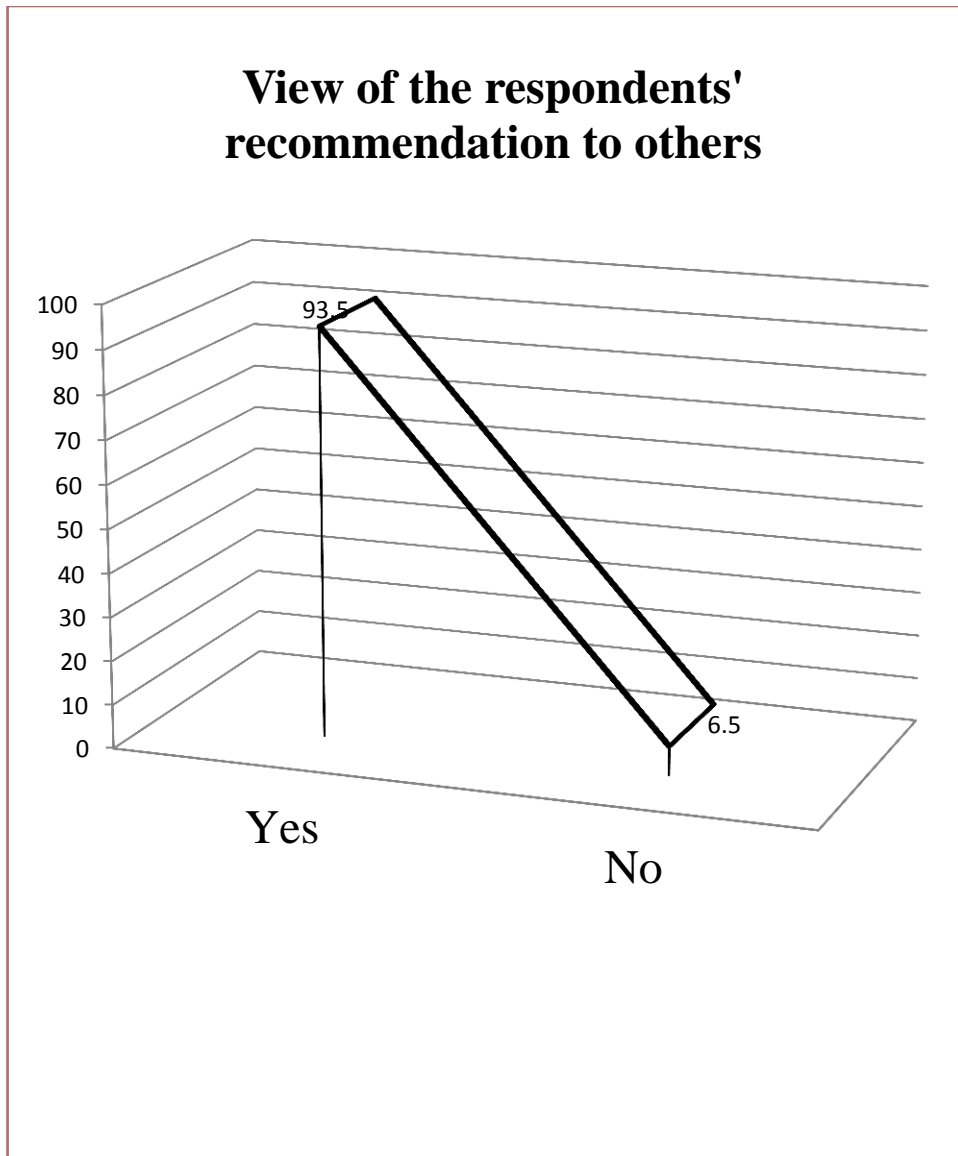
Interpretation:

According to Table 2.6, 94% of respondents said they would prefer to say yes. 6% said they would rather not. It provides information on respondents' recommendations for the brand to others. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 2.6 shows that the majority (94% of the sample respondents) are said yes and prefer the Honda Activa two-wheeler brand. This also proves the fact that respondents show more interest in purchasing the Honda Activa brand. Hence, it can be interpreted that respondents show more interest in buying the Honda Activa brand and also recommend to others.

Graph 2.6



3. SECTION C: Publicity

The publicity means that the giving out of information about a product, person, or company for advertising or promotional purposes.

Table 3.1

Respondents' understanding of the brand

Helps to understand the brand	No. of respondents	Percentage (%)
Television	52	30.6
Newspaper	12	7.1
Social media	53	31.2
Trade fair	10	5.9
Dealers	4	2.4
Road show	2	1.2
Brochure	2	1.2
Pamphlets	3	1.8
Referrals by friends	30	17.6
Hoarding	2	1.2
Total	170	100

Source: Primary data

Interpretation:

Table 3.1 indicates that 31% of participants select television. Newspaper preference is held by 7% of respondents. The respondents' preferred social networking platform is 31%. Trade shows are chosen by 6% of respondents. Preferred dealers are identified by 2% of respondents. Road shows are preferred by 1% of respondents. Brochure preference was expressed by 1% of respondents. Pamphlets are preferred by 2% of respondents. Friends' recommendations are chosen by 18% of the respondents. Only 1% of respondents said they liked hoarding. It explains the responses, the style of promotion, and helps you understand about the brand. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 3.1 shows that the majority (31% of the sample respondents) are social media and prefer the Honda Activa two-wheeler brand. Hence, it can be interpreted that respondents show more interest in buying the Honda Activa brand towards the promotion by social media.

Graph 3.1

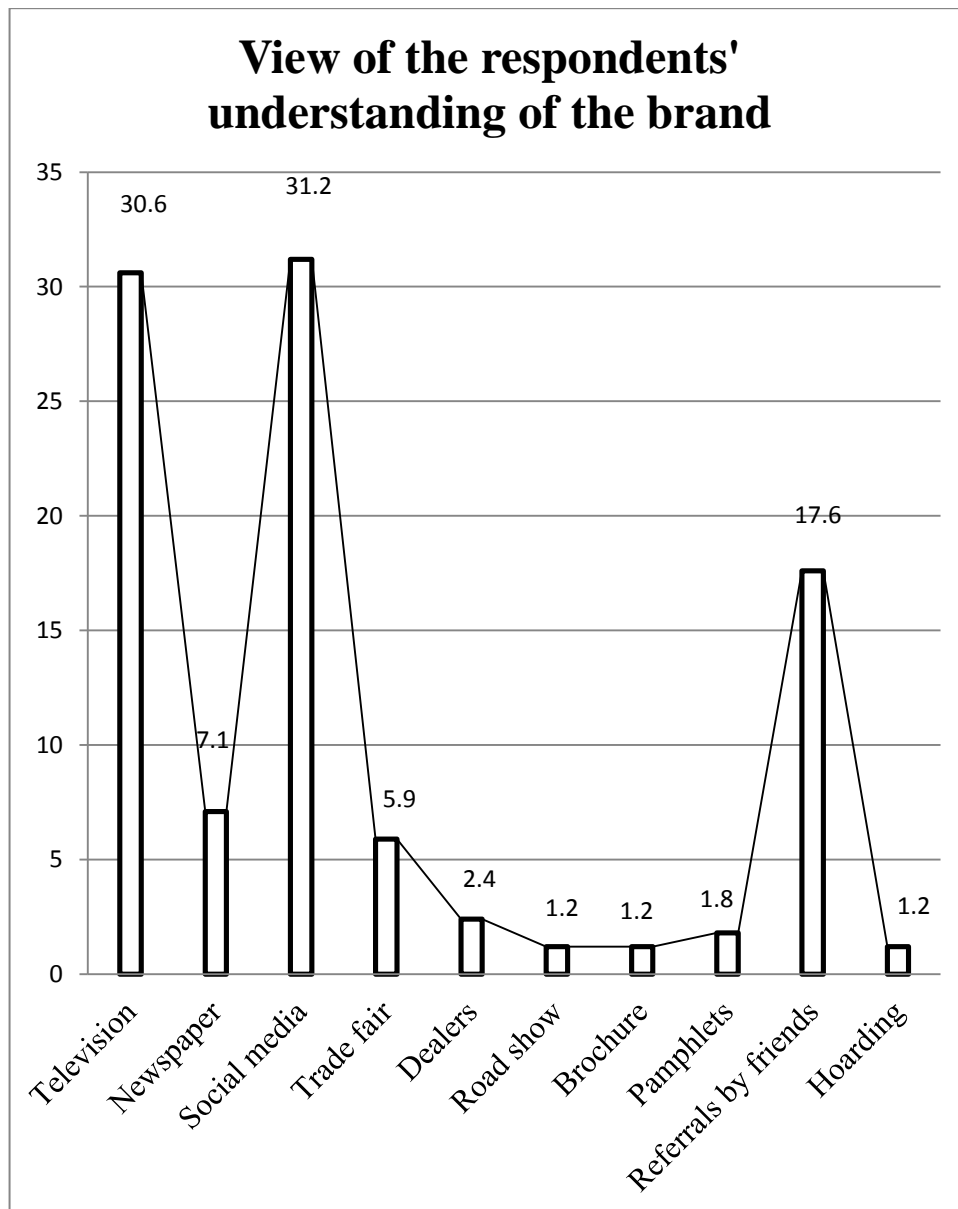


Table 3.2

Respondents' said that the competitors brand

Competitor brand	No. of respondents	Percentage (%)
Suzuki Access 125	44	25.9
TVS Jupiter	21	12.4
Hero Pleasure Plus	10	5.9
Honda Dio	38	22.4
TVS NTORQ 125	10	5.9
TVS Scooty ZEST 110	6	3.5
Yamaha Fascisno 125 Fi Hybrid	18	10.6
TVS Jupiter 125	23	13.5
Total	170	100

Source: Primary data

Interpretation:

According to Table 3.2, 26% of the respondents are Suzuki Access 125. TVS Jupiter makes up 12% of the respondents. Hero Pleasure Plus makes up 6% of the respondents. Among the respondents, Honda Dio makes up 22%. TVS NTORQ 125 makes up 6% of the respondent pool. TVS Scooty ZEST 110 respondents make up 3% of the sample. 11% of those surveyed a Yamaha Fascisno 125 Fi Hybrid. A quarter of the respondents are TVS Jupiter 125. It explains what the respondents stated about a competitor brand. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 3.2 shows that the majority (26% of the sample respondents) are said Suzuki Access 125 and prefer the Honda Activa two-wheeler brand. This also proves the fact that respondents show more interest in purchasing the Honda Activa brand. Hence, it can be interpreted that respondents said Suzuki Access 125 is the competitive brand.

Graph 3.2

View of the respondents' said that competitor brand

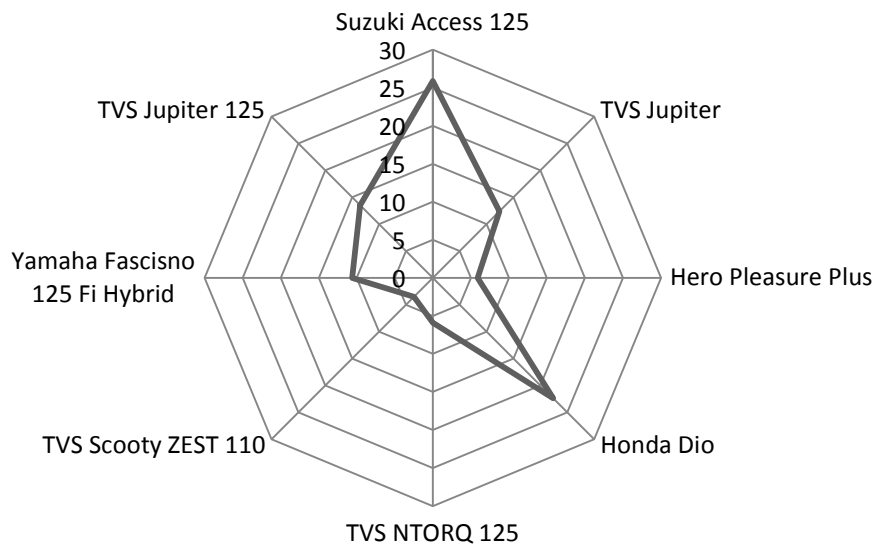


Table 3.3

Respondents' details on brand positive reputation

Brand had a positive reputation	No. of respondents	Percentage (%)
Yes	151	88.8
No	19	11.2
Total	170	100

Source: Primary data

Interpretation:

According to Table 3.3, 89% of respondents gave a yes response. 11% of those surveyed answered "no." It explains the respondents thought the brand had a positive reputation. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 3.3 shows that the majority (89% of the sample respondents) are yes and prefer the Honda Activa two-wheeler brand. This also proves the fact that respondents show more interest in purchasing the Honda Activa brand. Hence, it can be interpreted that respondents show more interest in buying the Honda Activa brand.

Graph 3.3

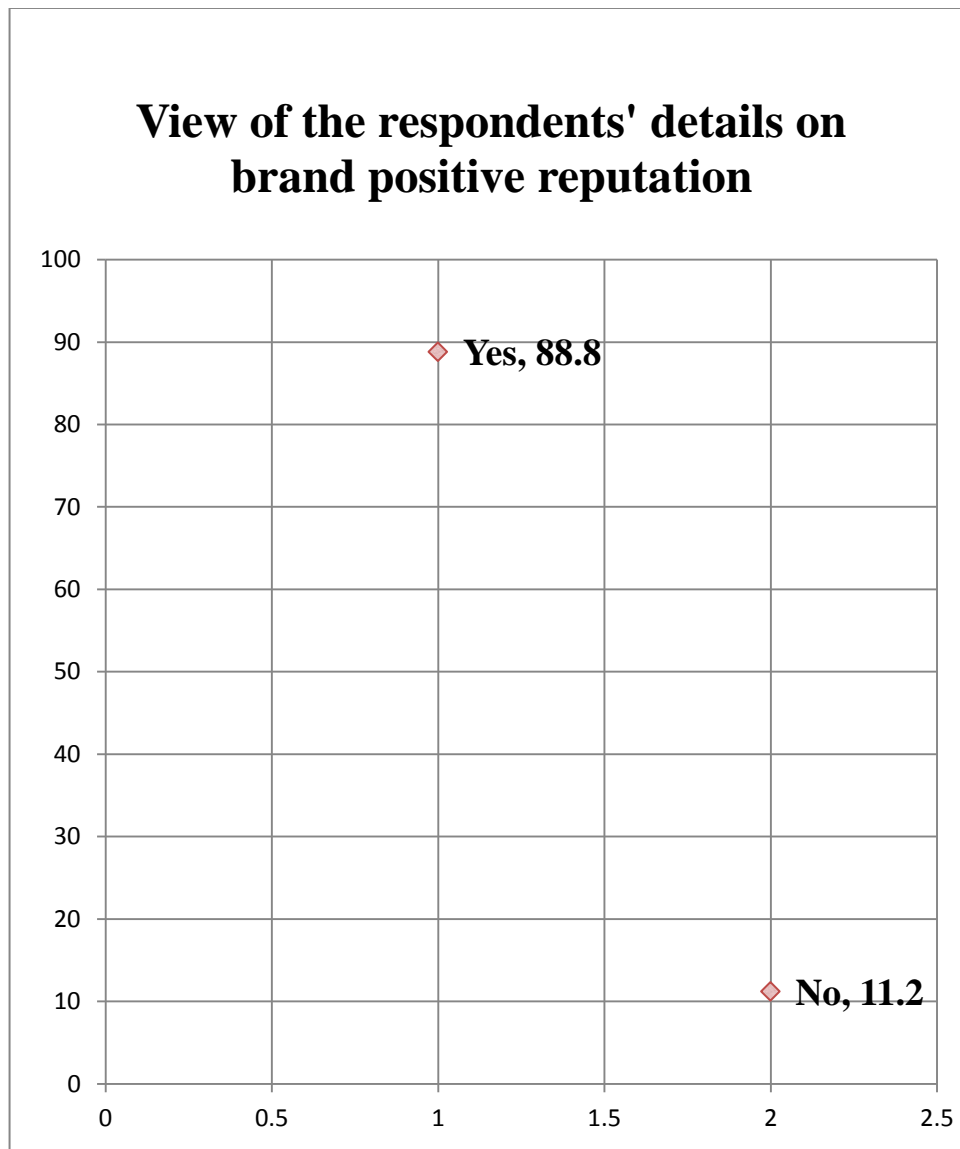


Table 3.4

Respondents' about customer-friendly purchase place

Location is better for customers	No. of respondents	Percentage (%)
Yes	153	90
No	17	10
Total	170	100

Source: Primary data

Interpretation:

According to Table 3.4, 90% of respondents answered in the affirmative. 10% of those surveyed answered "no." It provides an explanation of the respondents according to customer-friendly purchase places. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 3.4 shows that the majority (90% of the sample respondents) are yes and prefer the Honda Activa two-wheeler brand. This also proves the fact that respondents show more interest in purchasing the Honda Activa brand. Hence, it can be interpreted that respondents show more interest in buying the Honda Activa brand because of purchasing location easier for customers.

Graph 3.4

**View of the respondents' about
customer-friendly purchase place**

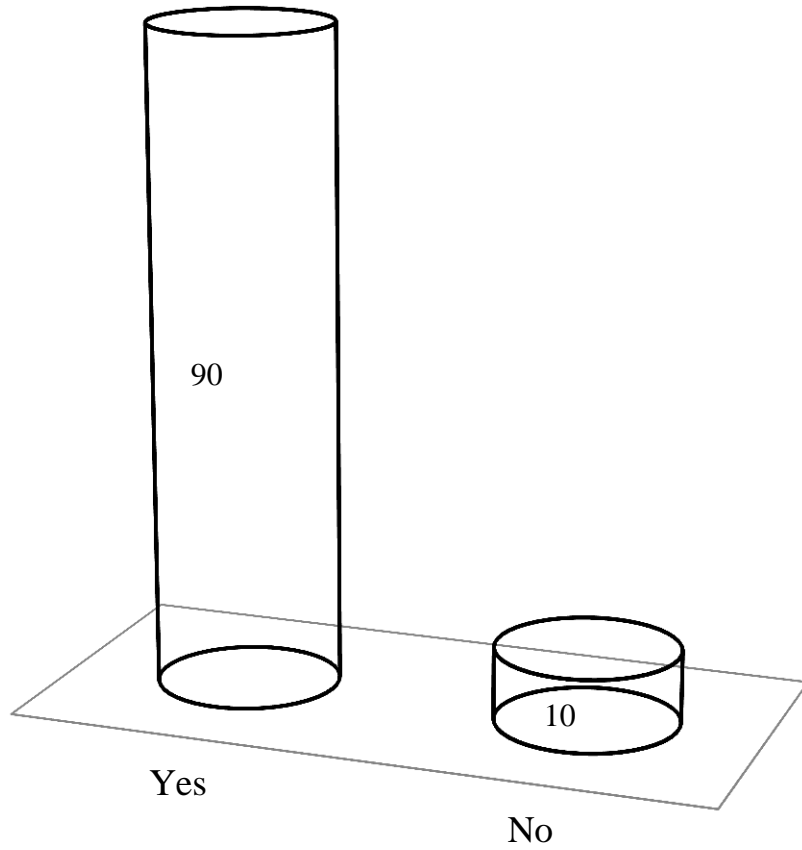


Table 3.5

Respondents' about greatest specialty of this brand

Brand's greatest specialty	No. of respondents	Percentage (%)
Seat opening switch	29	17.1
Mobile connectivity	25	14.7
Fuel capacity	23	13.5
Engine type	35	20.6
Battery	19	11.2
Style and look	31	18.2
Price	8	4.7
Total	170	100

Source: Primary data

Interpretation:

Table 3.5 shows that the preferred seat opening switch is favoured by 17% of the respondents. Mobile connectivity is chosen by 15% of respondents. 15% of those surveyed said that their ideal fuel capacity. Engine type preference was reported by 21% of respondents. Battery is the favoured option for 11% of respondents. 18% of respondents said that their preferred look and style. Preferred price is indicated by 5% of respondents. It describes the respondents according to this brand's greatest specialty. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 3.5 shows that the majority (21% of the sample respondents) are preferred engine type and prefer the Honda Activa two-wheeler brand. This also proves the fact that respondents show more interest in purchasing the Honda Activa brand because of the engine type. Hence, it can be interpreted that respondents show more interest in buying the Honda Activa brand.

Graph 3.5

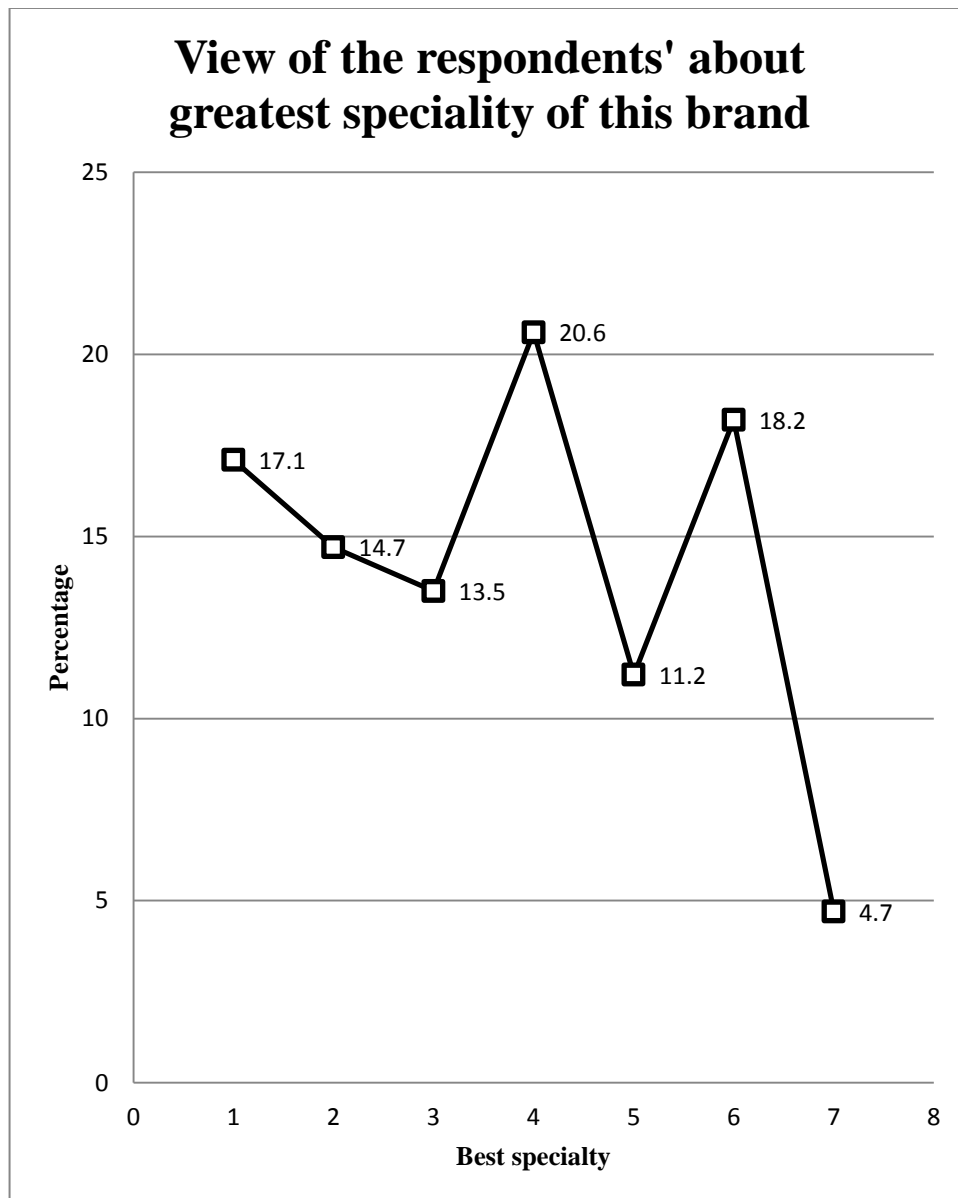


Table 3.6

Respondents' detail the significance of the advertisement

Advertisement plays a main role	No. of respondents	Percentage (%)
Strongly agree	54	31.8
Agree	103	60.6
Disagree	12	7.1
Strongly disagree	1	0.6
Total	170	100

Source: Primary data

Interpretation:

According to Table 3.6, 32% of respondents strongly agree. 61% of those surveyed said they agree. 7% of those surveyed express disagreement. 1% of the participants strongly disagree. It clarifies that the respondents indicated that advertisements do have a significant impact. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

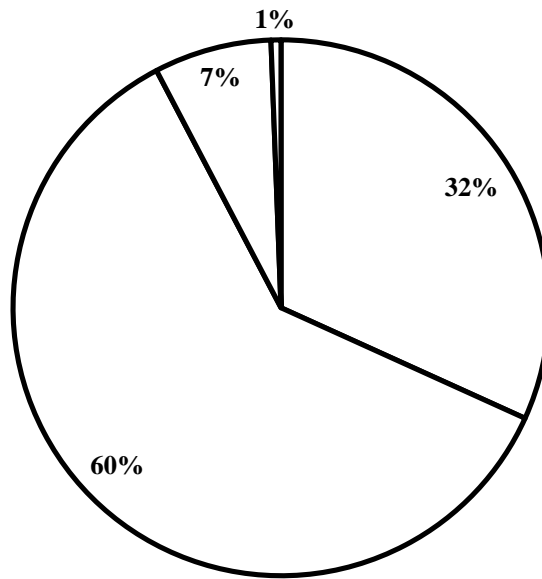
Inference:

Table No. 3.6 shows that the majority (61% of the sample respondents) are agreed and prefer the Honda Activa two-wheeler brand. This also proves the fact that respondents show more interest in purchasing the Honda Activa brand because of the advertisement. Hence, it can be interpreted that respondents show more interest in buying the Honda Activa brand.

Graph 3.6

View of the respondents indicates advertisements do have a significant impact

Strongly agree Agree Disagree Strongly disagree



4. SECTION D: Customer Satisfaction

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities.

Table 4.1

Respondents' according to the Honda Activa approach

Approach to customer relations	No. of respondents	Percentage (%)
Satisfactory	163	95.9
Unsatisfactory	7	4.1
Total	170	100

Source: Primary data

Interpretation:

Table 4.1 reveals that 96% of the respondents are satisfactory. 4% of the respondents are not satisfied. The responses are discussed in relation to Honda Activa's approach to customer relations. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 4.1 shows that the majority (96% of the sample respondents) are satisfactory and prefer the Honda Activa two-wheeler brand. This also proves the fact respondents are satisfactory toward handle customer relation that respondents show more interest in purchasing the Honda Activa brand. Hence, it can be interpreted that respondents show more interest in buying the Honda Activa brand.

Graph 4.1

View of the respondents' according to the Honda Activa approach

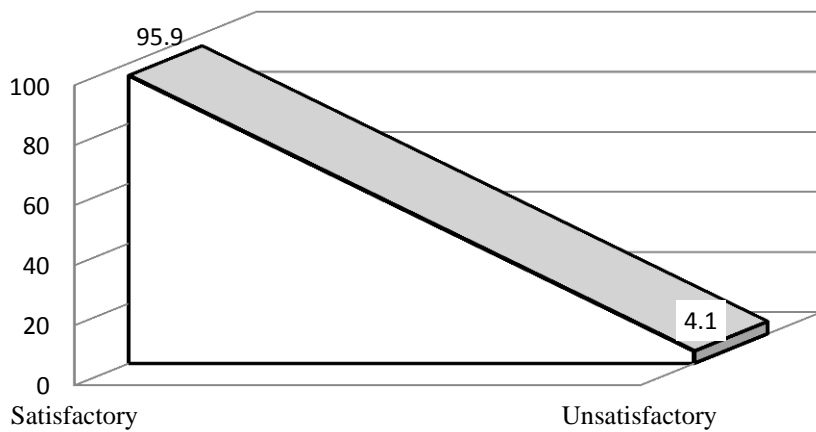


Table 4.2

Respondents' according to sales service

Use of after sales service	No. of respondents	Percentage (%)
Yes	156	91.8
No	14	8.2
Total	170	100

Source: Primary data

Interpretation:

According to Table 4.2, 92% of the respondents answered "yes." 8% of those surveyed said "no." It describes the respondents according to sales service. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 4.2 shows that the majority (92% of the sample respondents) are yes and prefer the Honda Activa two-wheeler brand. Hence, it can be interpreted that respondents show more interest in buying the Honda Activa brand through one-time payment mode.

Graph 4.2

View of the respondents' according to sales service

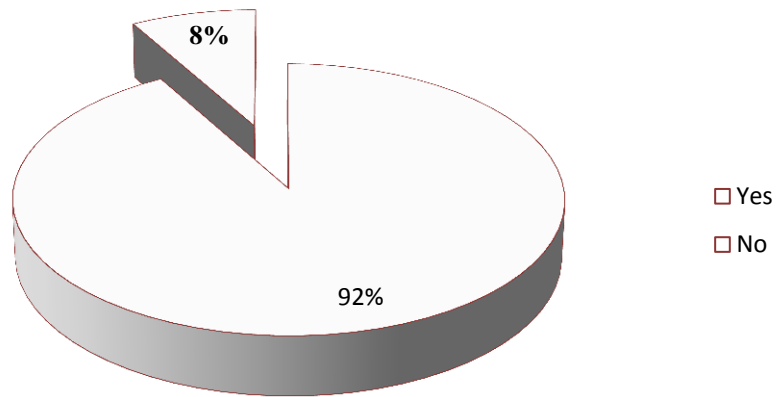


Table 4.3

Respondents' according to pricing policy

Terms of pricing	No. of respondents	Percentage (%)
Expensive	129	75.9
Cheap	41	24.1
Total	170	100

Source: Primary data

Interpretation:

It can be seen from Table 4.3 that 76% of the respondents are expensive. No, say 24% of those surveyed. It describes the respondents in terms of pricing policy. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 4.3 shows that the majority (76% of the sample respondents) are expensive and prefer the Honda Activa two-wheeler brand. This also proves the fact that respondents show more interest in purchasing the Honda Activa brand price policy is high. Hence, it can be interpreted that respondents show more interest in buying the Honda Activa brand.

Graph 4.3

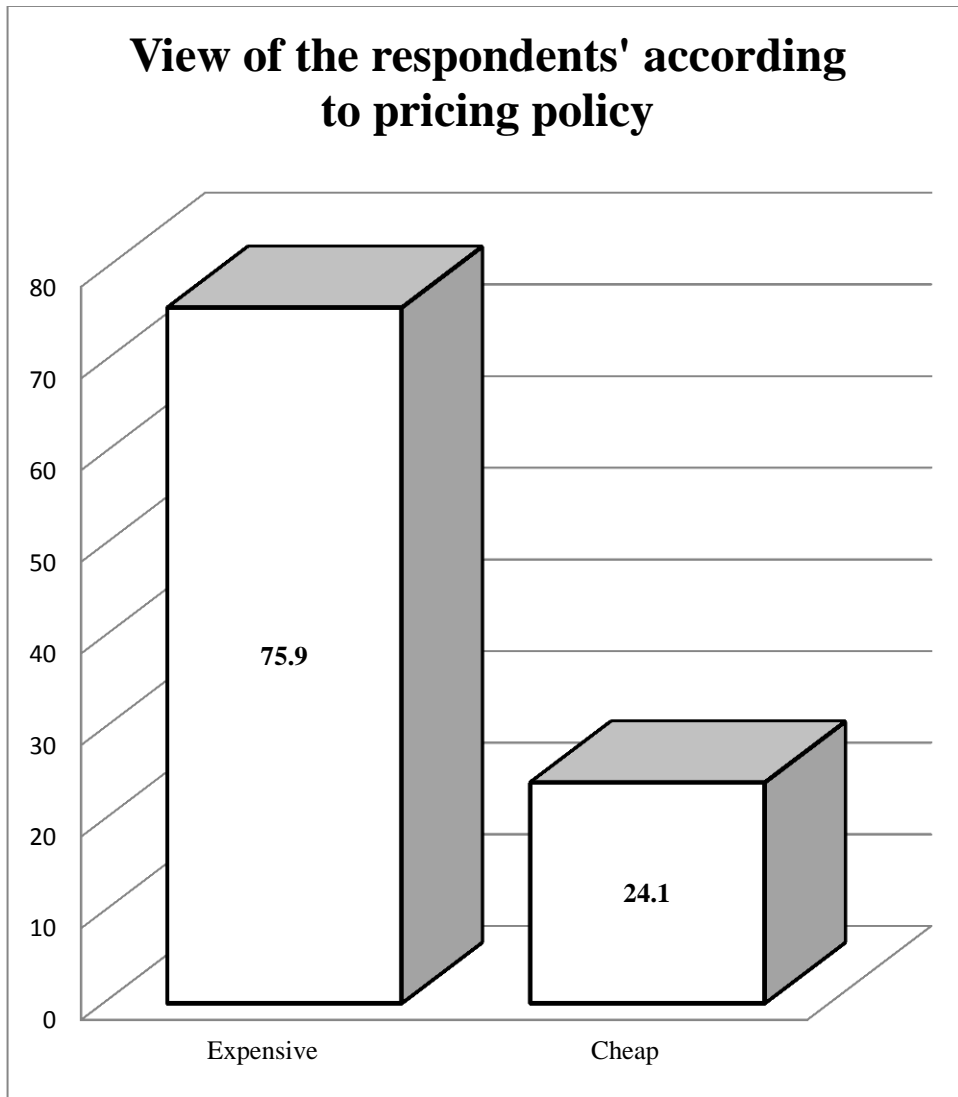


Table 4.4

Respondents' indicates that the loan facilities

Loan facilities	No. of respondents	Percentage (%)
Yes	137	80.6
No	33	19.4
Total	170	100

Source: Primary data

Interpretation:

According to Table 4.4, 81% of respondents answered in the affirmative. 19% of those surveyed answered "no." It gives an explanation of the respondents using funding facilities. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 4.4 shows that the majority (81% of the sample respondents) are yes and prefer the Honda Activa two-wheeler brand. This also proves the fact that respondents show more interest in purchasing the Honda Activa brand because of company offer loan facilities. Hence, it can be interpreted that respondents show more interest in buying the Honda Activa brand through one-time payment mode.

Graph 4.4

**View of the respondents' indicates
that the loan facilities**

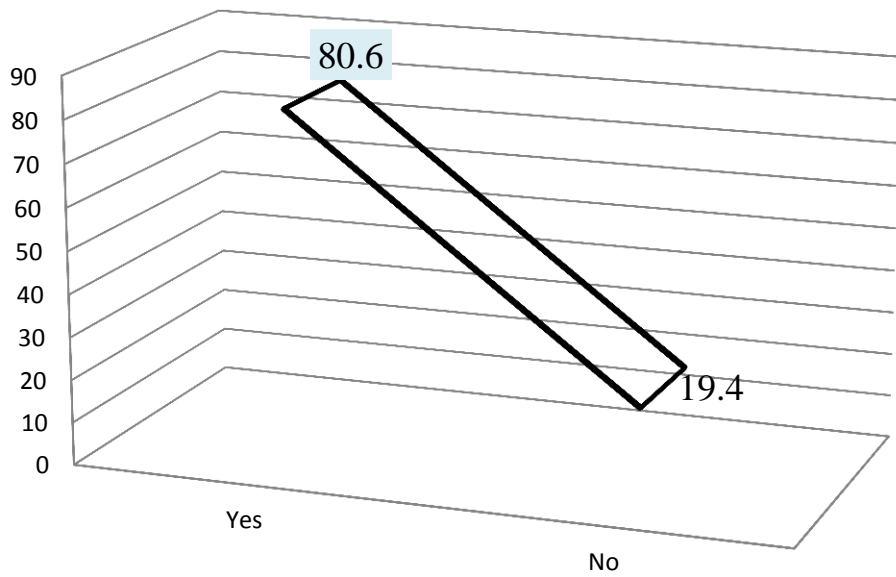


Table 4.5

Respondents' satisfaction levels with spare parts

Satisfaction level with spare parts	No. of respondents	Percentage (%)
Highly satisfied	39	22.9
Moderately satisfied	118	69.4
Highly dissatisfied	11	6.5
Moderately dissatisfied	2	1.2
Total	170	100

Source: Primary data

Interpretation:

23% of the respondents are very satisfied, according to Table 4.5. 69% of those surveyed expressed moderate satisfaction. 7% of the respondents are really unhappy. A percentage of 1% expresses moderate dissatisfaction. It provides an explanation of the respondents' satisfaction levels with spare component availability. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 4.5 shows that the majority (69% of the sample respondents) are moderately satisfied and prefer the Honda Activa two-wheeler brand. This also proves the fact that respondents are moderately satisfied for the availability of spare parts and show more interest in purchasing the Honda Activa brand. Hence, it can be interpreted that respondents show more interest in buying the Honda Activa brand.

Graph 4.5

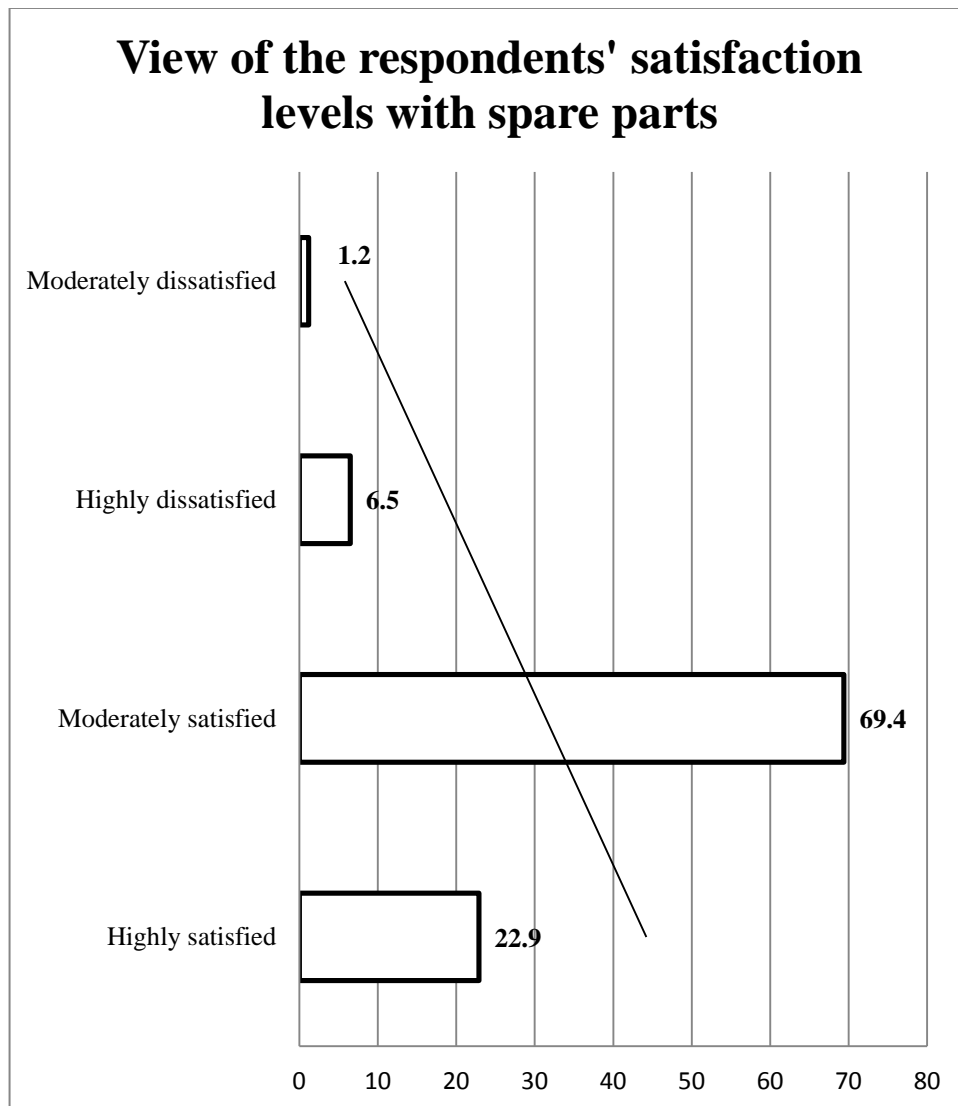


Table 4.6

Respondents' level of comfort with this vehicle

Level of comfort	No. of respondents	Percentage (%)
Yes	163	95.9
No	7	4.1
Total	170	100

Source: Primary data

Interpretation:

Table 4.6 shows that 96% of participants are comfort. 4% of those surveyed say no. It describes the respondents' level of comfort with this vehicle. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 4.6 shows that the majority (96% of the sample respondents) are said yes and prefer the Honda Activa two-wheeler brand. This also proves the fact that respondents are feeling comfortable with this brand and show more interest in purchasing the Honda Activa brand. Hence, it can be interpreted that respondents show more interest in buying the Honda Activa brand.

Graph 4.6

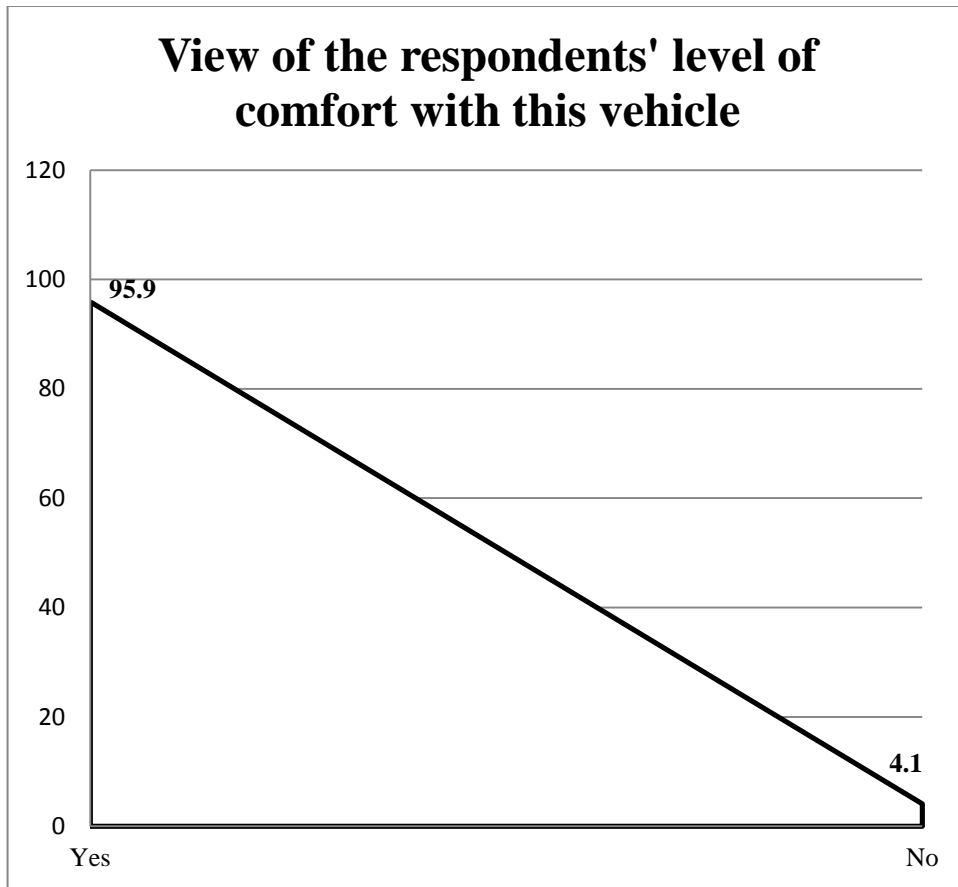


Table 4.7

Respondents' based on the product's distribution

Product distribution	No. respondents	Percentage (%)
Safely	44	25.9
Timely	61	35.9
In condition	12	7.1
All the above	53	31.2
Total	170	100

Source: Primary data

Interpretation:

That is shown in Table 4.7. Of the respondents, 26% consider the vehicle to be safe. 36% of those surveyed are timely. 7% of those surveyed said vehicle were in condition. All of the aforementioned describes 31% of the respondents. It provides an explanation of the respondents based on the product's distribution mechanism. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 4.7 shows that the majority (36% of the sample respondents) are timely and prefer the Honda Activa two-wheeler brand. Hence, it can be interpreted that respondents show more interest in buying the Honda Activa brand through one-time payment mode.

Graph 4.7

**View of the respondents' based on
the product distribution**

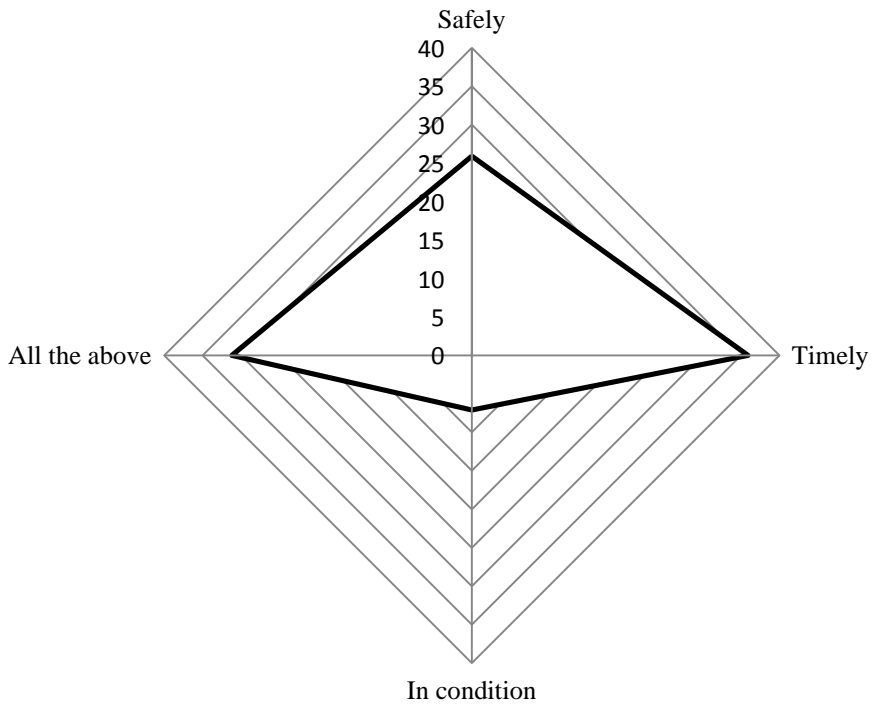


Table 4.8

Respondents' issue that individuals experience

Problems	No. of respondents	Percentage (%)
Technology integration	23	13.5
Quality problem	17	10
Costly spare parts	48	28.2
Bike service	36	21.2
Storage space	19	11.2
Lifetime of the vehicle	12	7.1
Get detailed information	15	8.8
Total	170	100

Source: Primary data

Interpretation:

According to Table 4.8, 13% of the respondents reported having difficulty integrating technology, 10% of those surveyed reported having quality issues. Costly replacement parts are a problem for 28% of respondents. Of the respondents, 21% have experienced bike service. 11% of those surveyed said they had storage space issues. For 7% of the respondents, the vehicle's lifetime is a problem. Reliability for receiving detailed information is 9% among respondents. It describes the respondents in view of the issues that individuals experience. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 4.8 shows that the majority (28% of the sample respondents) are costly spare parts and prefer the Honda Activa two-wheeler brand. This also proves the fact that respondents show more interest in purchasing the Honda Activa brand but faced costly spare parts problem. Hence, it can be interpreted that respondents show more interest in buying the Honda Activa brand.

Graph 4.8

View of the respondents' issues that individuals experience

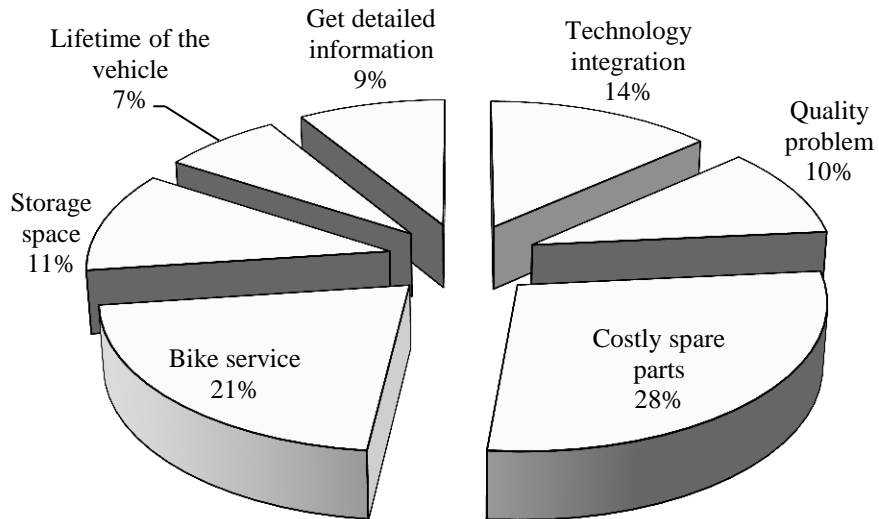


Table 4.9

Respondents' about how Honda beats other brands

Specification to beat other brands	No. of respondents	Percentage (%)
Fuel and mileage efficiency	45	26.5
Influence of technology	49	28.8
Comparatively low cost	36	21.2
Innovative feature	40	23.5
Total	170	100

Source: Primary data

Interpretation:

According to Table 4.9, 26% of respondents are efficient with both fuel and mileage. Technology has an influence on 29% of respondents. Comparatively speaking, 21% of the respondents are affordable. Innovative features make up 23% of the respondents. It provides an explanation to the respondents about how Honda beats other brands. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 4.9 shows that the majority (29% of the sample respondents) are influence of technology and prefer the Honda Activa two-wheeler brand.. Hence, it can be interpreted that respondents show more interest in buying the Honda Activa brand through one-time payment mode.

Graph 4.9

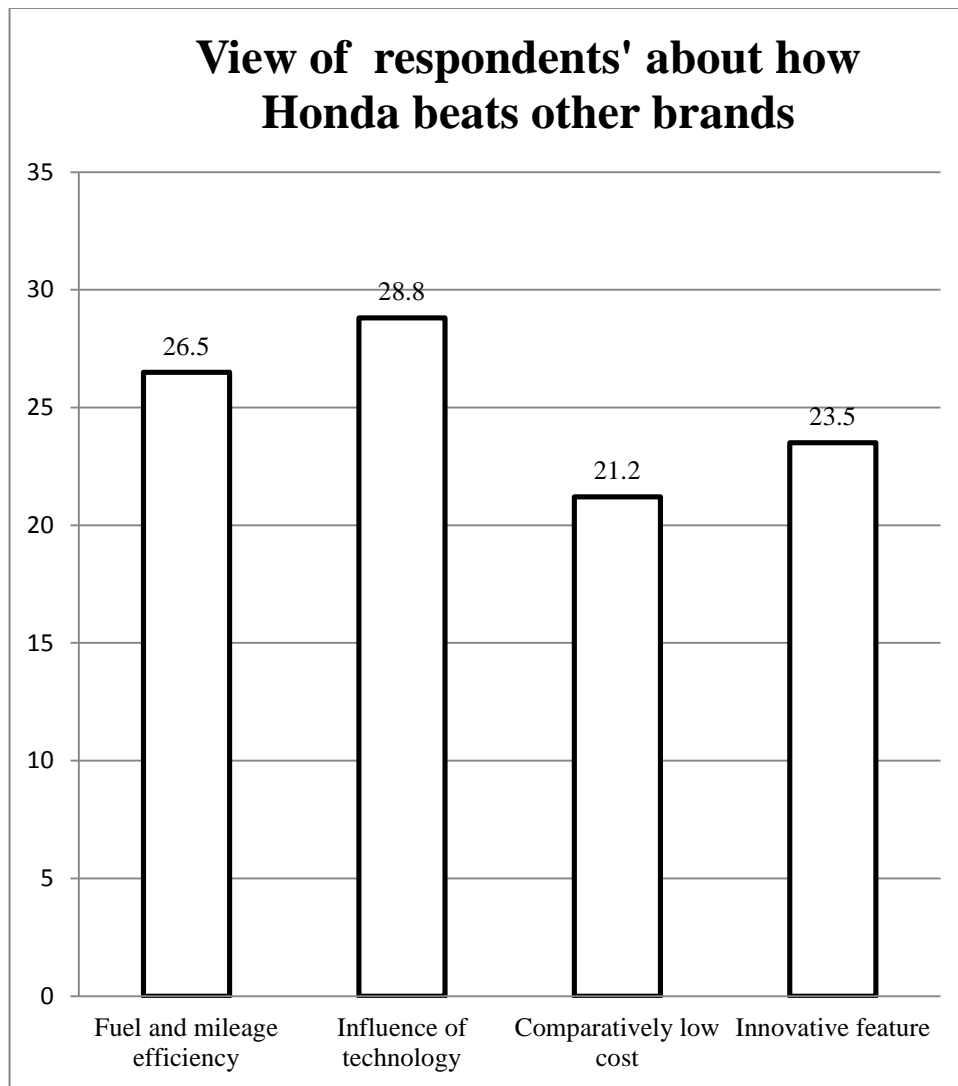


Table 4.10

Respondents' attracted by the parts of the brand

Parts of attraction	No. of respondents	Percentage (%)
Bluetooth connectivity	44	25.9
Speedometer	19	11.2
Odometer	4	2.4
Silent start	32	18.8
Seat length	21	12.4
Style	38	22.4
Passenger footrest	3	1.8
Under-seat storage	9	5.3
Total	170	100

Source: Primary data

Interpretation:

According to Table 4.10, Bluetooth connectivity attracts 26% of the respondents. A speedometer attracts 11% of respondents. Only 2% of the participants find the odometer appealing. A silent start attracts 19% of the respondents. The length of the seat attracts 12% of the respondents. For 22% of the respondents, style is a draw. The passenger footrest appeals to 2% of respondents. 5% of the respondents find under-seat storage to be appealing. The explanation of the respondents' parts of attraction, this has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 4.10 shows that the majority (26% of the sample respondents) are preferred Bluetooth connectivity and prefer the Honda Activa two-wheeler brand. Hence, it can be interpreted that respondents show more interest in buying the Honda Activa brand through one-time payment mode.

Graph 4.10

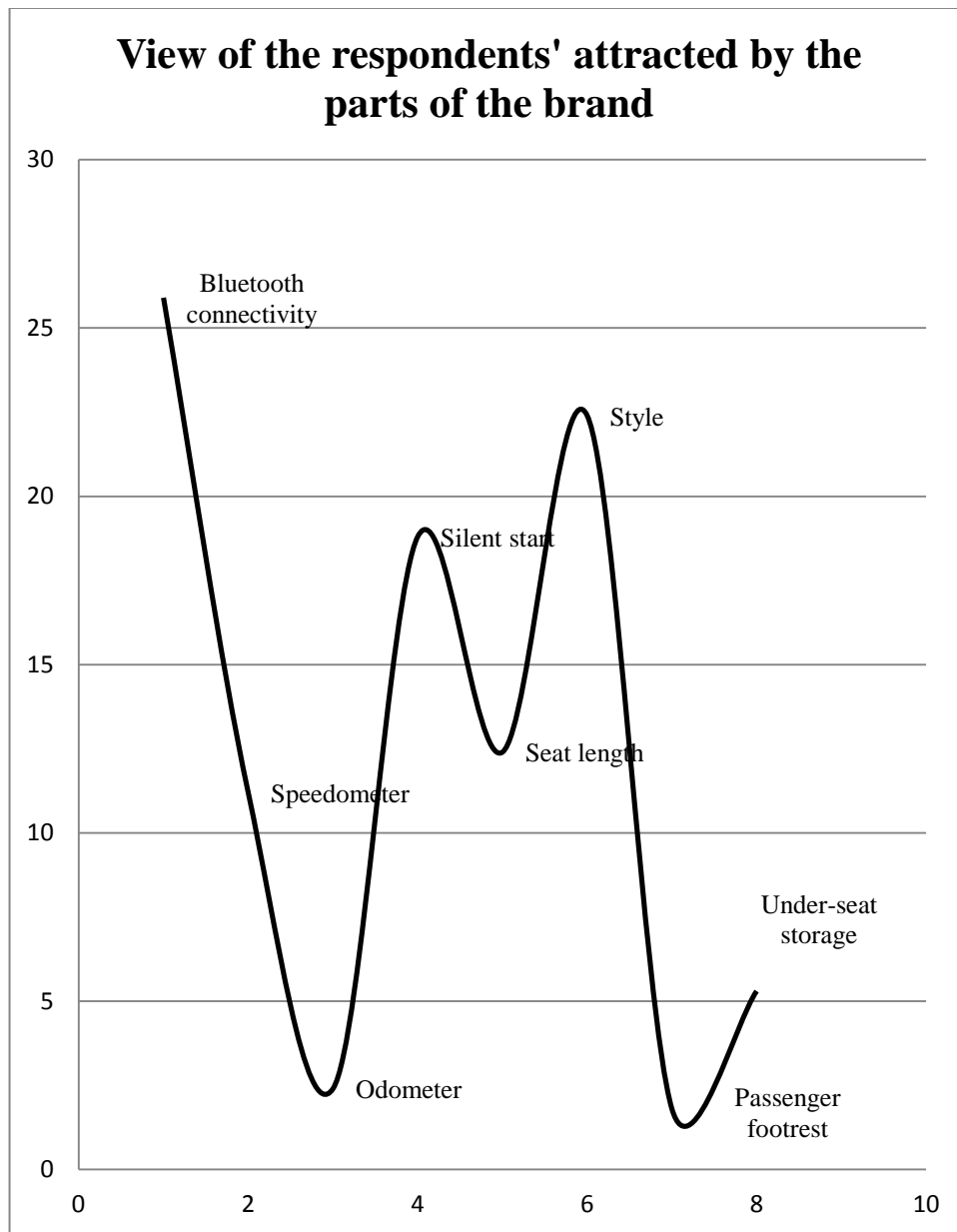


Table 4.11

Respondents' attempt to switch over to other brand

Attempt to switch over	No. of respondents	Percentage (%)
Yes	54	31.8
No	20	11.8
May be	96	56.5
Total	170	100

Source: Primary data

Interpretation:

According to Table 4.11, 32% of respondents answered in the affirmative. A quarter of those surveyed replied no. 56% of those surveyed indicated they might be. It clarifies the responses according to new brands that consumers attempt to switch to whenever introduced to the market. This has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No. 4.11 shows that the majority (56% of the sample respondents) are may be and prefer the Honda Activa two-wheeler brand. This also proves the fact that respondents show more interest in purchasing the Honda Activa brand at the same time the new product ore arrived in the market people may try to switch over to other brand. Hence, it can be interpreted that respondents show more interest in buying the Honda Activa brand.

Graph 4.11

**View of the respondents' attempt to
switch over to other brand**

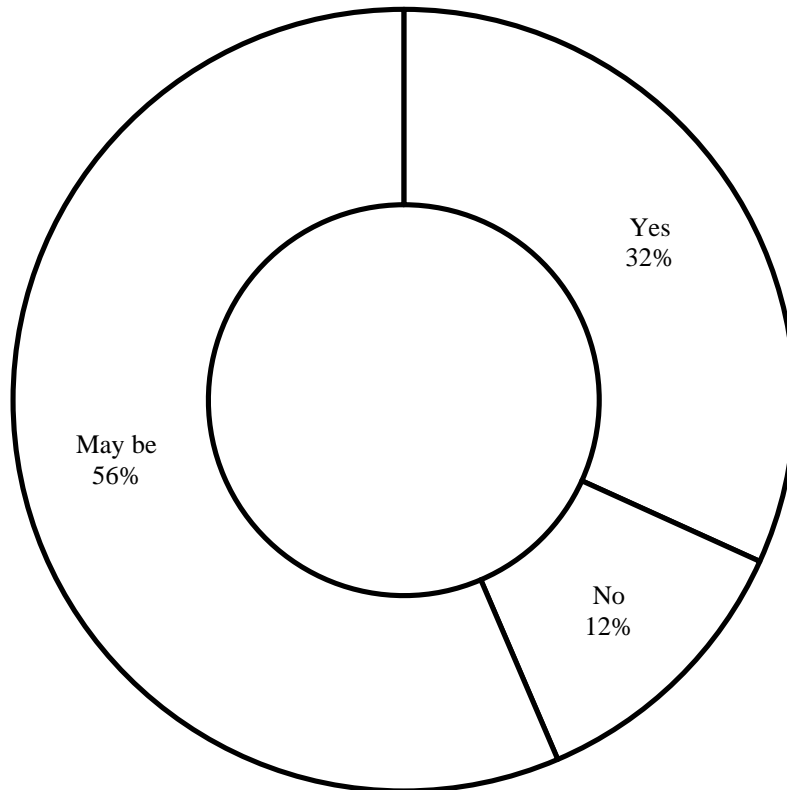


Table 4.12

Respondents' according to enhance the brand

Add to the brand	No. of respondents	Percentage (%)
Explore more promotions	45	26.5
Improve the lifetime of vehicle	74	43.5
Change the vehicle model	32	18.8
Detailed information	19	11.2
Total	170	100

Source: Primary data

Interpretation:

26 % of the respondents are looking at getting more promotions, according to Table 4.12. 43% of those surveyed said they were extending the life of this brand. 19% of those surveyed said they are switching models. 11% of the respondents provided comprehensive data. It describes the respondents according to qualities or services, such as enhancing the brand; this has been identified as one of the factors that impact sales promotion and publicity on increasing demand and assessing customer satisfaction.

Inference:

Table No.4.12 shows that the majority (43% of the sample respondents) are like to enhance the lifetime of vehicle. Hence, it can be interpreted that respondents show more interest in buying the Honda Activa brand through one-time payment mode.

Graph 4.12

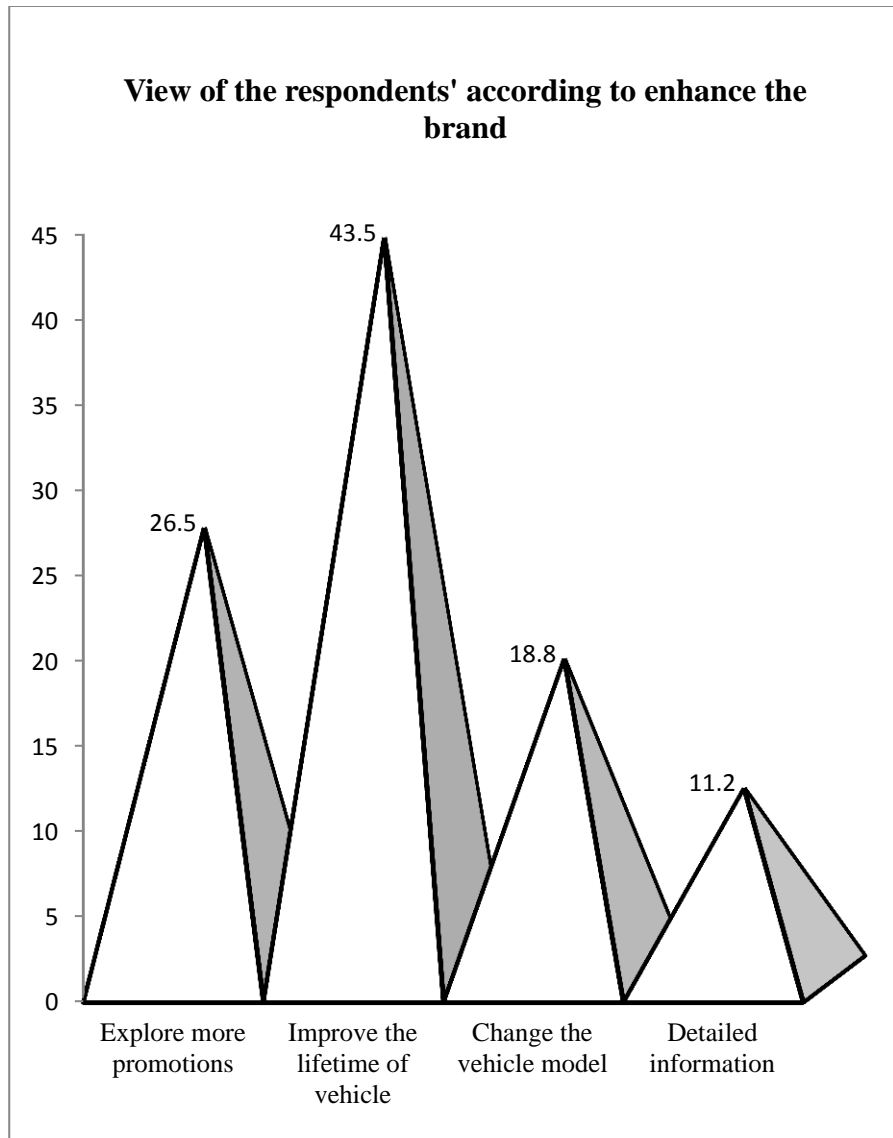


Table 4.13
Reason for choosing this particular brand

S. No	Categories	Score		Rank
		Total	Mean	
1	Weight	400	2.35	1
2	Good mileage	393	2.31	2
3	Detailed information	388	2.28	3
4	Cost of the product	385	2.26	4
5	Influence by others	384	2.26	5
6	Best resale price	383	2.25	6
7	Bluetooth	369	2.17	7
8	Sensor	356	2.09	8
9	Charging	352	2.07	9
10	Smart key system	349	2.05	10
11	Outlook	339	1.99	11
12	Starting method	333	1.96	12
13	Brand name	323	1.9	13
14	Colour	303	1.78	14

The table 4.13 provides the mean score on reason for choosing this particular brand. The mean score on choosing this particular brand ranges from 2.35 to 1.78. The respondents have assigned the highest mean score for the 'weight' followed by 'good mileage', 'detailed information', 'cost of the product' and 'influence by others'. It can be concluded that majority of the respondents' reason for choosing this particular brand are weight, good mileage, detailed information, cost of the product, influence by others and they give an opinion stating that their reason for choosing the vehicle Honda Activa has been fulfilled.

Table 4.14
Level of satisfaction with the Honda Activa Brand

S. No	Brand	Score		Rank
		Total	Mean	
1	Speed	491	2.89	1
2	Headlights visibility	486	2.85	2
3	Riding comfort	478	2.81	3
4	Tyre performance	475	2.79	4
5	Fulfilled	473	2.78	5
6	Brand loyalty	468	2.75	6
7	Seating comfort	465	2.73	7
8	Engine capacity	459	2.7	8
9	Fuel system	455	2.68	9
10	Cost	453	2.66	10
11	Mileage	451	2.65	11
12	Breaking system	445	2.62	12
13	Services/maintenance	441	2.59	13
14	Storage space	438	2.57	14
15	Availability of spare parts	432	2.54	15

The table 4.14 provides the mean score on level of satisfaction with the Honda Activa Brand. The mean score on level of satisfaction with the Honda Activa Brand ranges from 2.89 to 2.54. The respondents have assigned the highest mean score for the ‘speed’ followed by ‘headlights visibility’, ‘riding comfort’, ‘tyre performance’ and ‘fulfilled’. It can be concluded that majority of the respondents are satisfied on the speed, headlights visibility, riding comfort, tyre performance and they give an opinion stating that their purpose of owning the vehicle Honda Activa has been fulfilled.

CHI-SQUARE TEST

A chi-square test (also chi-squared or χ^2 test) is a statistical hypothesis test. It is primarily used to examine whether two categorical variables (two dimensions of the contingency table) are independent in influencing the test statistic (values within the table). Pearson Chi-Square test is a statistical test applied to sets of categorical data to evaluate how likely it is that any observed difference between the sets arose by chance.

Table 1.1

Comparison between gender and purchasing intention

		Purpose of purchase					Total
		Necessary	Comfort	Status	Lack of transport	Business	
Gender	Female	95	10	0	14	4	123
	Male	25	10	1	6	5	47
Total		120	20	1	20	9	170

The table reveals that the classification of respondents' based on gender and purchasing intention, within the sample size of 170, 123 respondents are female in which 95 respondents intention are necessary, 10 respondents intention are comfort, 14 respondents intention are lack of transport, 4 respondents intention are business. 47 respondents are male in which 25 respondents intention are necessary, 10 respondents intention are comfort, 1 respondents intention are status, 6 respondents intention are lack of transport, 5 respondents intention are business.

Chi-square tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.958 ^a	4	0.007
Likelihood Ratio	13.117	4	0.011
N of Valid Cases	170		

3 cells (30.0%) have expected count less than 5. The minimum expected count is .28.

Since the p value 0.007 is greater than 0.05 ($p > 0.05$). Hence the alternative hypotheses are not accepted at 5% significant level and conclude that there is a significant difference between genders of the respondents on their purchase intentions.

Graph 1.1

Vies of the comparison between gender and purchasing intention

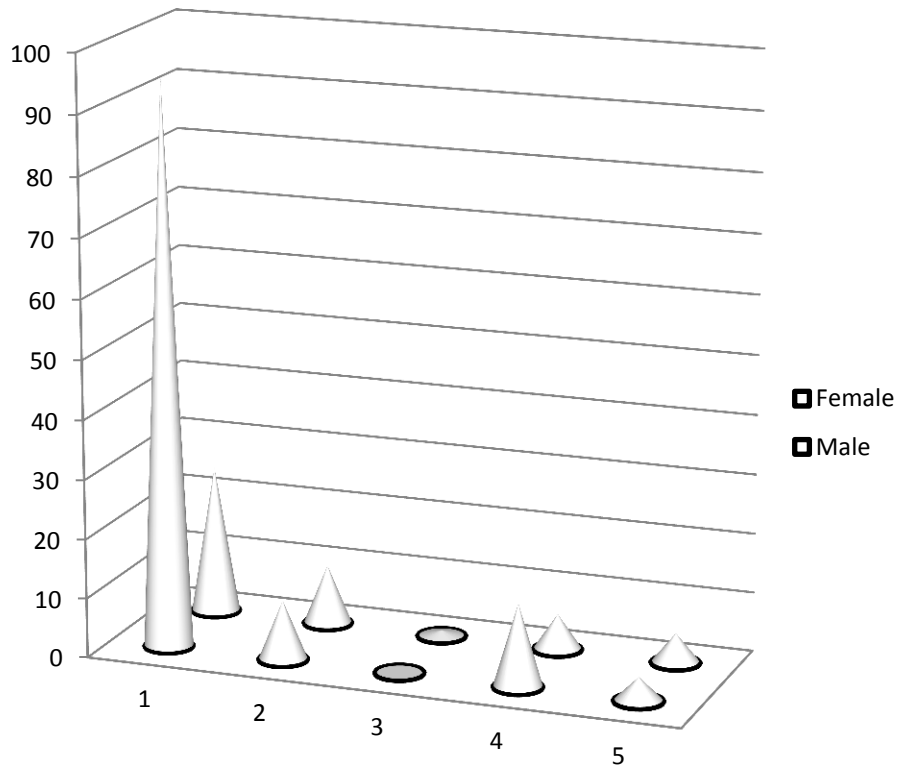


Table 1.2

Comparison between gender and preferred categories

		Preferred categories of Honda Activa		Total
		Honda Activa 6G	Honda Activa 125	
Gender	Female	80	43	123
	Male	26	21	47
Total		106	64	170

The table reveals that the classification of respondents based on gender and preferred categories of Honda Activa, within the sample size of 170, 123 respondents are female in which 80 respondents preference are Honda Activa 6G and 43 respondents preference are Honda Activa 125. 47 respondents are male in which 26 respondents' preference is Honda Activa 6G and 21 respondents preference are Honda Activa 125.

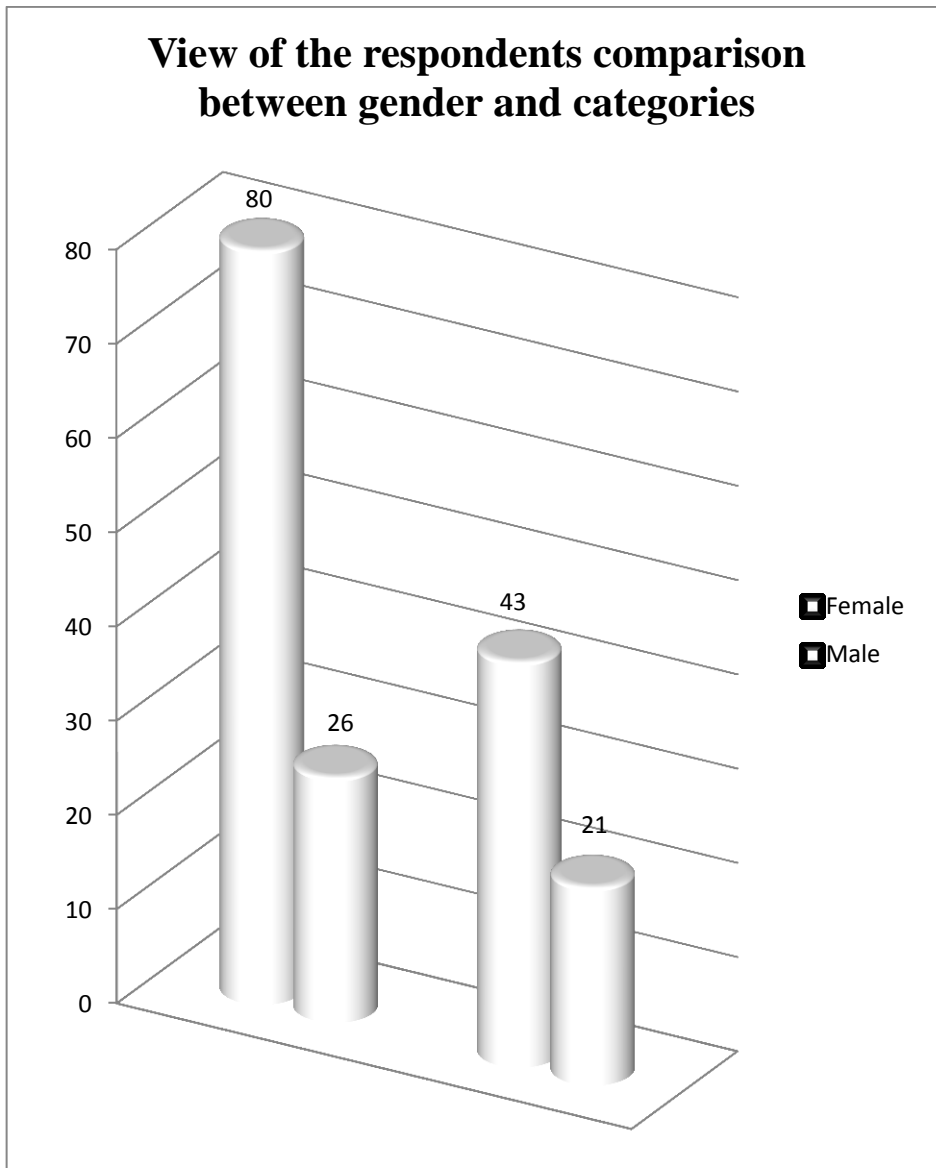
Chi-square tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.369a	1	0.242
Likelihood Ratio	1.353	1	0.245
N of Valid Cases	170		

0 cells (.0%) have expected count less than 5. The minimum expected count is 17.69.

Since the p value 0.242 is greater than 0.05 ($p > 0.05$). Hence the alternative hypotheses accepted at 5% significant level and conclude that there is a significant difference between gender of the respondents and preferred categories of Honda Activa by the respondents.

Graph 1.2



CHAPTER V

CHAPTER V

FINDINGS, SUGGESTIONS AND CONCLUSION

1. FINDINGS

PERCENTAGE ANALYSIS

1.1 SECTION A: Demographic profile

- Majority (72% of the respondents) are female, and a few (28% of the respondents) are male.
- Majority (79% of the respondents) are between the ages of 18 and 25.
- Majority (54% of the respondents) are under graduates.
- Majority (71% of the respondents) are students.
- Majority (64% of the respondents) have an income below Rs.15, 000.
- Majority (84% of the respondents) are unmarried.
- Majority (71% of the respondents) being necessary.
- Majority (62% of the respondents) liked the Honda Activa 6G, whereas just 38% selected the Honda Activa 125.
- Majority (62% of the respondents) chose a one-time payment approach, while 38% chose an instalment plan.
- Majority (19% of the respondents) liked Pearl Precious White.
- Majority (29% of the respondents) chose an efficient ride.
- Majority (37% of the respondents) reported a speed of 37 km/h.

1.2 SECTION B: Sales Promotion

- Majority (47% of the respondents) prefer it sometimes.
- Majority (32% of the respondents) preferred to provide additional services.
- Majority (43% of the respondents) favoured strong.
- Majority (88% of the respondents) replied yes, while only 12% said no.
- Majority (66% of the respondents) preferred yes, while 34% preferred no.
- Majority (94% of the respondents) preferred yes, while 6% preferred no.

1.3 SECTION C: Publicity

- Majority (31% of the respondents) chose television and social media.
- Majority (26% of the respondents) said that Suzuki Access 125.
- Majority (89% of the respondents) answered yes. While 11% said no.
- Majority, 90% of the respondents, said yes. While 10% said no.
- Majority (21% of the respondents) thought that the engine type.
- Majority (61% of the respondents) agreed.

1.3 SECTION D: Customer Satisfaction

- Majority (96% of the respondents) are satisfied. And a few (4% of the respondents) are dissatisfied.
- Majority (92% of the respondents) answered yes.
- Majority (76% of the respondents) said it was costly.
- Majority (81% of the respondents) replied yes.
- Majority (69% of the respondents) reported moderate satisfaction.
- Majority of the respondents (96%) are satisfied.
- Majority (36% of the respondents) identified timely.
- Majority (28% of the respondents) face high-cost spare parts.
- Majority (29% of the respondents) said that technology influenced them.
- Majority (26% of the respondents) are attracted by Bluetooth connectivity.
- Majority (56% of the respondents) are said to be.
- Majority (43% of the respondents) said that improving the lifetime of vehicles.

CHI – SQUARE TEST

- There is a significant difference between genders of the respondents on their purchase intentions.
- There is a significant difference between gender of the respondents and preferred categories of Honda Activa by the respondents.

2. SUGGESTIONS

The brand has effective techniques for retaining customers and providing a sense of happiness to them. According to the report, there are no negative aspects to the brand's retention strategies. Majority of respondents had a positive attitude about retention techniques. As a result, the brand can use similar methods to strengthen their present retention strategies while also implementing some unique strategies.

In view of the study, it has the following suggestions for the brand.

- ❖ The Honda Activa is the best-selling bike on the scooter market and a well-known brand, but it still has to grow in order to draw in additional customers through sales promotions.
- ❖ Majority of the respondents stated that if a dealer doesn't offer discounts, they will change their buying decisions; hence Honda Activa dealers should concentrate on providing discounts to customers.
- ❖ The respondents' reveals that they faced problem of get spare parts, because the spare parts were costly. And also the cost of vehicle being more costly, so concentrate to the cost of the two-wheeler.
- ❖ The Honda Activa should focus on improving the quality of two-wheelers, such as design and colour, because Majority of the respondents said that many other brands have a competitive brand.
- ❖ According to the survey, respondents would like to see more creative features or services introduced. As a result of this, the company may consider developing new features or services, such as expanding the brand's information, extending the vehicle's lifespan, exploring more marketing opportunities, and so on.
- ❖ The social media play a vital role in the customer's purchase, and hence the improvement of ads by other promotions should be increased to create a rapid impact in the customers' minds.

3. CONCLUSION

Two-wheelers, these days offer better fuel efficiency compared to cars of yesteryears. But still, a car cannot even come close to the fuel efficiency rate of two-wheelers. Hence, owning a two-wheeler will be cheaper as the fuel costs will be low. Then there is the cost of repairing and servicing a car. The labour costs and cost of spare parts for a car are exorbitant. On the other hand, two-wheelers designed for the middle-income group need minimal upkeep. On top of this, all entry-level commuter bikes come with affordable spare parts. On average, a two-wheeler offers close to 50 km/litre mileage. The future outlook of the Indian two-wheeler market is poised for significant transformation. The adoption of electric two-wheelers is expected to rise, driven by both consumer choice and government policies. Charging infrastructure will become more widespread, making electric vehicles even more accessible. Additionally, the market is likely to see a shift towards connected two-wheelers with smart features, offering improved safety, navigation, and convenience. The export potential of Indian two-wheelers is also on the rise, boosting revenue and elevating the stature of "Made in India" vehicles in international markets.

Before you buy the top-selling scooter Honda Activa, it is important to know in detail about the vehicle. Be it a price, technical specifications, features, and benefits, knowing it in detail can make your buying experience more satisfactory. Even after several other similar scooters in the market, Activa has not lost its popularity.

Every year new models of bike are launched in the market by Honda motorcycle and scooter ltd India affirmed to supply the bikes in the market and satisfy the customer. As the leading bike, Honda Activa in a scooter segment, company continuously focus on research and development for the improvement of the bike that increase the satisfaction level of the customer with the Honda Activa bike.

The project, titled 'A study on the impact of sales promotion and publicity on increasing demand and assessing customer satisfaction for the Honda Activa with special reference to Coimbatore city' was done among Coimbatore users. Due to time constraints, it is not possible to study the number of respondents. In spite of these constraints, the project compiled the task of data collection and carried out the systematic analysis.

The study reveals that sales promotion, publicity, and customer satisfaction play an important role when it comes to buying a two-wheeler. The participation of the two-wheeler owners in

the research helps us know the purpose of buying a two-wheeler and lets us know that sales promotion, publicity, and customer satisfaction matter a lot. However, the females are more interested in two-wheelers, particularly the Honda Activa. The market for two-wheelers will be more in favour of the additional features, which will be much more likely to be eco-friendly and pollution-free. The Honda Activa brand's delivering method is highly safe, on time, and in perfect condition. Additionally, the showroom locations are more convenient for customers. **Hence, one will be able to save a lot of money when one owns a two-wheeler and not a car.**

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ANNEXURE

ANNEXURE – I

SECTION A: Demographic profile

1. Name _____

(Optional)

2. Gender:

a) Female

b) Male

3. Which of the following categories contains your age?

a) 18 - 25

c) 36 - 45

b) 26 – 35

d) Above 45

4. Mention the level of your education:

a) High School

c) Post Graduate

b) Under graduate

d) Others _____

5. Occupation:

a) Student

d) Retired

b) Homemaker

e) Employee

c) Professional

6. Level of income:

a) Less than 15000

c) 25001 – 35000

b) 15000 - 25000

d) Above 35000

7. Marital status

a) Married

b) Unmarried

8. For what purpose you purchased two-wheeler?

a) Necessary

d) Lack of transport

b) Comfort

e) Business

c) Status

f) Any other _____

9. How long have you been using this vehicle?

a) 0–2 years

c) 5–8 years

b) 2–5 years

d) Above 8 years

10. Which of the following categories of Honda Activa vehicle do you prefer to purchase?

a) Honda Activa 6G

b) Honda Activa 125

11. Which type of payment mode would be comfortable for your purchase?

a) One-time payment mode

b) Instalment mode

12. Which colour of Honda Activa do you prefer the most?

a) Pearl Precious White

e) Mat Axis Grey Metallic

b) Pearl Siren Blue

f) Matte Steel Black Metallic

c) Decent Blue Metallic

g) Black

d) Rebel Red Metallic

13. What would be your major reason/concern about the process of buying a two-wheeler?

a) Strong brand reputation

d) Worth buying

b) Low maintenance costs

e) Any other _____

c) Efficient ride

14. What was the top speed you noticed while driving a Honda Activa bike/scooter?

a) 45 km/h

c) 80 km/h

b) 60 km/h

d) 100 km/h

SECTION B: SALES PROMOTION

1. Do you pay attention to sales promotions techniques while purchasing vehicle?

a) Never

d) Very often

b) Not very often

e) Every time

c) Sometimes

2. Which type of sales promotion attracts you the most?

- | | | | |
|--------------------------------|--------------------------|-----------------|--------------------------|
| a) Provide additional services | <input type="checkbox"/> | d) Price offers | <input type="checkbox"/> |
| b) Discount rate | <input type="checkbox"/> | e) Free gifts | <input type="checkbox"/> |
| c) Free service | <input type="checkbox"/> | f) Exchange | <input type="checkbox"/> |

3. In your opinion, has Honda Activa done an effective sales promotion?

- | | | | |
|----------------|--------------------------|--------------|--------------------------|
| a) Very strong | <input type="checkbox"/> | d) Weak | <input type="checkbox"/> |
| b) Strong | <input type="checkbox"/> | e) Very weak | <input type="checkbox"/> |
| c) Moderate | <input type="checkbox"/> | | |

4. Do the salespeople provide all the necessary information of the products?

- | | | | |
|--------|--------------------------|-------|--------------------------|
| a) Yes | <input type="checkbox"/> | b) No | <input type="checkbox"/> |
|--------|--------------------------|-------|--------------------------|

5. Will your purchase decision change if the dealer doesn't offer any discounts?

- | | | | |
|--------|--------------------------|-------|--------------------------|
| a) Yes | <input type="checkbox"/> | b) No | <input type="checkbox"/> |
|--------|--------------------------|-------|--------------------------|

6. Would you recommend the Honda Activa vehicle to others?

- | | | | |
|--------|--------------------------|-------|--------------------------|
| a) Yes | <input type="checkbox"/> | b) No | <input type="checkbox"/> |
|--------|--------------------------|-------|--------------------------|

SECTION C: PUBLICITY

1. What type of promotion helps you learn about the Honda Activa??

- | | | | |
|-----------------|--------------------------|-------------------------|--------------------------|
| a) Television | <input type="checkbox"/> | f) Dealers | <input type="checkbox"/> |
| b) Newspaper | <input type="checkbox"/> | g) Road show | <input type="checkbox"/> |
| c) Social media | <input type="checkbox"/> | h) Brochure | <input type="checkbox"/> |
| d) Trade fair | <input type="checkbox"/> | i) Pamphlets | <input type="checkbox"/> |
| e) Mechanic | <input type="checkbox"/> | j) Referrals by friends | <input type="checkbox"/> |

2. Which company brand do you think is competitive with this brand?

- | | | | |
|-----------------------|--------------------------|--------------------------|--------------------------|
| a) Suzuki Access 125 | <input type="checkbox"/> | f) TVS Scooty ZEST 110 | <input type="checkbox"/> |
| b) TVS Jupiter | <input type="checkbox"/> | g) Yamaha Fascino 125 Fi | <input type="checkbox"/> |
| c) Hero Pleasure Plus | <input type="checkbox"/> | Hybrid | <input type="checkbox"/> |
| d) Honda Dio | <input type="checkbox"/> | h) TVS Jupiter 125 | <input type="checkbox"/> |
| e) TVS NTORQ 125 | <input type="checkbox"/> | i) Hero Xoom 110 | <input type="checkbox"/> |

6. Do you feel comfortable with the vehicle?

a) Yes

b) No

7. How is the delivery process for the product?

a) Safely

c) In condition

b) Timely

d) All the above

8. Do you face any problem mentioned below?

a) Technology integration

e) Storage space

b) Quality problem

f) Lifetime of the vehicle

c) Costly spare parts

g) Get detailed information

d) Bike service

h) Any other _____

9. According to you, how Honda manage to beat other brands?

a) Fuel and mileage efficiency

d) Innovative feature

b) Influence of technology

e) Any other _____

c) Comparatively low cost

10. What feature attracted you towards Honda Activa?

a) Bluetooth connectivity

e) Seat length

b) Speedometer

f) Style

c) Odometer

g) Passenger footrest

d) Silent start

h) Under-seat prage

11. Suppose a new brand is introduced in the market. Will you try to switch over?

a) Yes

c) May be

b) No

12. Are there any services or feature that you, would like to add to the brand?

a) Explore more promotions

d) Detailed information

b) Improve the lifetime of vehicle

c) Change the vehicle model

13. I chose this Honda Activa because of the following categories:

	Strongly agree	Agree	Not sure	Disagree	Strongly disagree
Colour					
Outlook					
Brand name					
Good mileage					
Weight					
Influence by others					
Cost of the product					
Best resale price					
Get detailed information					
Innovative features:					
a. Charging					
b. Bluetooth					
c. Sensor					
d. Smart key system					
e. Starting method					

14. Rate the level of satisfaction you have with the Honda Activa:

	LOW: 1	2	3	4	HIGH: 5
Speed					
Cost					
Breaking system					
Mileage					
Fuel system					
Tyre performance					
Services/Maintenance					
Availability of spare parts					
Storage space					
Seating comfort					
Engine capacity					
Riding comfort					
Brand loyalty					
Headlights visibility					
Met my purpose of the buying					

ANNEXURE – II

HONDA ACTIVA 6G



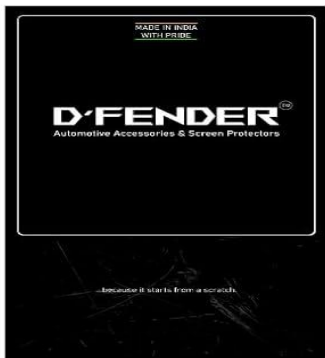
HONDA ACTIVA 125



LOGO







Advance Technology

SUPERB POWER & EXCITING PICK-UP
125cc Honda engine, gives best power and torque output.

BEST IN CLASS MILEAGE
With several cutting edge technologies, that give best mileage in class.

Reliability

COMBI BRAKE SYSTEM
Combi brake system (CBS) ensures shorter braking distance with more stability.

DISC BRAKE
Disc brake (optional) at the front provides better & controlled stop.

METAL BODY
Strong metal body all around, enhances the product durability even in the toughest road condition.



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