



MARKETING STRATEGY OF HONDA

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ABSTRACT

As a part of M.B.A I am doing my training at the dealership of HONDA MOTORCYCLES & SCOOTERS LTD. Named as PRAKASH AUTOMOBILES. The tremendous progress of science and technology has allowed the automobile industry to grow swiftly over the world. They had reached the status of a need in today's culture. In India, only about 5-10 companies produce motorcycles and scooters. Due to the increased degree of competitiveness in today's market, firms must contend with extremely difficult conditions.

Honda is the undisputed leader in two-wheeled bikes. It provides an excellent service at a reasonable cost. Products from all corners of the globe are available here. Each of them established a profitable business in India on their own in 2001. Even though they've only put out five products so far, they've all met with tremendous success in the Indian market. The updated and sporty HONDA UNICORN and

HONDA SHINE have recently been introduced. My experience with Honda goods over the past two years has led me to believe that they are the best on the market. The company's designers took into account the irregularities of Indian roads, heeded the recommendations of pleased customers, and put the convenience of riders first.

INTRODUCTION:

First, they must put aside their preconceived notions long enough to learn to know the truth, and then we will lead people on their side to the specific themselves, in the correct series and order.

Benedict XVI, Cardinal and Pope Regardless of the specific causes, the initial push and the causal interrelationships between it and the system start off a cumulative influence propagating in both directions between variables.

The Gunnar Cathedral

Any strategy for training should always begin with one or more of the workers currently on staff. The

area of focus is revisited once the training has concluded, but this time with new eyes. The ability to put one's knowledge into exercise is what counts the most. The degree to which this variance exists is a measure of how well the training has been able to bring about the targeted behavioural changes. This has to be mandated as a starting point and a yardstick. We can't accept anything less than perfection, no matter how much we'd like to escape the inconvenience.

If a company's employees can't handle the increased workload brought on by rapid expansion, it won't matter how well thought out the company's business strategy or its processes are. If training is not a key concern, the company should look at the methods used by competitors. Their training programmes are highly effective, but they also have a strong foundation in the company's culture. Because of this, if the firm is serious about revitalising its operations, it must first invest in its personnel by providing possibilities for professional growth.

OBJECTIVES OF THIS STUDY

1. The focus of this study is on the advertising and sales strategies utilised by Honda two-wheelers in Noida, India.
2. Find out how much weight different factors have in the purchasing decisions of rural and urban Noida City people.
3. The purpose of this study is to compare the levels of

satisfaction among rural and urban inhabitants of Noida City who own Honda Bikes.

RESEARCH METHODOLOGY

Research methodology is a way to systematically represent research on any problem. It tends to be taken by the researcher in studying the research problem along with the logic behind them.

Research Design– Descriptive Descriptive research is used to describe characteristics of a population or phenomenon being studied. The research undertaken was a descriptive research as it was concerned with specific predictions, with narration of facts.

Data source – Primary Data

Research Approach – Survey Method **Research**

Instrument – Questionnaire **Questionnaire type** – close ended **Types of questions** – Close-ended

Sampling Unit – Individual (Customer of Honda)

Sampling Frame – Noida

Sampling Procedure – Simple Random sampling to select 5 stores and Convenience for select customer/shoppers.

Sample size – 100 customers

Contact Method – Personal

Mode of Collecting Data – The respondents were chosen randomly and requested to grant interviews. The questions were then asked in predetermined

sequence.

Data Processing –

- (i) A number of tables were prepared to bring out the main characteristics of the collected data.
- (ii) Inferences were drawn from the collected data.

LIMITATIONS OF STUDY

1. The project was completed successfully, but it did contain certain built-in constraints.
2. Unfortunately, time constraints prevented us from collecting data from all of our customers. As a result, conclusions are drawn from the responses themselves.
3. Within a month, you'll have to do the study in specific places. This prevents generalizability of the findings to the entire company.
4. The Honda industry is too extensive for the purposes of this study. This study does not aim to cover such areas.

FINDINGS

1. It's no longer true that "once a customer, always a customer" in today's competitive industry. An organization's logo and motto have less impact than they once had. As a result, in addition to its marketing activities that help in sales, the company must supply efficient and competent things in order to maintain the client and attract new clients.
2. The following was learned through studying the study's questionnaire and observational data collected from customers.

3. Honda was the undisputed king of two-wheeled vehicles. However, they are slowly but surely being overtaken by competitors. A recent survey found that 48% of current Honda purchasers would make the move to Hero if given the opportunity.
4. Consumers continue to hold a favourable impression of Honda.
5. Women make up a relatively little portion of Honda's customer base, and those who do tend to drive Honda Pleasure.
6. The typical Honda customer nowadays is a young adult between the ages of 18 and 25, a demographic that particularly values the bike's low fuel consumption.
7. The outcomes of Honda's advertising initiatives are reliably optimistic.
8. Customers who were able to speak with a sales person at Honda were generally satisfied with the information they learned before taking a test drive.
9. Both the Honda Shine and the Honda Activa are perennial best-sellers. The majority of this product's buyers are people in the workforce, followed by students.
10. The vast majority of Honda motorcycle purchasers are delighted with the service they have received since the deal.

CONCLUSION

Honda, a world leader in motorcycle manufacturing, has a large presence in India. Honda, the manufacturer of the best-selling motorcycle in history, is still a major player in the market. While Bajaj has emerged as a powerful competitor, Honda's market share has declined marginally over the previous few years. When it comes to two-wheeled vehicles, Honda is among the industry leaders. It has risen to the top of its customers' minds because of its excellent service and high-quality products. Product innovation and efficiency have become modern yardsticks of success. Their blueprint covers all bases.

Customers have a lot of faith in Honda motorcycles. It has earned a solid name in the market by providing cars that are low-cost to repair, economical to drive, and aesthetically pleasing. People from every socioeconomic background seem to be buying it.

In today's competitive business environment, a company has to maintain a positive public image in order to draw in and keep consumers.

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