

# A REPORT ON A STUDY ON BRAND AWARENESS OF CONSUMERS TOWARDS TWO-WHEELER IN GHATKESAR

Submitted in a partial fulfillment  
of the requirement for the degree of  
MASTER OF BUSINESS ADMINISTRATION

BY  
**CH.BALAKRISHNA**  
(19H61E0011)

**R. ABHILASH**  
(19H61E0052)

UNDER THE ESTEEMED GUIDANCE OF  
**MR. Y ARUN KUMAR**



**ANURAG GROUP OF INSTITUTIONS**  
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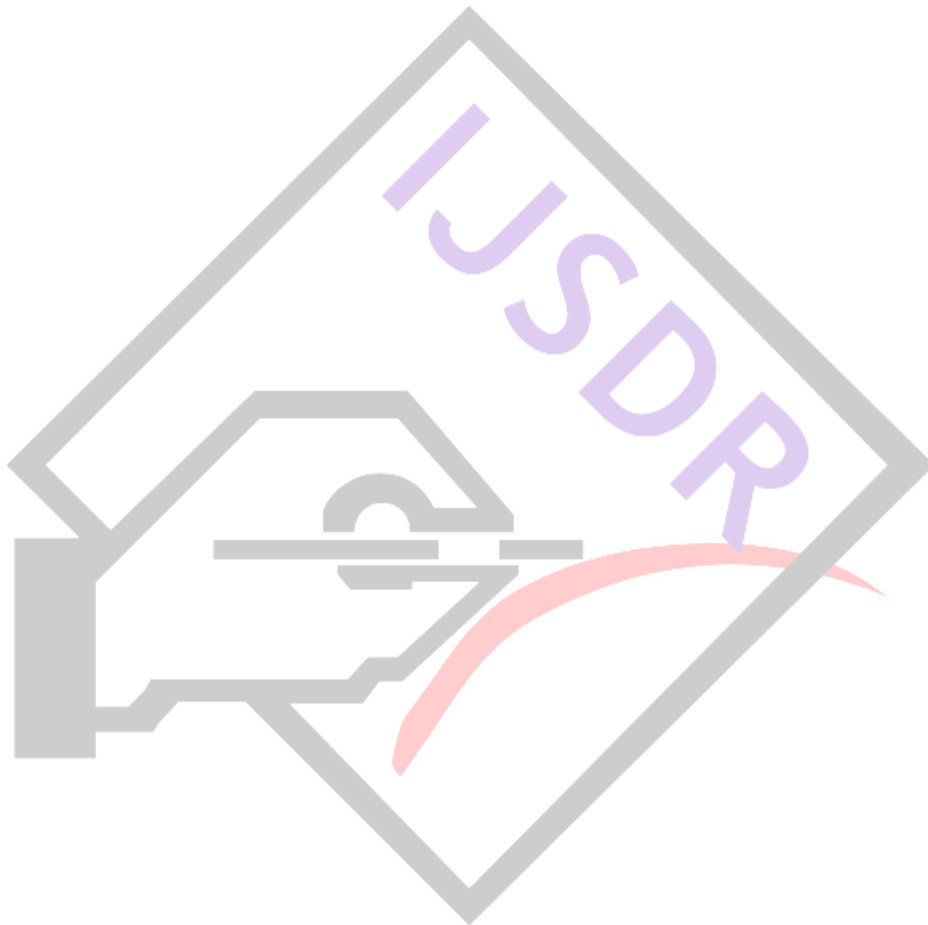
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**2019-2021**

**DECLARATION**

We hereby declare that this Project report titled “**A STUDY ON BRAND AWARENESS OF CONSUMERS TOWARDS TWO-WHEELER IN GHATKESAR**” Submitted by me to the Department of Business Management, **ANURAG GROUP OF INSTITUTIONS**, Hyderabad, is a bonafide work under taken by me and it is not submitted to any other University or Institution for the award of any other degree or diploma / certificate or published any time before.

**(CHINDAM BALAKRISHNA)**

**19H61E0011**  
**(R.ABHILASH)**  
**19H61E0052**



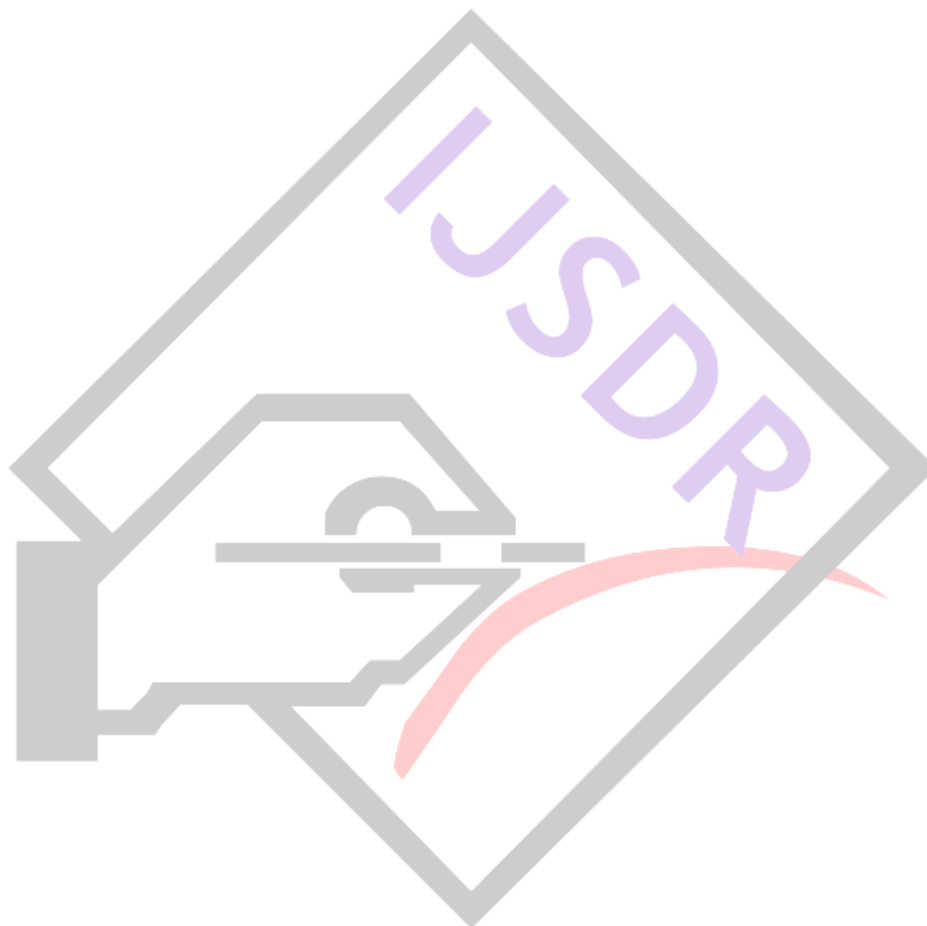
**CERTIFICATE**

This is to certify that the bonafide record of Project report is done and submitted by **Mr./ Ms. CH. BALAKRISHNA , R. ABHILASH** Bearing **HT. No. 19H61E0011, 19H61E0052** of MBA II Year/I semester in during the Academic year 2019-21

**Internal Examiner**

**External Examiner**

**Head of the Department**



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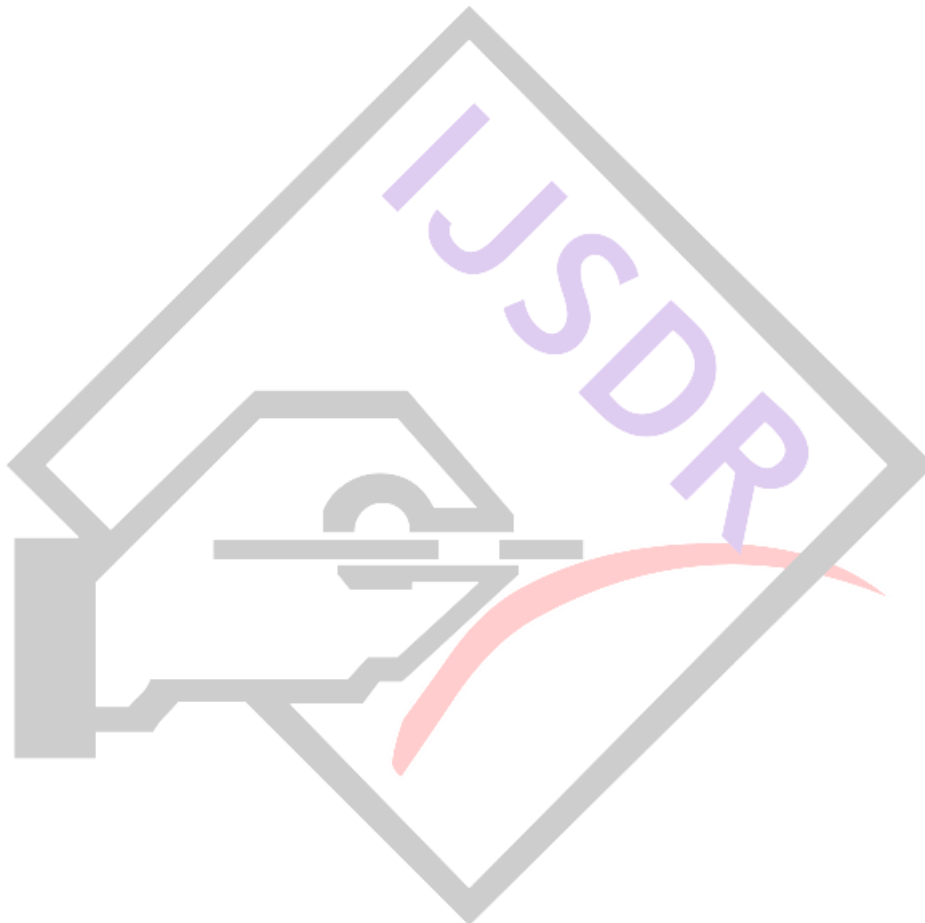
We would like to express a deep indebtedness and whole heart thanks to my Practical guide **Mr. Y ARUN KUMAR** for their impartial and enlightened guidance throughout the development of the Project report work. I feel grateful for the wonderful efforts that both has put in for the completion of my Project report work. As endeavor over a long period can also be successful by constant effort and encouragement. It is our pleasure to acknowledgement the help of all the respected elders.

(CH.BALAKRISHNA)

19H61E0011

(R.ABHILASH)

19H61E0052



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**Abstract:** There has been a massive increase in sales of two-wheelers vehicles in India. India is the first largest producer of two-wheeler in the world; especially the youngsters prefer motorbikes rather than cars. In India, every month nearly 9.5 laths motor cycles are sold.

There are many factors, depending on which, one decides to buy a two-wheeler. "Brand" is one out of such factors. Our study attempted to know the impact of "Brand" for buying a two-wheeler.

A detailed and structured questionnaire is designed to study about the Brand Awareness of Consumers. The study has been conducted on consumers in Ghatkesarmanual, Medical district, Telangana state. Our study collected their responses from them and analyzed. It aims to measure the performance of selected two-wheelerbrands through appraisal of the customer satisfaction level and awareness.

The study could evaluate the brand and relevant features of the two-wheelers which derive brand value of the two-wheelers. The outcomes of this study are helpful for all stake holders of the two-wheelers.

**Keywords:** Consumer attitude, Consumer taste and preference

### INTRODUCTION

Two-wheeler is a multipurpose vehicle for the common man. Two-wheeler is a status symbol for other class people. Two-wheeler stood as a fashion icon for youth. The term 'two-wheeler' includes Motorcycles, Scooters and Mopeds. Selecting the right two-wheeler is in the consumer hands. Two-wheeler brands in market are:Hero, Honda, TVS, Royal Enfield, Bajaj, Yamaha, Suzuki, KTM etc.

As market is available with various brands people prefer to choose few brands for purchasing two-wheelers like Hero, Honda, TVS, Royal Enfield, Bajaj, etc. Additionally, there are other factors which motivate the customer to choose one among the others. Now a day, we can find the various companies are introducing a new model frequently into the market to attract different customers of different sized. Companies also insets advanced features in the existing models and so releasing new versions in each kind of model. Thus companies try to create brand value of a model. This is all done for attracting and retaining customers.

In connection to this, an attempt is made to have aresearch to measure brand awareness of the customers towards two-wheelers. Indian market has various models and which are made as to meet consumerpreferences through its own manufacturing and imports. So many changes happened in the market in various dimensions of two-wheelers. It manipulates the life style of the people and their social status. Majority of Indians especially the youngsters prefer two-wheelers comparing to cars. Bikes are considered to be the favorite among the youth generation.

### NEED FOR THE SURVEY

As market is available with various brands, people are preferred to choose about few brands on purchase of two-wheeler like Honda, Hero, Royal Enfield, Bajaj, etc. This made me to do a small research on brand awareness on two-wheeler

### OBJECTIVES OF THE STUDY

- To study on customer's awareness about existing2-wheeler brand.
- To find and understand the factors influencing people in choosing branded two-wheeler
- To examine the consumer perception about the various promotional tools.
- To check weather brand awareness influences the consumers buying behaviour or not.

## RESEARCH METHODOLOGY

**Primary data:** Primary data it refers to which is collected first time or fresh data is known as primary data.

**Secondary data:** Secondary data it refers to which is existing already that data is known as secondary data.

**Sampling:** Sampling method for current the study is random.

The questionnaire was prepared and the responses were taken from 100 customers of two-wheelers who are in and around Ghatkesarmandal

1. Primary data is collected through questionnaire from the respondents. The respondents are Two-wheeler customers in Ghatkesar.
2. Secondary data is collected through websites, blogs, & other publications which consist of relevant information. The questionnaire is distributed to a sample of 100 respondents. Questionnaire was pre-designed and tested one.

## SCOPE OF THE STUDY

The study area Ghatkesarmanual is located in Medical district. It has a large size of population, more number of small scale and large scale industries and also education institution. It is considered as a major business centre. So the Ghatkesar town has been selected to study on brand awareness of consumers towards two-wheelers in Ghatkesar.

## LIMITATIONS OF THE STUDY

1. Since the data is collected only from rural areas which is restricted to some constraints, it may not be inferred to metropolitan cities
2. The data collected may not be 100% accurate, as the respondents' behavioral / psychological factors influences.

## LITERATURE REVIEW

The term Brand denotes the relative position of a company from its competitors, in the perception of the customers. Brand is used in business, marketing, advertising and everywhere. Brand is the value given to a product or post-purchase services such that it takes on an identity by itself only.

One of the most important topics in marketing management is brand awareness. It is used in research as a measure of marketing effectiveness and brand performance. The consumer behaviour and attitude towards various brands is also a construct in the study. By WILL KENTON, "a brand is an identifying symbol, mark, logo, name, word, and/or sentence that companies use to distinguish their product from others. A combination of one or more of those elements can be utilized to create a brand identity".

Said by CAROL M.KOPP, "Brand awareness is a marketing term that describes the degree of consumer recognition of a product by its name".

The different factors impact brand awareness are like Customer experience, Company name, company history, financial position of the company, product features, price, etc.. Customers are also influenced by various factors like Psychological, Economical, Behavioral, demographical factors.

"Brand conveys your ideas and views to the world and it helps to connect with the more customers and without branding no one company will survive in the market" suggested by Wolves create.

## TWO-WHEELER INDUSTRY

The two-wheeler industry in India has been in existence since 1955. It consists of three segments

o Scooters

o Motorcycles

o Mopeds

The increase in sales volume of this industry is proof of its high growth. In 1971, sales were around 0.1 million units per annum. But by 1998, this figure had risen to 3 million units per annum. Similarly, capacities of production have also increased from about 0.2 million units of annual capacity in the seventies to more than 4 million units in the late nineties. The two-wheeler industry in India began operations within the framework of the national industrial policy as espoused by the Industrial Policy Resolution of 1956. This resolution divided the entire industrial sector into three groups, of which one contained industries whose development was the exclusive responsibility of the State, another included those industries in which both the State and the private sector could participate and the last set of industries that could be developed exclusively under private initiative within the guidelines and objectives laid out by the Five Year Plans. Private investment was channelised and regulated through the extensive use of licensing giving the State comprehensive control over the direction and pattern of investment. Entry of firms, capacity expansion, choice of

product and capacity mix and technology, were all effectively controlled by the State in a bid to prevent the concentration of economic power.

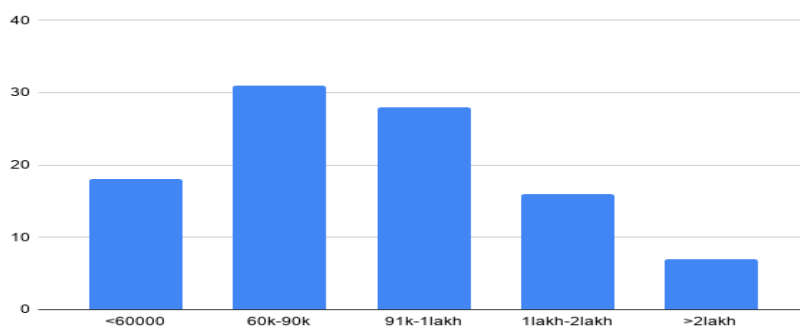
However due to lapses in the system, fresh policies were brought in at the end of the sixties. These consisted of MRTP of 1969 and FERA of 1973, which were aimed at regulating monopoly and foreign investment respectively. Firms that came under the purview of these acts were allowed to invest only in a select set of industries.

This net of controls on the economy in the seventies caused several firms to Operate below the minimum scale of efficiency Under-utilize capacity and Use outdated technology. While operating below the minimum scale of efficiency resulted from the fact that several incentives were given to smaller firms, the capacity under-utilization was the result of the capacity mix being determined independent of the market demand. The policy of distributing imports based on capacity, causing firms to expand beyond levels determined by demand so as to be eligible for more imports. Use of outdated technology resulted from the restrictions placed on import of technology through the provisions of FERA.

### DATA ANALYSIS & INTERPRETATION

**Table 1. Family income**

Family income	No of respondents	Percentage
<60000	21	21%
60000-90000	25	25%
91000-100000	28	28%
100000-200000	16	16%
>200000	10	10%
Total	100	100%



#### Interpretation:

From the above study, it is stated that

- 31% respondents falls under 60k-90k income range,
- 28% Of respondents lies under 91k-11lakh range of income
- 21% of respondents comes under <60k of income
- 16% of respondents are under 1lakh-2lakh of income
- 10% of respondents are >2lakh range of income

**Table 2. AGE**

Age	No. of Respondents	Percentage
<20	4	4%
20-25	70	70%
>25	26	26%
Total	100	100%

**Interpretation:**

- 18% of respondents age lies in between 20-22
- 15% of respondents have an age of 22-24
- 14% of respondents comes under the age of 20-22
- 12% of respondents are in between the age of 22-24
- 11% of respondents comes in between the age of 24-26
- 7% of respondents are at the age of 26
- 4% of respondents are in between 26-30
- 3% of respondents are at the age of 18
- 2% of respondents are at the age of 35

**Table 3. Number of family members**

Family Members	No of respondents	Respondents
8	7	7%
7	9	9%
6	11	11%
5	26	26%
4	47	47%
Total	100	100%

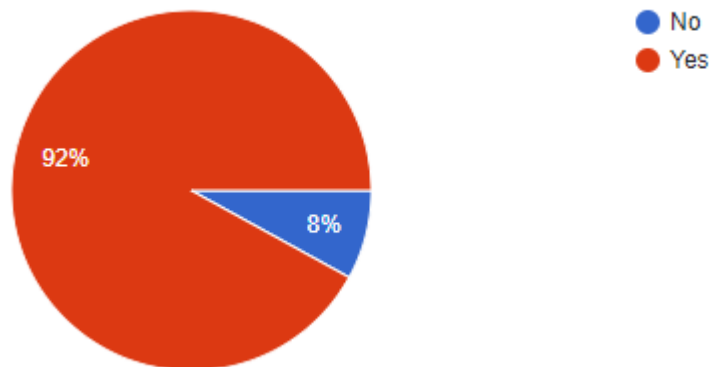
**Interpretation:**

- 44% of respondents said that their family size is 4
- 22% of respondents said their family size is 5
- 8% of respondents there are 6 members positively
- 6% of respondents said there are more than 7 members



**Table 4 .Currently do you have any two-wheelers**

Attributes	No of respondents	Percentage
Two-wheeler Customers	92	92%
Non two-wheeler customers	8	8%
Total	100	100%

**Interpretation**

From the above study it is found that

- 92% of respondents said yes
- 8% of respondents said no

**Table 5. If yes, which brand are you using currently**

Currently using Branded bikes	No of respondents	Percentage
Honda	21	21%
Hero	20	20%
Royal Enfield	20	20%
Yamaha	15	15%
TVS	6	6%
Bajaj	6	6%
Other	12	12%
Total	100	100%

**Interpretation:**

From the above study it is found that

- 23 respondents said that they have Honda bike.
- 22 respondents said they own Hero bike.
- 20 respondents said they had Royal Enfield bike.
- 17 respondents said that they use Yamaha bike.
- 12 respondents say they use other bikes.
- 9 respondents said they had TVs bike
- 6 respondents said they are having Bajaj bike.

**Table 6. Which brand of two-wheeler do you like more?**

More liking brands	No. of respondents	Percentage
Royal Enfield	43	43%
Honda	21	21%
Yamaha	12	12%
Hero	7	7%
Bajaj	7	7%
TVS	4	4%
Other	6	6%
Total	100	100%

**Interpretation**

From the above study it is found that

- 48 respondents like Royal Enfield more.
- 21 respondents said they like Honda some less
- 19 respondents like Yamaha
- 17 respondents like Hero
- 7 respondents like Bajaj
- 6 respondents like other
- 4 respondents like TVS

**Table 7. Which Features influenced you to buy the two-wheeler?**

Influenced feature to buy	No. of respondents	Percentage
Mileage	36	36%
Overall performance	33	33%
Brand	13	13%
Price	8	8%
Comfort	8	8%
Power	2	2%
Total	100	100%

**Interpretation:**

From the above study it is found that

- 36 respondents said mileage and overall performance influenced more
- 32 respondents said brand influence was less
- 26 respondents are influenced by price
- 24 respondents said they are influenced by comfort
- 11 respondents are influenced by an powers

**Table 8. Which life factors influenced you to buy the two-wheeler?**

Factors influencing	No of respondents	Percentage
Economic	42	42%
Psychological	40	40%
Social	12	12%
Other	6	6%
Total	100	100%

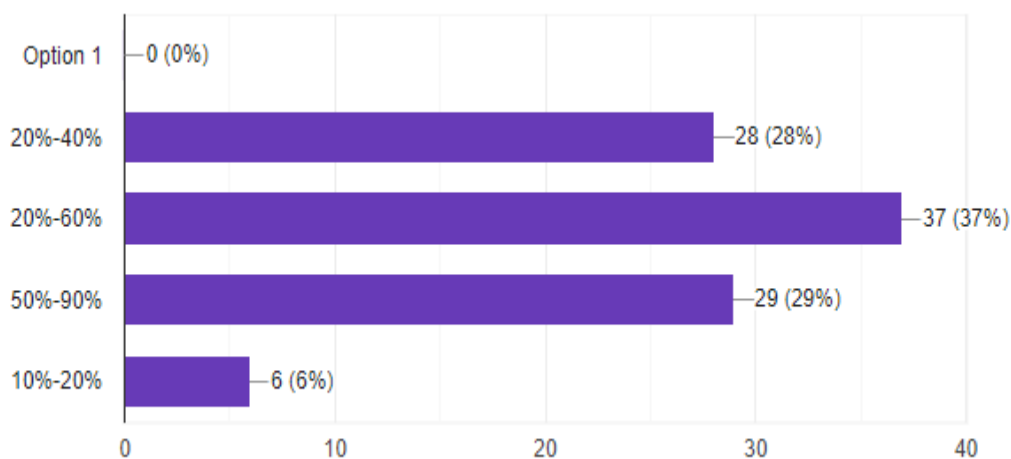
**Interpretation:**

From the above study it is found that

- 41 respondents are influenced by economic factors
- 40 respondents are influenced by psychological factors
- 25 respondents are influenced by social factors
- 15 respondents are influenced by other

**Table 9. What extent do you have the information about the two-wheeler before buying**

Knowing Information	No. of respondents	Percentage
20%-60%	37	37%
50%-90%	29	29%
20%-40%	28	28%
10%-20%	6	6%
Total	100	100%

**Interpretation:**

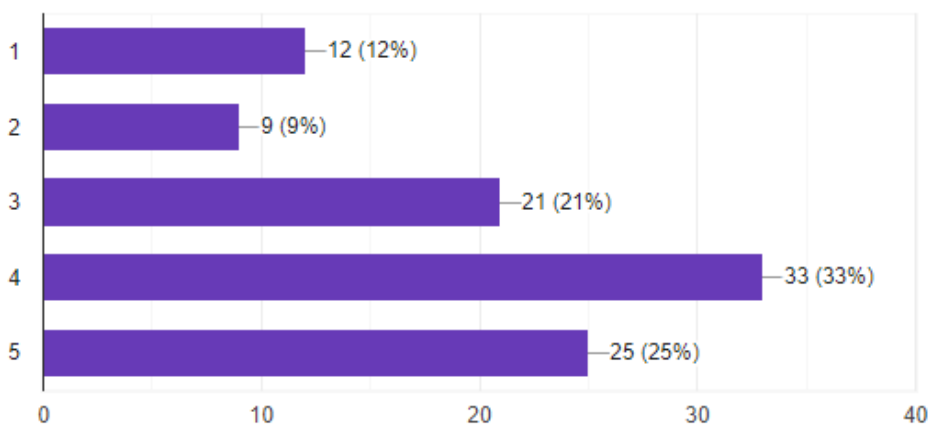
From the above study it is found that

- 37 respondents have an 20%-60% of extent
- 29 respondents have 50%-90% of a extent
- 28 respondents have 20%-40% of the extent
- 6 respondents have an 10%-20% of the extents

Table 10. Rate the following in order to determine brand value.

## I) price

Rating for Price	No. of respondents	Percentage
5 <sup>th</sup>	25	25%
4 <sup>th</sup>	33	33%
3 <sup>rd</sup>	21	21%
2 <sup>nd</sup>	9	9%
1 <sup>st</sup>	12	12%
Total	100	100%

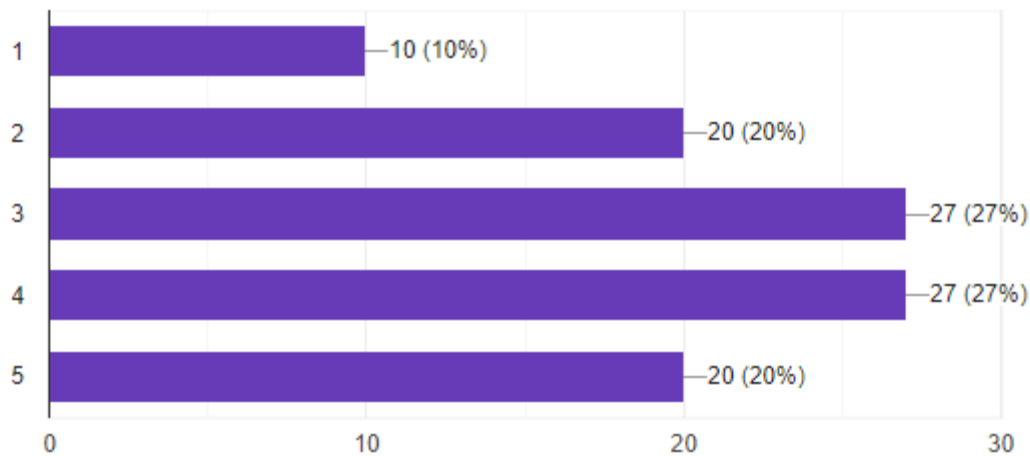
**Interpretation:**

From the above study it is found that

- 33 respondents are ranked 4 for price
- 25 respondents has been rated 5 for price
- 21 respondents are given 3 for price
- 12 respondents have given 1 for price
- 9 respondents had been ranked 2 for price

## ii) Advertisement

Rating for Advertisement	No. of respondents	Percentage
4 <sup>th</sup>	27	27%
5 <sup>th</sup>	16	16%
3 <sup>rd</sup>	27	27%
1 <sup>st</sup>	10	10%
2 <sup>nd</sup>	20	20%
Total	100	100%



#### Interpretation:

From the above study it is found that

- 27 respondents has given the 3&4 rating for advertising
- 20 respondents are rated 2&5 for advertising
- 10 respondents have been ranked 1 for advertising

#### iii) Customer base

Rating for customer base	No. of respondents	Percentage
4 <sup>th</sup>	35	35%
5 <sup>th</sup>	21	21%
3 <sup>rd</sup>	18	18%
1 <sup>st</sup>	12	12%
2 <sup>nd</sup>	14	14%
Total	100	100%

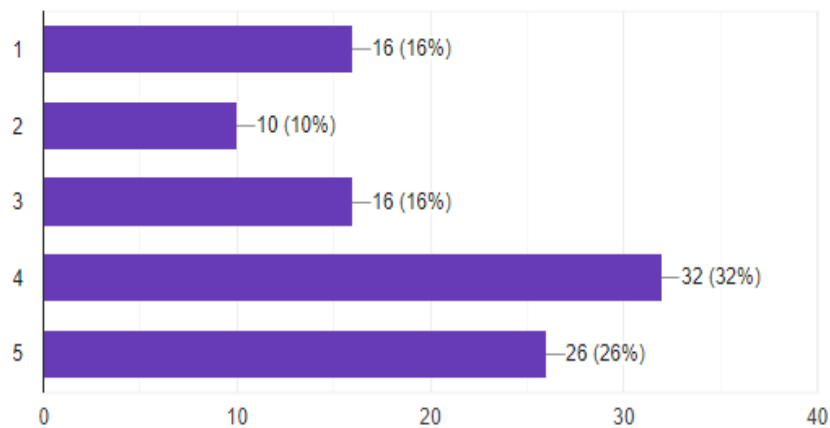
#### Interpretation:

From the above study it is found that

- 35 respondents have given 4 for customer base.
- 21 respondents are ranked 5 for customer base.
- 18 respondents has been rated 3 for customer base.
- 15 respondents are rated 2 for customer base.
- 12 respondents had given 1 for customer base.

**iv) Company image**

Rank for company image	No. of respondents	Percentage
4 <sup>th</sup>	32	32%
5 <sup>th</sup>	26	26%
3 <sup>rd</sup>	16	16%
1 <sup>st</sup>	16	16%
2 <sup>nd</sup>	10	10%
Total	100	100%

**Interpretation:**

From the above study it is found that

- 32 respondents has ranked 4 for company image
- 26 respondents are rated 5 for company image
- 16 respondents have been ranked 1&3 for image of a company
- 10 respondents give 2 for company image.ss

**Table 11. Which of the following according to you help you to build a brand image**

Helped to build brand image	No. of respondents	Percentage
Quality	50	50%
Promotional tools	16	16%
Post purchase services	32	32%
Other	2	2%
Total	100	100%

**Interpretation:**

From the above study it is found that

- 50 respondents are build brand image on quality.
- 38 respondents had build their brand image on post purchase services.
- 27 respondents hasbuild brand image on promotional tools.

- 16 respondents have build brand image on other

**Table 12. Which promotional tool influenced you to go with this brand**

Promotional tools influence	No. of respondents	Percentage
Hoardings	13	13%
News papers adds	27	27%
Television	49	49%
Social media	11	11%
Total	100	100%

**Interpretation:**

From the above study it is found that

- 49 respondents are influenced by Television.
- 34 respondents has been influenced by Social Media.
- 27 respondents influenced by news paperadds.
- 13 respondents had influenced by Hoardings.

**Table 13. Which promotional tool is more effective on your perception**

Effective promotional tools	No. of respondents	Percentage
Hoardings	13	13%
Target Market	29	29%
Television	42	42%
Social media	16	16%
Total	100	100%

**Interpretation:**

From the above study it is found that

- 42 respondents are said that Television promotional tool was effective.
- 33 respondents shared that Social media promotional tool was effective.
- 29 respondents tell that Target marketing is effective.
- 13 respondents opinion is Hoardingsare effective in promotion.

**Table 14. Rank your two-wheeler, according to the following factors****D) Quality:**

Attributes	Respondents					Percentage
	Very good	Good	Bad	Very bad	Total	
Quality	49(49%)	42(42%)	7(7%)	2(2%)	100	100%
Company image	53(53%)	35(35%)	10(10%)	2(2%)	100	100%
Availability	53(53%)	41(41%)	6(6%)	0	100	100%
Services	52(52%)	48(48%)	0	0	100	100%

Most of the respondents ranked their opinion about two wheeler factors like quality, company image, availability, services.

**FINDINGS**

1. Most of the respondents (38.2%) in our survey area has moderate awareness about features & functionality of two-wheelers.
2. Majority of the respondents (36%) prefer branded two-wheeler because of the mileage only, followed by overall performance (33%).
3. It is found that the most of the respondents (49%) are influenced by television promotions.
5. 70% of the respondents for this survey, fall under age group from 20-30. As per my analysis it is cleared that the age group 20-30 buy the two-wheelers more than other age groups.
6. About 23 respondents out of 100 in our survey strongly agree that Honda is their first preference company to buy two-wheeler.
7. As per our survey conducted, two-wheeler customers perceive that Television and Social media promotional tools play a major role in purchasing the branded two-wheeler.

**SUGGESTIONS**

- Advertising & Promotions are vital elements to ensure upholding the sales of two-wheelers.
- In the present study, it is observed that the promotions are made at moderate level only. So increasing the promotional activities attract more customers.
- May massive advertising targets large size of customer base, it is suggested that targeting individual customers effects more.
- The customers are tend to forget advertising after some time, it is better to communicate through messages, emails, etc.
- Taking feedbacks from customers on various attributes, frequently, improves the chance to know customers' needs and also image of the company.
- Making availability of the various models and colours at outlets also improves brand image.
- Offering additional benefits can grab the government employees' attention towards brand.

**CONCLUSION**

In our study, A Study on Brand Awareness of Consumers Towards Two-Wheeler, we conclude that:

Two-wheeler is a multipurpose vehicle for a common man. Two-wheeler stands as a fashion icon for youth. As market is available with various brands people prefer to buy only a few brands as they are influenced by various motivational factors. The factors influence/motivate the customer to buy one among the others. Technological changes favorizes the changes in the innovations to model/re-model two-wheelers to attract different types of customers.

Though the customers have awareness about two-wheelers, but their final buying decision can be manipulated by other impacts.

Branding is all about of creating a value about a product/organization in the mind sets of customers. Companies usually follow numerous strategies to create the same.

Brand awareness is a real and observable influencing factor in the buying behaviour of the people.

Most of the respondents want to buy two-wheeler because of their need.

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## APPENDICES:

### Questionnaire:

I would be very thankful you a part of this project filling this questionnaire.

Your time contribution to filling the questionnaire will be highly obliged.

Name:

Mobile:

Address:

Age:

Occupation:

Family income:<50k, 50k-90k, 90k-11, 11-21, <21

No. of family numbers:

1. Currently do you have ant two-wheeler

Yes/No

2. If yes, which brand are you using currently

Hero/Honda/Royal Enfield/Yamaha/TVS/Bajaj/Other

3. Which brand of two-wheeler do you like more

Hero/Honda/Royal Enfield/Yamaha/TVS/Bajaj/Other

4. Which features influenced you to buy the two-wheeler

Brand/Mileage/Price/Comfort/Power/Overall performance

5. Which life factor influenced you to buy the two-wheeler

Social/Economic/Psychological/Other

6. What extent do you have the information about the two-wheeler before buying

10%-20%,

20%-40%,

20%-60%,

50%-90%

7. Rate the following in the order to determine brand value

i) price

a)1 b)2 c)3 d)4 E)5

ii) Advertisement

a)1 b)2 c)3 d)4 e)5

iii) Customer base

a)1 b)2 c)3 d)4 e)5

iv) company image

a)1 b)2 c)3 d)4 e)5

8. which of the following according to you help build a brand image

a) Quality b) Promotional tools c) Post purchase services d) Other

9. which promotional tool influenced you to go with this brand

a) Hoardings b) Newspapers adds c) Television d) Social media

10. which promotional tool is more effective on your perception

a) Hoardings b) Target marketing c) Television d) Social media

11. Rank your two-wheeler according to following factors

	Very good	Good	Bad	Very bad
Quality				
Company image				
Price				
Features				

