

A study on brand preference to HONDA two wheelers among Youths

Abstract

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. Brand loyalty refers to the extent of the faithfulness of consumer to a particular brand, expressed through their repeated purchases, irrespective of the marketing pressure generated by the competing brands. In every product category, the consumer has more choices, more information and higher expectations than ever before. To move the consumer from trial to preference, brands need to deliver on their value proposition, as well as dislodge someone else from the consumer's existing preference set. Preference is a scale, and brands move up, down and even off that scale with and without a vigilant brand management strategy. Pricing, promotional deals and product availability have tremendous impact on the position of brand in the consumer's preference set. If all things are equal, the best defense is to make the brand more relevant to consumers than the competition.

The brand potential can only be fulfilled by continually reinforcing its perceived quality, up market identity and relevance to the consumer. The same branding activities that drive awareness also drive preference. And, while awareness alone will not sustain preference, it will improve the brand's potential for building and maintaining preference. In an attempt to build brand preference advertising, the advertising must persuade a target audience to consider the advantage of a brand, often by building its reputation as a long-established and trusted name in the industry. 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 analyze the brand preference and loyalty, it is necessary to study both the customer's buying behavior and after purchase behavior.

Introduction

Malviya (2013) said about brand preference on the basis of research conducted on the Factors Influencing Consumer's Purchase Decision towards Smartphone's in Indore. The basic purpose of this research is to identify the key factors which have a dominating effect on the consumers' minds while making a purchase of Smartphone. The collected data were analyzed and interpreted using chi-square, reliability analysis, Factor analysis, Confirmatory Factor Analysis. It was found that data is reliable for factor analysis. The measurement model suggested four factors price, brand preference, social influence and features having a dominant influence on the purchase decision of consumers in Indore.

Prasanna (2013) conducted a study to find out factors influencing customers' brand preferences of the economy segment SUV's and MUV's. A total of 143 respondents were included among which 98 met the target group criteria set for the study. The data collection was made through direct interaction and customer intercepts survey using printed questionnaires. Descriptive Analysis was used to transform data into understandable format and factor analysis was used for identification of factors influencing customer preference. Friedman's test was used to identify the prominent emotions customers associated to the utility vehicle. The study identified the six factors that influence brand preference they are Product reliability, monetary factor, trendy appeal, frequency of non-price promotions offered, trustworthiness and customer feeling or association towards brand.

Gihan Wijesundera (2008) try to find out Factors Influencing the Demand of Beauty Soap among Female Consumers in the Greater Colombo Region. Purpose of this study is to explore how the marketing mix & demographical factors influence the brand preference & purchasing behavior of beauty soap among the female consumers in the greater Colombo region. Sample consisted of 91 female consumers in greater Colombo region. Data were gathered by administrating questionnaires. The independent variables are 4Ps, Age, Income Level, Education, Marital status, Occupation, skin type, social factors, substitute products & dependent variable is the

brand preference. Analysis was done using the Chi-square method at the significant level of 0.05. The results indicated that there were statistical relationships between price, product, education, occupation and brand preference and there was no statistical relationship between place, promotion, age, income level, marital status, skin type, social factors, and substitute product with the brand preference.

Scope of the study

- This study mainly focuses on brand preference
- Brand loyalty, perception and buying behavior of the respondent can be studied

Objectives of the study

Primary Objective

- To study the brand preference for Honda two - wheelers among the college students.

Secondary Objectives

- To study the perception and buying behavior of customers in two wheelers.
- To measure the brand loyalty of Honda
- To study the factors that influence decision-making in choosing the brands.

Relevance of the study

The changing customer perception because of the availability of variety of products in two-wheeler segment along with the growing number of competitors had a major impact in the preference of a particular brand. The customers' decision making process also changes as their buying pattern changes. The players in the two wheeler market in the Kottayam are Bajaj, Hero Honda, TVS, Yamaha, Suzuki, Mahindra, and Royal Enfield. Each and every company has different varieties of product category in the two wheelers, which gives lot of options for the customers in Kottayam municipality. The fast developing technology and the growing economic status of the people in the Kottayam Municipality drive their preference decision. Honda held most of the market share in the two wheeler segment in Kottayam Municipality after the launch of CB Unicorn which gave greater fuel efficiency and CBR Series which attracted most of the young customers. Later after the launch of Royal Enfield Bullet Classic 350, Yamaha FZ, the preference of brand among customers varied a lot with the availability of various options. So, this study was undertaken to analyze the above mentioned issues.

Data analysis

Population

A population is a group of individuals, objects, or items from which sample are taken for measurement. Population in this study includes all the aided college students in Kottayam Municipality.

Sample unit

Sampling unit refers to one member of a set of entities being studied. Common example of a sampling unit would be a single person, animal or manufactured item that belong to a larger collection of such entities being studied. Each aided college student in Kottayam Municipality is the sampling unit under this study.

Sampling frame

A sampling frame is the source material or device from which a sample is drawn. It is a list of all those within a population who can be sampled, and may include individuals, households or institution. In this study, attendance register of the concerned colleges is used as the sampling frame.

Sample size

The size of sample used for collecting the data is 200 respondents.

Sampling technique

There are two types of sampling techniques, probability sampling and non-probability sampling. The technique used to conduct this study is non-probability sampling.

a) Non-probability sampling

The non-probability sampling methods involve less statistical measures as compared to the random sampling methods. This method is featured by more injunctions of personal considerations and judgment of the investigator. Non-probability sampling method used in this study is convenience sampling.

b) Convenience sampling

Convenience sampling is obtained by selecting convenient population units into the sampling space. This method may found to be more in use when the researcher is confronted by the constraints like time and mobility.

Tools used for dataCollection

Data collection is an integral part of our research design. In this study primary data and secondary data has been used.

Primary data

Primary data refers to firsthand information collected by the researcher directly from the respondents. The primary data can be collected by questionnaires and schedules.

Schedule

A schedule is a structured set of questions on a given topic which are asked by the interviewer or investigator personally. Schedule includes open-ended and close-ended questions. Open-ended questions allow the respondent considerable freedom in answering. Close-ended questions has to be answered by the respondent by choosing an answer from the set of answers given under question just by ticking.

Secondary data

Secondary data is data collected by someone other than the user. Internet searches, libraries, company reports are the secondary data used in this study.

The questionnaire used in this study is given below

Findings

- **Ownership of two-wheeler**
 - **Female:**

58% of the respondents have two-wheeler

- **Male:**

68% of the respondents have two-wheeler

- **Period of ownership**

- **Female:**

49% of the respondents are using the two-wheeler for 1 - 3 years

- **Male:**

41% of the respondents are using the two-wheeler for 1 - 3 years

- **Ownership of Honda two-wheelers**

- **Female:**

47% of the respondents are Honda two-wheeler owners

- **Male:**

27% of the respondents are Honda two-wheeler owners

- **Satisfaction level with respect to Honda two-wheelers**

- **Female:**

40% of the respondents are satisfied

- **Male:**

Majority of the respondents (91%) are satisfied

- **Satisfaction level with respect to other two-wheelers**

- **Female:**

Majority of the respondents (83%) are satisfied

- **Male:**

Majority of the respondents (87%) are satisfied

- **Honda two-wheeler owner's satisfaction level with respect to maintenance cost, performance, fuel consumption, driving comfort and after sale service**

- **Female:**

- ✓ With respect to maintenance 85% are fully satisfied and 15% are partially satisfied
- ✓ With respect to performance 35% fully satisfied, 65% are partially satisfied
- ✓ With respect to fuel consumption 50% are fully satisfied, 45% are partially satisfied and 5% are totally dissatisfied
- ✓ With respect to driving comfort 65% are fully satisfied, 35% are partially satisfied.
- ✓ With respect to after sale service 30% are fully satisfied, 35% are partially satisfied and remaining 35% are totally dissatisfied.

- **Male:**

- ✓ With respect to maintenance cost 43% fully satisfied, 57% are partially satisfied.
- ✓ With respect to performance 48% are fully satisfied, 52% are partially satisfied.
- ✓ With respect to fuel consumption 29% are fully satisfied, 48% are partially satisfied and remaining 23% are totally dissatisfied
- ✓ With respect to driving comfort 57% are fully satisfied, 43% are partially satisfied.
- ✓ With respect to after sale service 29% are fully satisfied, 48% are partially satisfied and remaining 23% are totally dissatisfied.

- **Other two-wheeler owners satisfaction level with respect to maintenance cost, performance, fuel consumption, driving comfort and after sale service**

- **Female:**

- ✓ With respect to maintenance cost 55% are fully satisfied, 26% are partially satisfied and remaining 21% are totally dissatisfied
- ✓ With respect to performance 42% are fully satisfied, 47% are partially satisfied and remaining 11% are totally dissatisfied
- ✓ With respect to fuel consumption 26% are fully satisfied, 68% are partially satisfied and remaining 6% are totally dissatisfied
- ✓ With respect to driving comfort 47% are fully satisfied, another 47% are partially satisfied and remaining 6% are totally dissatisfied
- ✓ With respect to after sale service 47% are fully satisfied, 42% are partially satisfied and remaining 11% are totally satisfied

- **Male:**
 - ✓ With respect to maintenance □ cost 33% are fully satisfied, 49% are partially satisfied and remaining 18% are totally dissatisfied.
 - ✓ With respect to performance 62% □ are fully satisfied, 29% are partially satisfied and remaining 9% are totally dissatisfied.
 - ✓ With respect to fuel □ consumption 24% are fully satisfied, 51% are partially satisfied and remaining 25% are totally dissatisfied.
 - ✓ With respect to driving comfort □ 65% are fully satisfied, 24% are partially satisfied and remaining 11% are totally dissatisfied.
 - ✓ With respect to after sale □ service 7% are fully satisfied, 55% are partially satisfied and remaining 38% are totally dissatisfied.
- **Honda two-wheeler recommendation to others by Honda owners**
 - **Female:**
 - ✓ Majority of the respondents (90%) recommend their Honda two-wheeler to others
 - **Male:**
 - ✓ Majority of the respondents (87%) recommend their Honda two-wheelers to others
- **Two-wheeler recommendation to others by other two-wheeler owners**
 - **Female:**
 - 83% of the respondents recommend their two-wheeler to others
 - **Male:**
 - 78% of the respondents recommend their two-wheelers to others.
- **Price perception about Honda two-wheelers**
 - **Female:**
 - 50% of the respondents say brand is a good indicator of its quality.
 - **Male:**
 - 39% of the respondents say brand is a good indicator of its quality 14
- **People who influenced purchase decision**
 - **Female:**
 - Majority of the respondents (91%) are influenced by family
 - **Male:**
 - 51% of the respondents are influenced by friends.
- **Factors which affected the purchasing of two-wheeler**
 - **Female:**
 - Majority of the respondents (72%) are influence by quality of the two-wheeler
 - **Male:**
 - Majority of the respondents (68%) are influence by design of the two-wheeler
- **Future purchase plan of non-owners of two-wheeler**
 - **Female:**
 - 81% of the respondents are planning to buy two-wheeler in near future
 - **Male:**
 - 70% of the respondents are planning to buy two-wheeler in near future
- **Reason for future purchase of two-wheeler**
 - **Female:**
 - Majority of the respondents (72%) are buying the two-wheeler for comfort and convenience
 - **Male:**
 - 36% of the respondents are buying the two-wheeler for comfort and convenience
- **Brand preference**
 - **Female:**
 - Honda is the most preferred brand
 - **Male:**
 - Royal Enfield is the most preferred brand
- **Company preference**
 - **Female:**
 - 52% of the respondents prefer companies with good warranty and after sale service

- **Male:**

43% of the respondents prefer companies with good warranty and after sale service.

- **Source of information which influenced the buying behavior**

- **Female:**

Advertisement is the main source of information which influence the buying behavior

- **Male:**

Relatives and friends is the main source of information which influence the buying behavior

- **Factors which is considered before choosing a particular product to buy**

- **Female:**

Most of the respondents gave more emphasis on design of the two-wheeler

- **Male:**

Most of the respondents gave more emphasis on image of the company

Recommendations

- Honda should provide good warranty and after sale service
- Honda should focus on improving the quality of female two-wheelers
- More concentration should be given in designing of male two-wheelers
- Honda should adopt more advertisement strategies for female category
- Promotional activities like stunt shows, motorcycle ride events should be made effective among male category

Conclusion

The study helped me to have a good insight about the brand preference of Honda two-wheelers among aided college students in Kottayam. It is found from the study that the prime factor influencing the purchase decision of two-wheeler is quality and design. So the company should take necessary steps to improve the quality and design of the two-wheeler. It is also analyzed from the study that brand awareness of Honda two-wheelers should be made in areas of promotional activities so as to increase the brand preference.