

**A STUDY ON CONSUMER PREFERENCE OF VEHICLES ON ACTIVA 125 AND
SUZUKI ACCESS 125 WITH SPECIAL REFERENCE TO MAVELIKARA TALUK**

PROJECT REPORT

SUBMITTED TO

*The University of Kerala in partial fulfillment of the requirement for the award of the Degree of
Bachelor of commerce Travel and Tourism.*

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MAR IVANIOS COLLEGE OF ARTS AND SCIENCE

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UNIVERSITY OF KERALA
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CERTIFICATE

This is to certify that the project entitled “**A STUDY ON CONSUMER PREFERENCE OF VEHICLES ON ACTIVA 125 AND SUZUKI ACCESS 125 WITH SPECIAL REFERENCE TO MAVELIKARA TALUK**” is a bonafide work done by **MELVIN SAMUEL (33818171014), SABINI BIJU (33818171015), SHABA MARIYAM SAJAN (33818171016), SHANTO THOMAS (33818171017), ASWINI A MURALI (33818171025)** in partial fulfillment of the requirements for the award of Degree of Bachelor of commerce of the University of Kerala.

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DECLARATION

We the sixth semester B. Com students of the Mar Ivanios College, Mavelikara, University of Kerala, do hereby declare that this project work “**A STUDY ON CONSUMER PREFERENCE OF VEHICLES ON ACTIVA 125 AND SUZUKI ACCESS 125 WITH SPECIAL REFERENCE TO MAVELIKARA TALUK**” under the guidance of **Mrs. Jincy Johnson, Assistant Professor, Mar Ivanios College** is the result of the original work done during the project time. The matter included in this report is not a reproduction of any source. We are declaring that this project report has not been submitted elsewhere for any other degree.

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CHAPTER 1
INTRODUCTION

1.1INTRODUCTION

Automobile is one of the largest industries in global market. Being the leader in product and process technologies in the manufacturing sector, it has been recognized as one of the drivers of economic growth. During the last decade, well-directed efforts have been made to provide a new look to the automobile policy for realizing the sector's full potential for the economy. Steps like abolition of licensing, removal of quantitative restrictions and initiatives to bring the policy framework in consonance with WTO requirements have set the industry in a progressive track. Removal of the restrictive environment has helped restructuring, and enabled industry to absorb new technologies, aligning itself with the global development and also to realize its potential in the country. Aggressive marketing by the auto finance companies have also played a significant role in boosting automobile demand, especially from the population in the middle-income group.

Two-wheeler segment is one of the most important components of the automobile sector that has undergone significant changes due to shift in policy environment. The two-wheeler industry has been in existence in the country since 1955. It consists of three segments viz. scooters, motorcycles and mopeds. The feeling of freedom and being one with the Nature comes only from riding a two-wheeler. Indians prefer the two wheelers because of their small manageable size, low maintenance, and pricing and easy loan repayments. Indian streets are full of people of all age groups riding a two-wheeler. Motorized two wheelers are seen as a symbol of status by the populace.

Scooters dominated the two-wheeler market until recently but have lost share to motorcycles which are growing the fastest and gradually becoming the most preferred two-wheeler. The increasing preference for motorcycles is being attributed to the opening of rural markets where stronger 4 suspensions, fuel economy and a larger wheel-base are preferred given Indian road conditions. 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 1994.

1.2 REVIEW OF LITERATURE

Scooters are plug-in electric vehicles with two or three wheels powered by electricity. The electricity is stored on board in a rechargeable battery.

M Abdul Haneef, M Edwin Gnana has, Mr. BA Abdul Karim, Mr. Vikas Singhal (2006): In his study of automobile Industry sector, he has mentioned that the two-wheeler segment has recorded significant change in the past 4-5 years. The market for motorcycles is growing and its sale rose by 27 percent annually during the last four years. He pointed out that while the market for motorcycles is growing that for mopeds and geared scooters is shrinking. This change in the taste of the consumers is possibly due to the technological change. Also, most of the manufacturers like Hero Honda, Bajaj and TVS had reduced the prices of their entry level motorcycles in order to capture a bigger share of the market.

Mr. Subhadip Roy (2006) SR Mohnot (2002): In his study of two and three wheelers he out from the standpoint of means of personal transportation. The two-wheeler has become an expression of the owners' personality. The (customer in making his choice does evaluate the product in terms of utility, fuel economy, reliability, maintenance, affordability, performance, good after-sales service at reasonable cost, availability of spare parts at: economical prices, looks, safety and comfort and ease of riding for driving. Total sales of two- 'wheeler in first eight months of 200 1-02 had increased to 2.70 million units from 1.33 million units in the corresponding period of the preceding year.

Siddhartha and S Mukherjee (2002): The Study reveals. That, the two-wheelers in India are used for variety of work such as visiting people, carrying loads, outdoor jobs like selling and buying. In rural areas it helps people to travel more frequently to nearby towns to their daily needs. The two-wheeler has become a valuable support for increasing productivity and in turn the profit, besides helping as a personal mode of transportation.

Rajmani Singh and AS Yasso (2001): He also pointed out that a major part of growth in the two-wheeler industry has come from motor cycles, which are considered fuel efficient, reliable and its

suitability on rough roads. As per his study, TVS-Suzuki, Hero: Honda, Bajaj dominates the two-wheeler scene. The study also says that due to stiff competition from automobile major Bajaj which is a largest producer of scooters the LML is facing considerably stiff competition. However, dominance of this category has been declining because of shift in customer preference towards motor bikes.

Lutz (1981): In this study a perspective into consumer behavior is motivated by a desire to understand the relationship between attitude and behavior.

1.3 STATEMENT OF THE PROBLEM

Customer satisfaction in marketing term is that which measure how products or service supplied by the company meet or surpass customer expectations. Now a day's customers are more conscious. Customer has keen observation towards the project brands because from this they get great satisfaction more than benefits. The importance of the study is to make research on customer's views, satisfaction and problems regarding ACTIVA 125 and SUZUKI ACCESS 125 vehicle service providers.

1.4 OBJECTIVES OF THE STUDY

- To study the customer expectation about the scooter.
- To know the taste and preference of the people.
- To predict boom of automobile industry.
- To the know the social economy profile of the owners.
- To ascertain the preference level of the customer regarding the services provided by the both vehicles.
- To know the marketing share of Suzuki motor cycle.
- To find the reason for buying Suzuki Access125.
- To find out the features provided by both the vehicles.

1.5 SCOPE OF THE STUDY

This study covers customer satisfaction on Activa125 and Suzuki Access125 in the area of Mavelikara town. The study makes effort to ascertain satisfaction level of its customer. The company should satisfy the need of the customers. The study has been taken the research as it plays key role in the success of vehicle sector. No company can think of selling their product throughout having satisfied customer. No company can survive in long run without coming up to satisfaction level of the customer.

In short, it is the level of satisfaction that is linked between end user and the company. As long as the company is able to satisfy their customer, customer would remain in the bracket of loyal customer. Hence, it is very essential to understand the customer satisfaction and to measure the satisfaction level time to time. There is always scope for improvement. The research will always be beneficial in analyzing the overall market position of the companies and measure which should be adopted by the Activa125 and Suzuki Access 125 to increase their market shares in the region of Mavelikara Taluk.

1.6 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve research problems. Research methodology is a science that helps studying how research is done scientifically. This section deals with the research design to be used, data collection method to be used, sampling technique to be done, field work to be carried out, analysis and interpretation to be done, limitations inherent in the project and finally coverage (scope) of the research work given this session.

Research Design

Research design is the basic framework which provides guidelines for the rest of the research process. The research design specializes the method for data collection and analysis. It specializes the pinpoint to carry out research properly. The research design used in this study is descriptive. Here the reason is to identify various factors for improving motivation among employees.

Research Approach

Research approach is a survey method and conducted by meeting each and every respondent and collecting data from them. Data are collected through a well-structured questionnaire.

Research Instrument

Research instrument is a questionnaire. The questionnaire is structured one containing a list of questions.

Sampling Procedure

Here the research used simple random sampling study. Random sample from a finite population refers to methods of sample selection which gives each possible combination and of being picked up and each item in entire population have an equal chance of being included in the sample.

Sampling Unit

Sampling unit is the customer satisfaction of Aactiva125 and Suzuki Access125 in Mavelikara Taluk.

Data Collection

Data are represented of fact, concept or instruction in a formalized manner suitable for communication and interpretation. Data collection is an important phase research process. Data can be obtained from primary and secondary source.

Primary Data

Primary source includes the actual information received from the individual directly, concerned with the problem of study. So, we can collect from the respondents directly through structured questionnaire.

Secondary Data

Secondary data collected are the information which is obtained directly. The secondary service of information includes the published and un-published documents and other types of information. The secondary data collected from personal policies, compendium, the house journals, periodical reports, magazines, websites and textbooks from libraries.

1.7 NEEDS AND SIGNIFICANT OF THE STUDY

Activa125 and Suzuki Access125 both these vehicle service providers have good market standing. These companies' service levels are good because they are largely responsible for their position. These companies have to know their customer perception, the satisfaction levels and problems, which are faced by their customers in order to take appropriate action. In this study, we compare both the Activa125 and Suzuki Access125 and to choose the best service provider, according to the preference of the customers. Hence, the study title "A study on consumer preference of vehicles Activa125 and Suzuki Access125 with special reference to Mavelikara Taluk" has been undertaken.

1.8 LIMITATION OF STUDY

The jurisdiction of the study is restricted to Mavelikara Taluk. This reveals the response towards customers where majority are students and it does not include other categories of customers. As the focus on a short time period, the technological development in the future may change the options of the customers and the vehicle service provider. The research is limited to vehicle service industry but could be beneficial to other service sectors to understand the customer perception where required.

This study is based on the customer satisfaction prevailing but customers satisfaction may change according to time, fashion, technology and development. This result may not be applicable to other areas; geo-demographic could have been a deal of influence on the customer expectation and perceptions. The respondents respond may be have this bias, which may not give a true picture about the chosen research topic. The response given by the some of the respondents may vary due to personal preference and ideologies. Generally, the respondents are busy in their work and are not interested in responding properly. Respondents were reluctant to discover complete and correct information on the topic. Some of the respondents were using the service for the first of their company and they were not able to properly differentiate among their service.

1.9 CHAPTERIZATION

CHAPTER 1 - Introduction

Need and Significance of the Study

Statement of the Problem

Objectives of the Study

Scope of the Study

Limitations of the Study

CHAPTER 2

- **Literature Review**

Theoretical Background

CHAPTER 3

- **Data Analysis and Interpretation**

CHAPTER 4

- **Findings, Suggestions and Conclusion**

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Questionnaire

CHAPTER 2

THEORETICAL BACKGROUND

2.1 THEORETICAL BACKGROUND

India is the second largest manufacturer and producer of two-wheelers in the world. It stands next only to Japan and China in terms of the number of two-wheelers produced and domestic sales respectively. This distinction was achieved due to variety of reasons like restrictive policy followed by the Government of India towards the passenger car industry, rising demand for personal transport, inefficiency in the public transportation system etc. The motorcycles segment was no different, with only three manufacturers via Enfield, Ideal Jawa and Escorts. While Enfield bullet was a four-stroke bike, Jawa and the Rajdoot were two-stroke bikes. The motorcycle segment was initially dominated by Enfield 350cc bikes and Escorts 175cc bike. The two-wheeler market was opened to foreign competition in the mid-80s.

India is one of the very few countries manufacturing three-wheelers in the world. It is the world's largest manufacturer and seller of three-wheelers. Bajaj Auto commands a monopoly in the domestic market with a market share of above 80%; the rest is shared by Bajaj Tempo, Greaves Ltd and Scooters India. As the years have progressed, Indian parts have become increasingly scarcer. This has led to the need to design and build increasing amounts of Indian parts. In 1989, Gary graduated from California State University of Long Beach with an Engineering degree in Manufacturing Engineering. The engineering has helped both Bob and Gary in the production of what we believe to be the best quality of Indian parts available. The line now stands at over 3000 items. Shortly has done her part by putting up with all of this for nearly 30 years, as well as handling most of the work in connection with the Indian Motorcycle Club. Gary has started helping her last couple of years with much of the mailing and typesetting, as he has become very proficient on the computer.

Bob Stark has been involved with Indian motorcycles throughout his entire life. Bob's father became an Indian dealer in 1918, after returning from military service during World War I. Bob still has a photo of his mother riding in a sidecar in 1923. Since Bob was born in 1934, his parents were involved with Indian cycles long before that. At the age of 10 Bob started staying around his father's shop, and developed quite an interest in the Indian cycles.

2.2 REVIEW OF LITERATURE

BACKGROUND OF TWO-WHEELERS

When we think of Indian Two-wheelers market, we think of stodgy Vespa based models of scooters and Japanese models of motorcycles, but now the situation is completely changed as the industry is sizzling hot with continuous poaching of scooters by motorcycles as well as regular launches of new models by all players. Hero Honda is trying to save its dominance in motorcycles market from rigorous attacks of Bajaj Auto and TVS while Bajaj Auto is changing its portfolio by heavy inclusion of motorcycles in it. In this battle LML Group, Kinetic Group, Yamaha Motors, Honda Motors and Royal Enfield are also trying to have a say.

OVERVIEW OF TWO-WHEELERS INDUSTRY

A. (Two-wheelers and Three wheelers)

- *Two-Wheelers*

The Indian two-wheeler industry made a small beginning in the early 50s when Automobile Products of India (API) started manufacturing scooters in the country. Until 1958, API and Enfield were the sole producers. In 1948, Bajaj Auto began trading in imported Vespa scooters and three-wheelers. Finally, in 1960, it set up a shop to manufacture them in technical collaboration with Piaggio of Italy. Although various government and private enterprises entered the fray for scooters, the only new player that has lasted till today is LML. Under the regulated regime, foreign companies were not allowed to operate in India.

Moreover, the then market leaders -Escorts and Enfield - were caught unaware by the onslaught of the 100cc bikes of the four Indo-Japanese joint ventures. With the availability of fuel-efficient low power bikes, demand swelled, resulting in Hero Honda - then the only producer of four stroke bikes (100cc category), gaining a top slot. The first Japanese motorcycles were introduced in the early eighties. TVS Suzuki and Hero Honda brought in the first two-stroke and four-stroke engine motorcycles respectively. These two players initially started with assembly of

CKD kits, and later on progressed to indigenous manufacturing. In the 90s the major growth for motorcycle segment was brought in by Japanese motorcycles, which grew at a rate of nearly 25% CAGR in the last five years. The industry had a smooth ride in the 50s, 60s and 70s when the Government prohibited new entries and strictly controlled capacity expansion. The industry saw a sudden growth in the 80s. The industry witnessed a steady growth of 14% leading to a peak volume of 1.9mn vehicles in 1990. In line with this, the scooter segment has consistently lost its part of the market share in the two-wheeler market.

In 1990, the entire automobile industry saw a drastic fall in demand. This resulted in a decline of 15% in 1991 and 8% in 1992, resulting in a production loss of 0.4mn vehicles. Barring Hero Honda, all the major producers suffered from recession in FY93 and FY94. Hero Honda showed a marginal decline in 1992. The reasons for recession in the sector were the incessant rise in fuel prices, high input costs and reduced purchasing power due to significant rise in general price level and credit crunch in consumer financing. Factors like increased production in 1992, due to new entrants coupled with the recession in the industry resulted in companies either reporting losses or a fall in profits.

- *Three-Wheelers*

India is one of the very few countries manufacturing three-wheelers in the world. It is the world's largest manufacturer and seller of three-wheelers. Bajaj Auto commands a monopoly in the domestic market with a market share of above 80%; the rest is shared by Bajaj Tempo, Greaves Ltd and Scooters India.

MAJOR PLAYERS AND COMPETITION

A. Hero Honda ltd

The legend of Hero Honda what started out as a Joint Venture between Hero Group, the world's largest bicycle manufacturers and the Honda Motor Company of Japan, has today become the World's single largest two-wheeler Company. Coming into existence on January 19, 1984, Hero Honda Motors Limited gave India nothing less than a revolution on two-wheels made even more famous by the 'Fill it - Shut it - Forget it ' campaign. Driven by the

trust of over 5 million customers, the Hero Honda product range today commands a market share of 56% making it a veritable giant in the industry. Add to that technological excellence, an expansive dealer network, and reliable after sales service, and you have one of the most customer- friendly companies.

B. Bajaj Auto Limited

The Bajaj Group came into existence during the turmoil and the heady euphoria of India's freedom struggle. Jammalal Bajaj, founder of the Bajaj Group, was a confidante and disciple of Mahatma Gandhi, and was deeply involved in the effort for freedom. The integrity, dedication, resourcefulness and determination to succeed which are characteristic of the Company today, are often traced back to its birth during those long days of relentless devotion to a common cause. Kamalnayan, the eldest son of Jammalal Bajaj, succeeded his father in 1942, at the age of twenty-seven. Putting the Nation before business, he devoted himself to the latter only after India achieved independence in 1947. But when he did so, he put his heart and soul into it. Within a short while, he not only consolidated the Group, but also diversified into various manufacturing activities, elevating the Group to the status it enjoys till this day.

Rahul Bajaj today heads the Group. He has been the Chief Executive Officer of Bajaj since 1968 and is recognized as one of the most outstanding business leaders in India. As dynamic and ambitious as his illustrious predecessors, he has been recognized for his achievements at various national and international forums. Bajaj is currently India's largest two and three-wheeler manufacturer and one of the biggest in the world. Bajaj has long left behind its annual turnover of Rs.70 million (1968), to currently register an impressive figure of Rs.42.16 billion (US\$ 936 million).

Mr. Jamanalal Bajaj founded the Bajaj Group in the 30s. The group now has 24 companies, including 6 listed companies. Besides BAL, the major companies in the group are Mukand Ltd. (Alloy/ Special Steel, term key projects), Bajaj Electricals Ltd. (Electrical equipments, fans, and appliances) and Bajaj Hindustan Ltd. (Sugar, industrial alcohol).

C. Lohia Machine Ltd

The company was incorporated in 1972 as a private limited company called Lohia Machine Ltd. and starting manufacturing machine in technical collaboration with ARCT FRANCE in terms of companies Act 1956. The company was converted into public limited company. The activities were diversified by putting up synthetic yarn processing unit in 1978. Nylon 6 chips manufacturing of LML scooter. The activity of engineering unit was phased out and fiber unit was de-linked, as such as the company now manufacturing scooters and motorbike under the brand name of LML.

During the last 14 years the company has produced and sold over 19 Lacks scooters that is a remarkable achievement inspire of formidable competition formats competitors when LML entered the scooter industry in 1982. It was essentially operating in a seller market which had huge unmet demand it was able to gain substantial and market share approached operand from 14000 a month in 1990 to 5000 a month in 1992. Overall sales in 1991 were half that of 1990. It introduced a new vehicle LML is in early 1992 which was priced higher than LML in September 1992 both the vehicles were restyled and re-launched as the NV special and TS special there was no immediate impacts on sales. Total sales in 1992 were lower than even 1991. However there was considerable reshaping within the existing demand with the higher price rapidly wresting a 35 percent shares of LML 20 sales. By end 1992 the company had managed to fix its mingling quality problems which have been preventing it from attaining a premium states in the eye of the consumer it started spending on advertisement also for provide- ding product related information to potential customers.

Innovative marketing such as exchanging any old scooter for new LML one and paying the difference is easy instalment he helped in booming up the market share of LML considerable LML enthused its dealer with mere generous merging which ranges from Rs- 725 to Rs-1100. By 1993, it introduced a new model LML select that proved an instant success by mid 1993 as much a 60 percent of LML sales to percent by 1993 had increased to 15,000 per month. It stayed at the sales reputed to 20,000 a per month by the year-end.

The severe demand recession during October 1990 top September 1992 upset the working of company resulting into heavy losses. Activities the company could introduce a

new range of scooter with lot of added features like a better fuel, efficient engine and attractive metallic colors etc. with earning of recession the sales of company picked up a level of about 7,000 scooters to 4,000 scooters per month. During the year end 31-3-2016 LML has achieved a remarkable turn over by earning a net profit Rs-2,640 lacks as compared to net loss of 607 during the year proved further and the company has earned a net profit of Rs-467 crores during the period ended on 30-9-97 before exceptional item has also gone up from Rs-748.72 crores during 2011-12 to RS - 1854.29 crores during 201516.

2.3 CUSTOMER SATISFACTION IN 7 STEPS

It's a well-known fact that no business can exist without customers in the business of Website design, it's important to work closely with your customers to make sure the site or system you create for them is as close to their requirements as you can manage. Because it's critical that you form a close working relationship with your client, customer service is of vital importance. What follows are a selection of tips that will make your clients feel valued wanted and loved.

Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations. Whether the buyer is satisfied after purchase depends on the offer's performance in relation to the buyer's expectations. If the performance falls short of the expectations, the customer dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations the customer is highly satisfied are delighted.

A company would be wise to measure customer satisfaction regularly because one key to customer retention is customer satisfaction. A highly satisfied customer generally stays loyal longer, buys more as the company introduces new products and upgrades existing products, talks favourably about the company and its products, payless attention to competing brands and is less sensitive to price, offers product or service ideas to the company, and costs less to serve.

When customers rate their satisfaction with an element of the company's performance - say, delivery. It could mean early delivery, on-time delivery, order completeness, and so on. The

company must also realize that two customers can report being "highly satisfied" for different reasons. One may be easily satisfied most of the time and the other might be had to please but was pleased on this occasion. A number of methods exist to measure customer satisfaction.

ENCOURAGE FACE-TO-FACE DEALINGS:

This is the most daunting and downright scary part of interacting with a customer. If you're not used to this sort of thing it can be a pretty nerve-wracking experience. Rest assured, though, it does get easier over time. It's important to meet your customers face to face at least once or even twice during the course of a project. Suzuki believes that if a potential client spends over half the meeting doing the talking, you're well on your way to a sale. In SMPIL always face to face dealing with customer.

RESPOND TO MESSAGES PROMPTLY & KEEP YOUR CLIENTS INFORMED:

This goes without saying really. We all know how annoying it is to wait message and you'll contact the m about it as soon as possible. Even days for a response to an email or phone call. It might not always be practical to deal with all customers' queries within the space of a few hours, but at last small or call them back and let that know you've received their you're not able to solve a problem right away, let the customer know you're working on it.

Suzuki always listen customer problem and solve his queries and always have communication with customer.

BE FRIENDLY AND APPROACHABLE:

It's very important to be friendly. courteous and to make your clients feel like you're their friend and you're there to help them out There will be times when you want to beat your clients over the

head repeatedly with a blunt object it happens to all of us. It's vital that you keep a clear head, respond to your clients' wishes as best you can, and at all times remain polite and courteous. In Suzuki showroom all workers are trained and will behave with customer.

In Suzuki showroom all workers are trained and will behave with staff very friendly with clients.

HAVE A CLEARLY-DEFINED CUSTOMER SERVICE POLICY:

A clearly defined customer service policy is going to save a lot of time and effort in the long run. If a customer has a problem, then what should be done and what not. Should they contact different people for billing and technical enquiries? If they're not satisfied with any aspect of your customer service, who should they tell?

There's nothing more annoying for a client than being passed from person to person, or not knowing who to turn to. Making sure they know exactly what to do at each stage of their enquiry should be of utmost importance. So make sure your customer service policy is present on your site- and anywhere else it may be useful. In Suzuki all terms & conditions are clearly mentioned.

ATTENTION TO DETAIL (ALSO KNOWN AS THE LITTLENICETIES)

Even if it's as small as sending a Happy Holidays email to all your customers, it's something. It shows you care; it shows there are real people on the other end of that screen or telephone; and most importantly, it makes the customer feel welcomed, wanted and valued.

AYS MOTORS has kept details of all customers and makes them happy on specific occasions.

ANTICIPATE YOUR CLIENTS NEEDS & GO OUT OF YOUR WAY TO HELP THEM OUT

Sometimes this is easier said than done! However, achieving this supreme level of understanding with your clients will do wonders for your working relationship.

Suzuki always tries to know about customer needs and make the product according to them.

HONOUR YOUR PROMISES:

It's possible this is the most important point in this article. The simple message: when you promise something, deliver. The most common example here is project delivery dates. Clients don't like to be disappointed. Sometimes, something may not get done, or you might miss a deadline through no fault of your own. Projects can be late, technology can fail and sub-contractors don't always deliver on time.

Chapter 3

**DATA ANALYSIS AND
INTERPRETATION**

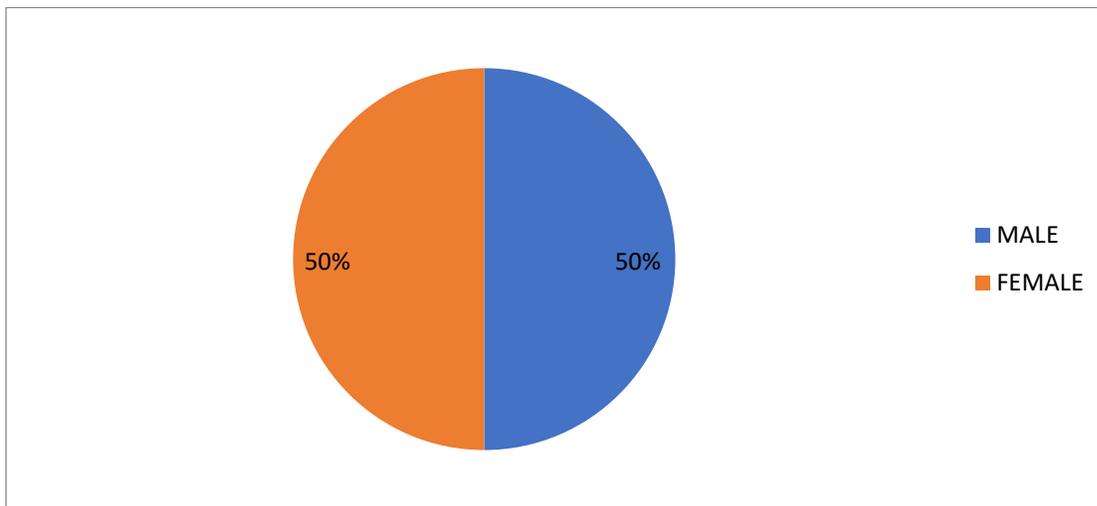
3.1 GENDER OF THE RESPONDENT'S

TABLE-3.1:

GENDER	NO OF RESPONDENT'S	PERCENTAGE
MALE	25	50
FEMALE	25	50
TOTAL	50	100

FIGURE-3.1:

GENDER OF THE RESPONDENTS



INTERPRETATION:

In Case of Gender of respondents, 50 % are male and 50 %are females.

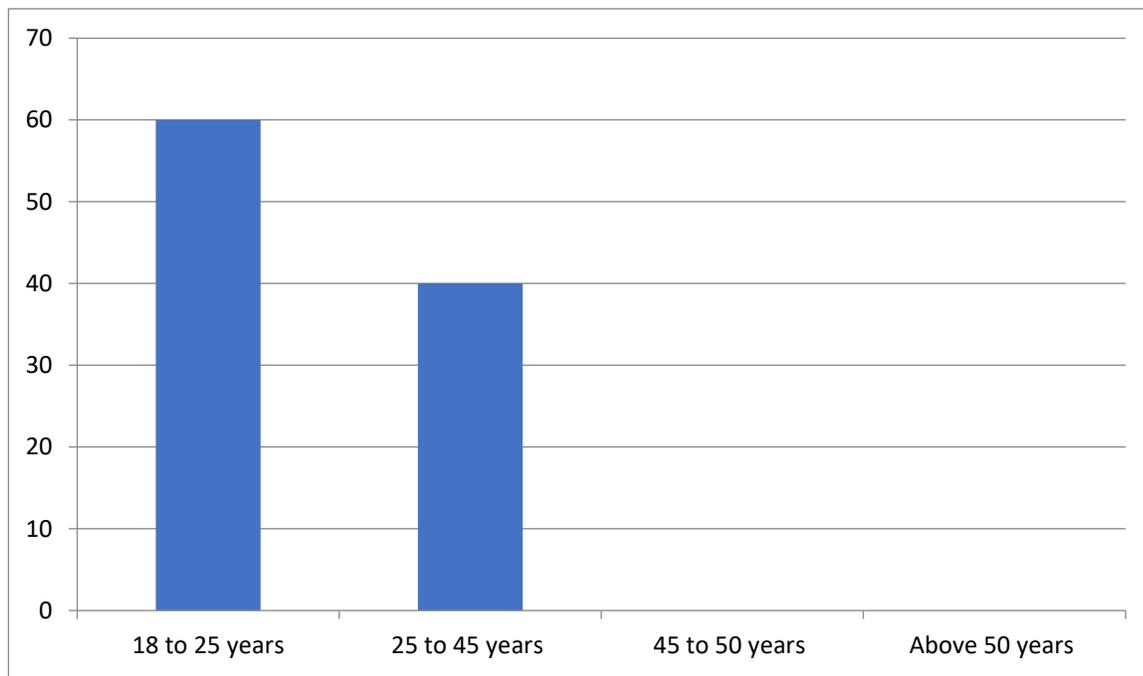
3.2 AGE OF RESPONDENT'S

TABLE-3.2:

AGE	NO OF RESPONDENT'S	PERCENTAGE
18 to 25 years	30	60
25 to 45 years	20	40
45 to 50 years	00	00
Above 50 years	00	00
TOTAL	50	100

FIGURE 3.2

AGE OF THE RESPONDENTS



INTERPRETATION:

It is revealed that 60 % of respondents belong 18 to 25 years and the 40% belongs to 25 to 45 years.

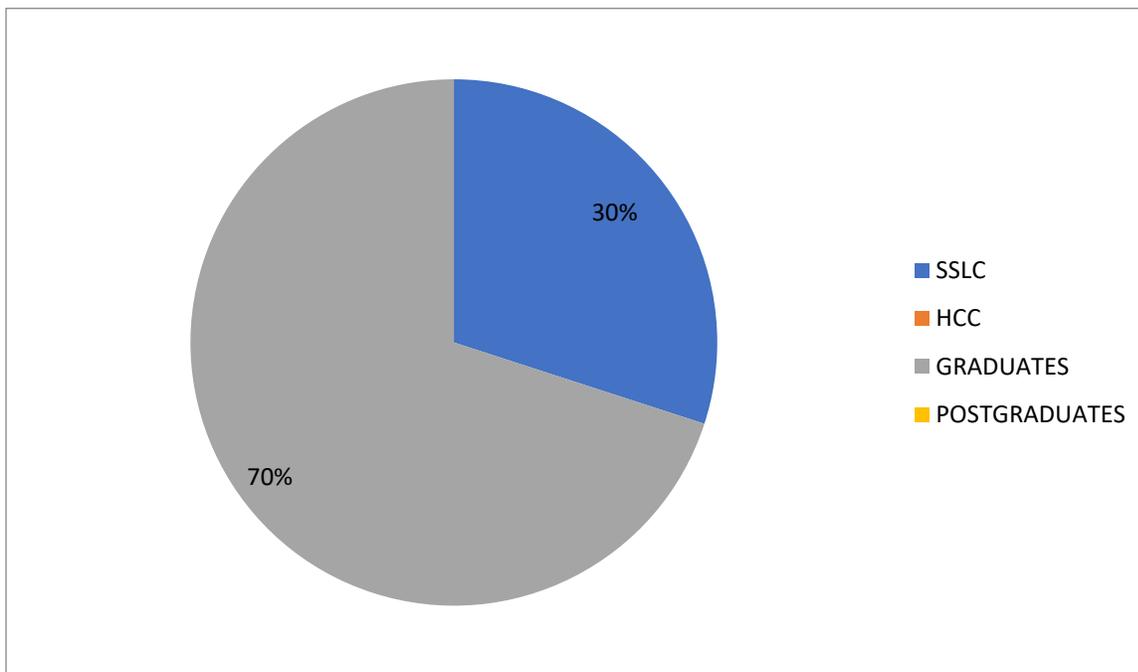
3.3 EDUCATIONAL QUALIFICATION OF THE RESPONDENT'S

TABLE – 3.3

QUALIFICATION	NO OF RESPONDENT'S	PERCENTAGE
SSLC	15	30
HSS	00	00
GRADUATES	35	70
POSTGRADUATES	00	00
TOTAL	50	100

FIGURE – 3.3

EDUCATIONAL QUALIFICATION OF THE RESPONDENT'S



INTERPRETATION:

In the case of the educational qualification of the respondents 70% are graduates and the remaining are SSLC.

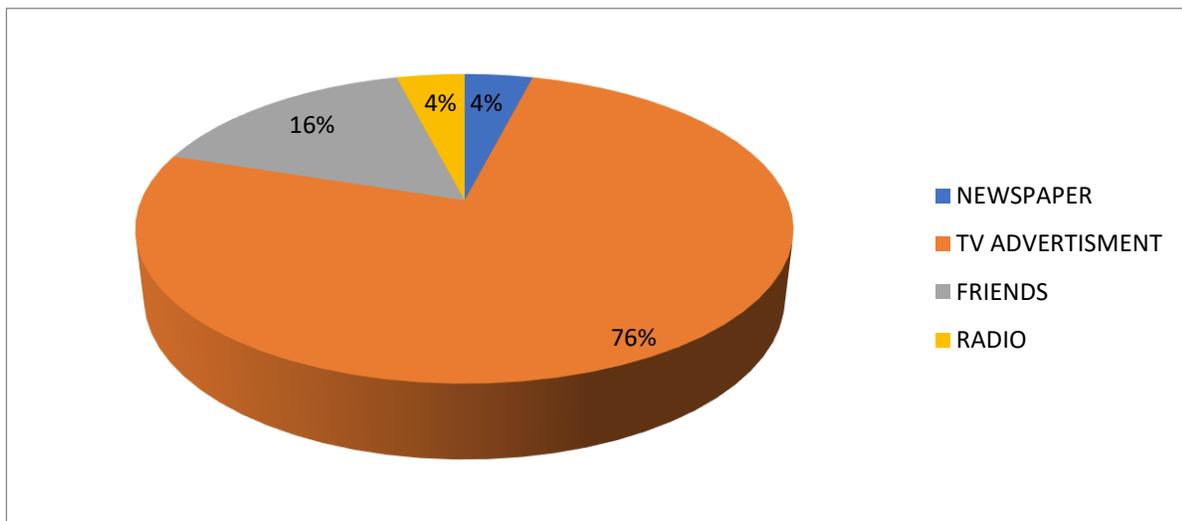
3.4 REACH OF SUZUKI ACCESS 125 TO RESPONDENT'S

TABLE-3.4

REACH	NO RESPONDENT'S	OF	PERCENTAGE
NEWSPAPER	2		4
TV ADVERTISEMENT	38		76
FRIENDS	8		16
RADIO	2		4
TOTAL	50		100

FIGURE-3.4

REACH OF SUZUKI ACCESS 125 TO RESPONDENT'S



INTERPRETATION:

From the above, it is understood that 76 % of respondents came to know about access125 through TV Advertisement 16% came to know through Friends and other 4% came to know through Newspaper and the remaining 4% came to know through Radio.

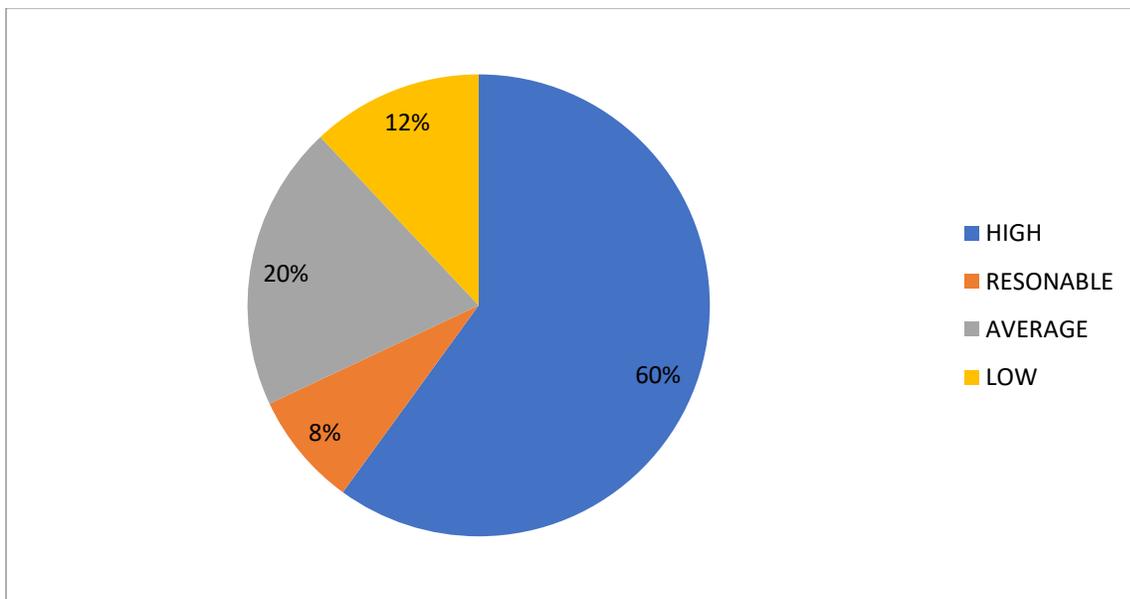
3.5 RESPONDENT'S OPINION ABOUT PRICE OF SUZUKI ACCESS 125

TABLE-3.5

OPINION'S	NO RESPONDENT'S	OF	PERCENTAGE
HIGH	30		60
REASONABLE	4		8
AVERAGE	10		20
LOW	6		12
TOTAL	50		100

FIGURE-3.5

RESPONDENT'S OPINION ABOUT PRICE OF SUZUKI ACCESS 125



INTERPRETATION:

From the above, it is understood that 60% of respondents agreed that the vehicle is high priced while 20% agreed that it is average priced.

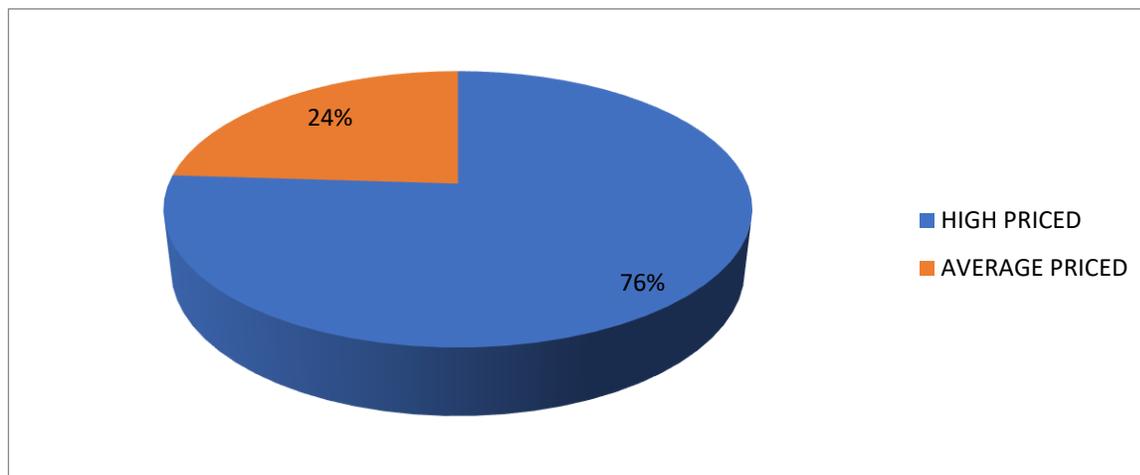
3.6 PRICE OF ACTIVA 125 COMPARING WITH SUZUKI ACESS 125

TABLE 3.6

PRICE	NO OF RESPONDENT'S	PERCENTAGE
HIGH PRICED	38	76
AVERAGE PRICED	12	24
TOTAL	50	100

FIGURE 3.6

PRICE OF ACTIVA 125 COMPARING WITH SUZUKI ACESS 125



INTERPRETATION:

From the above, it is understood that 76% of the respondents have agreed that Activa125 is high priced and the remaining 24 % of the respondents agreed that it is average priced.

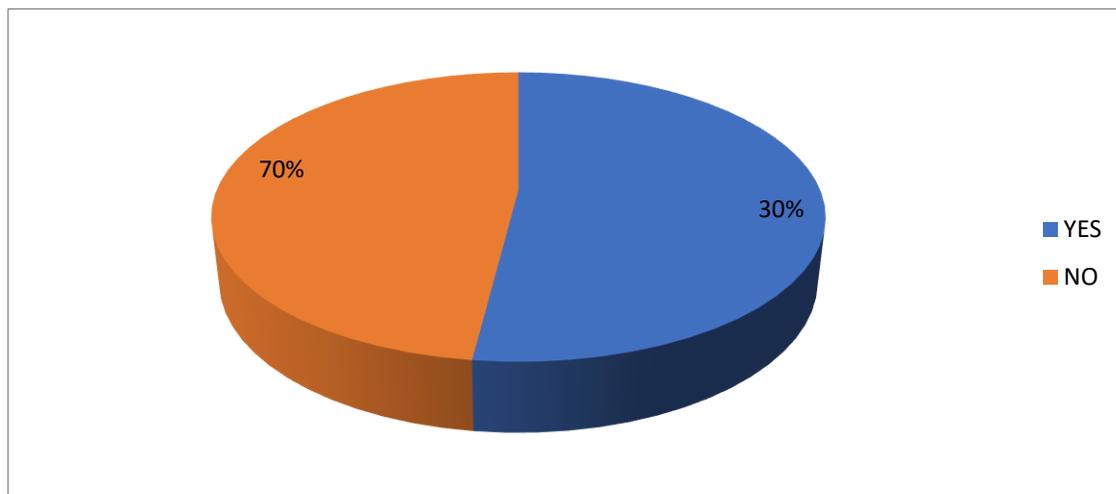
3.7 PRICE OF SCOOTER SUIT'S RESPONDENT'S BUDGET

TABLE 3.7

RESPONDENT'S	NO OF RESPONDENT'S	PERCENTAGE
YES	15	30
NO	35	70
TOTAL	50	100

FIGURE 3.7

PRICE OF SCOOTER SUIT'S RESPONDENT'S BUDGET



INTERPRETATION:

From the above, it is understood that 70% of respondents agrees that the price doesn't the suit's the budget and the rest 30 % agrees that it suit's in their budget.

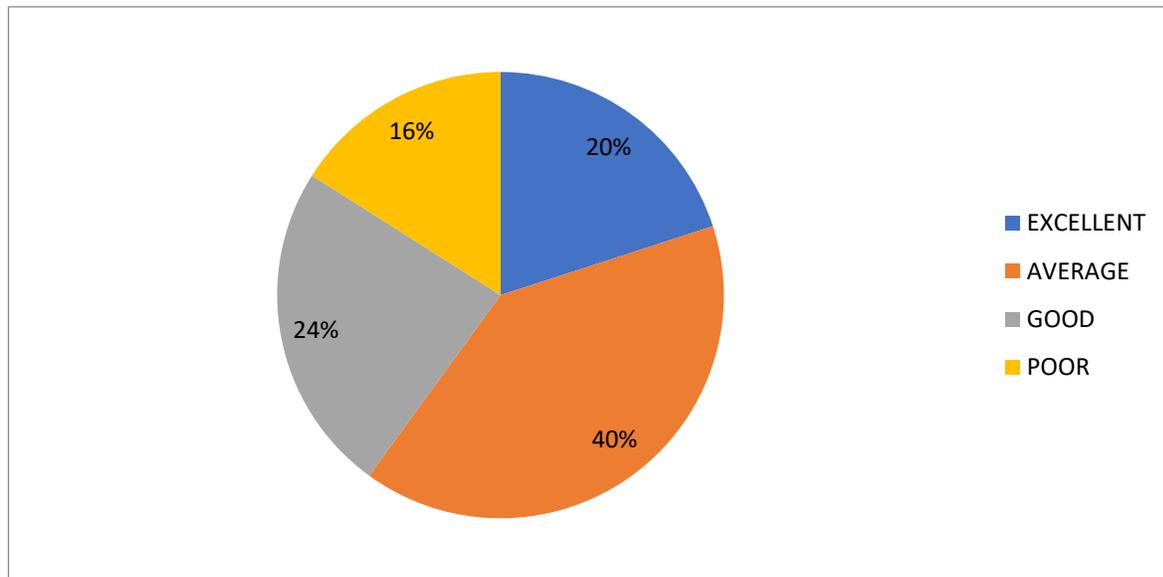
3.8 DRIVING COMFORT OF ACTIVA 125

TABLE3.8

VECHILE	NO OF RESPONDENT'S	PERCENTAGE
EXECELENT	10	20
AVERAGE	20	40
GOOD	12	24
POOR	8	16
TOTAL	50	100

FIGURE3.8

DRIVING COMFORT OF ACTIVA 125



INTERPRETATON:

From the above, it is understood that 40% of respondents says activa125's driving comfort is average while 24% of respondents says good, 20% of respondents says Excellent.

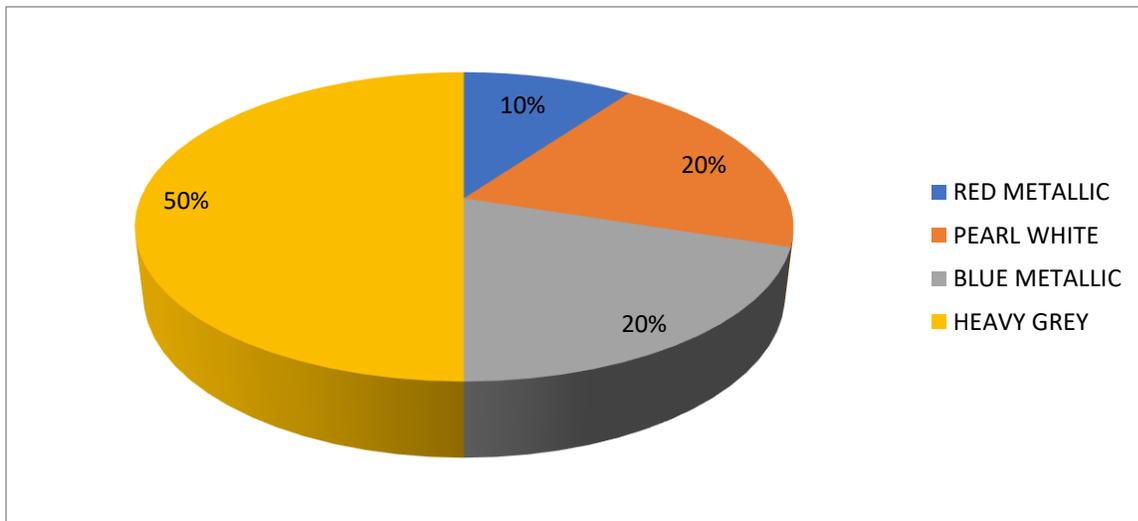
3.9 COLOUR PREFERED BY SCOOTER USERS

TABLE 3.9

VECHILE	NO OF RESPONDENT'S	PERCENTAGE
RED METALIC	5	10
PEARL WHITE	10	20
BLUE METALIC	10	20
HEAVY GREY	25	50
TOTAL	50	100

FIGURE 3.9

COLOUR PREFERED BY SCOOTER USERS



INTERPRETATION:

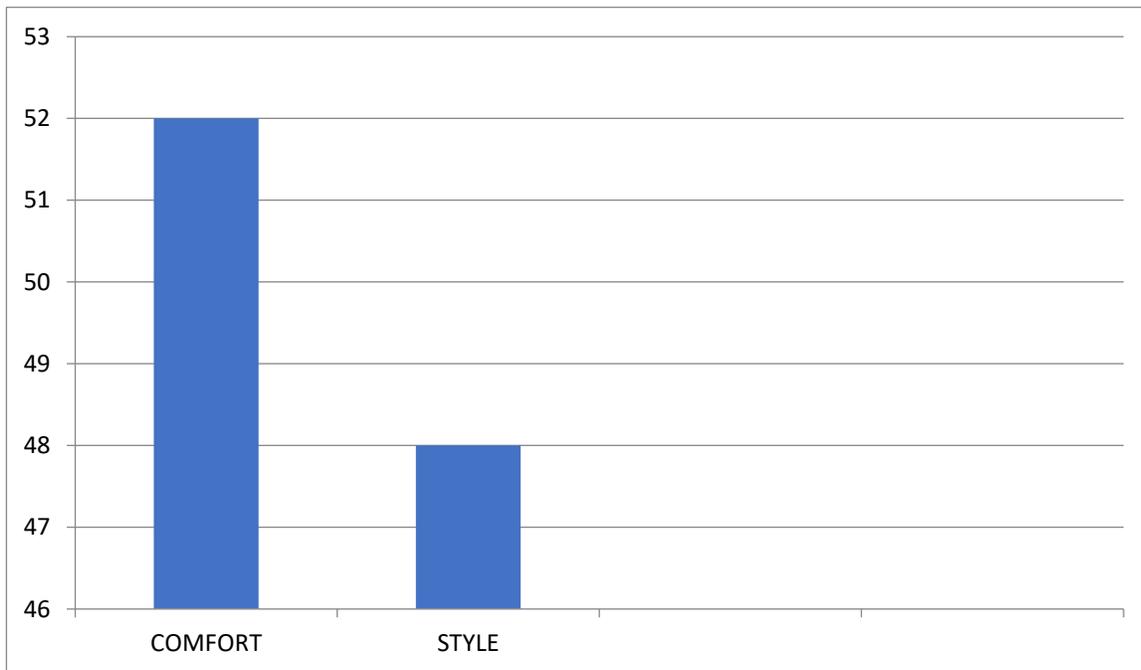
From the above, it is understood that 10 % of respondents like Red Metallic and 50% of respondents like Heavy Grey and 20 % likes Blue metallic and Pearl White respectively.

3.10 FEATURES THAT ATTRACTS RESPONDENT'S ON ACTIVA125

TABLE3.10

FEATURES	NO OF RESPONDENTS	PERCENTAGE
COMFORT	26	52
STYLE	24	48
TOTAL	50	100

FIGURE3.10



INTERPRETATION:

From the above, it is understood that 52% of the respondents choose Activa125 because of comfort and the remaining 48% choose because of style.

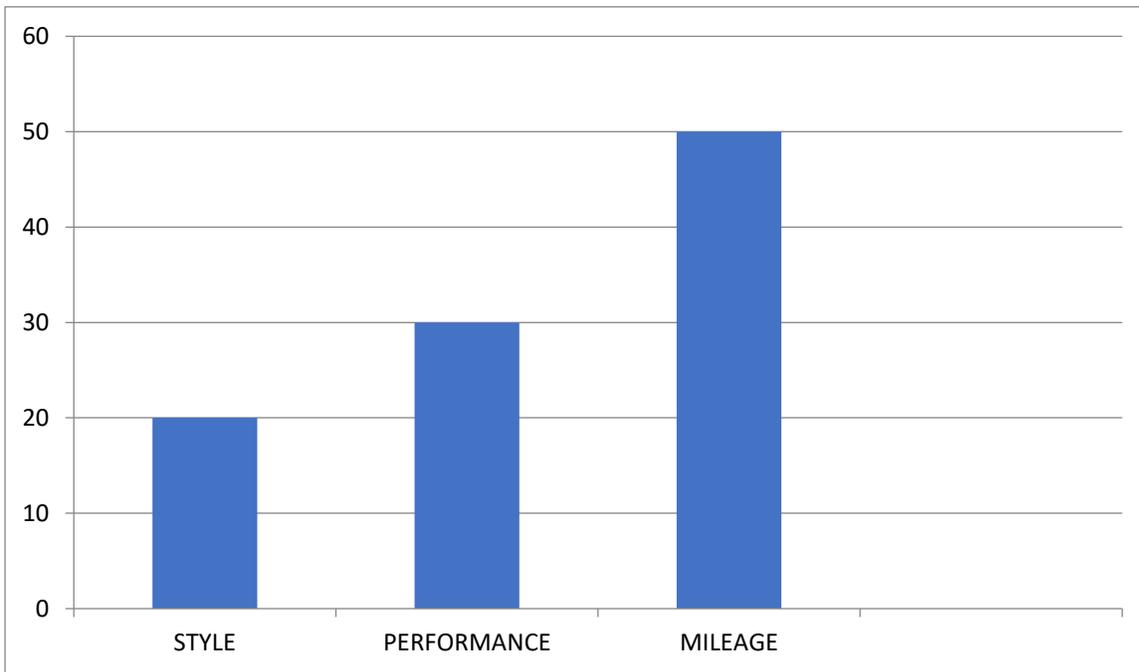
3.11 FEATURES PROVIDED BY ACCESS 125

TABLE 3.11

FEATURES	NO OF RESPONDENT'S	PERCENTAGE
STYLE	10	20
PERFORMANCE	15	30
MILEAGE	25	50
TOTAL	50	100

FIGURE 3-11

FEATURES PROVIDED BY ACCESS 125



INTERPRETATION:

From the above, it is analyzed that 20% of the respondents choose access125 because of style 30% respondents choose access125 because of Performance and remaining 50% for Mileage.

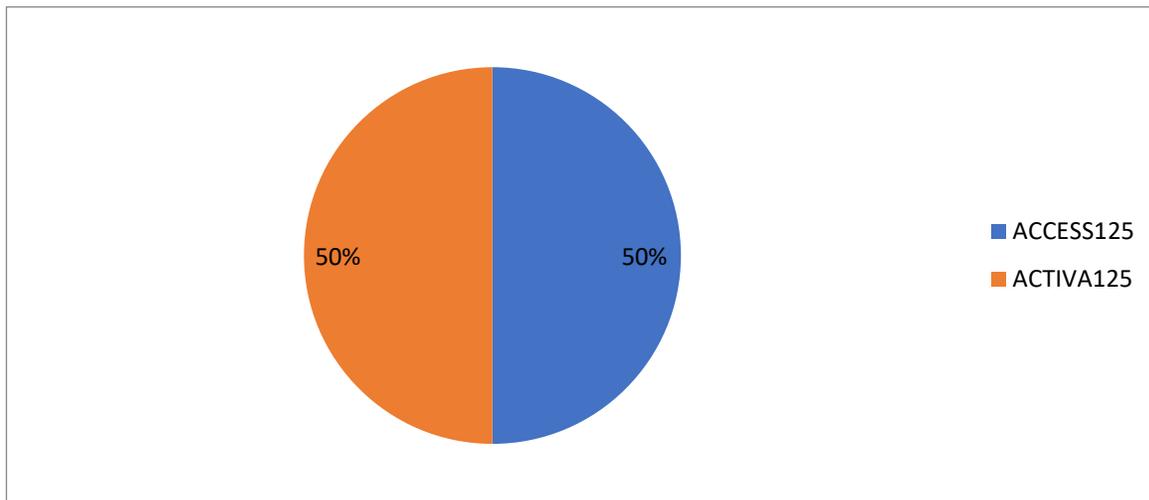
3.12 SCOOTER HAVING MORE COLOUR VARIANTS

TABLE 3.12

VEHICLE	NO OF RESPONDENT'S	PERCENTAGE
ACCESS125	25	50
ACTIVA125	25	50
TOTAL	50	100

FIGURE 3-12

SCOOTER HAVING MORE COLOUR VARIANTS



INTERPRETATION:

From the above, it is understood that both Access125 and Activa125 have equal color variants.

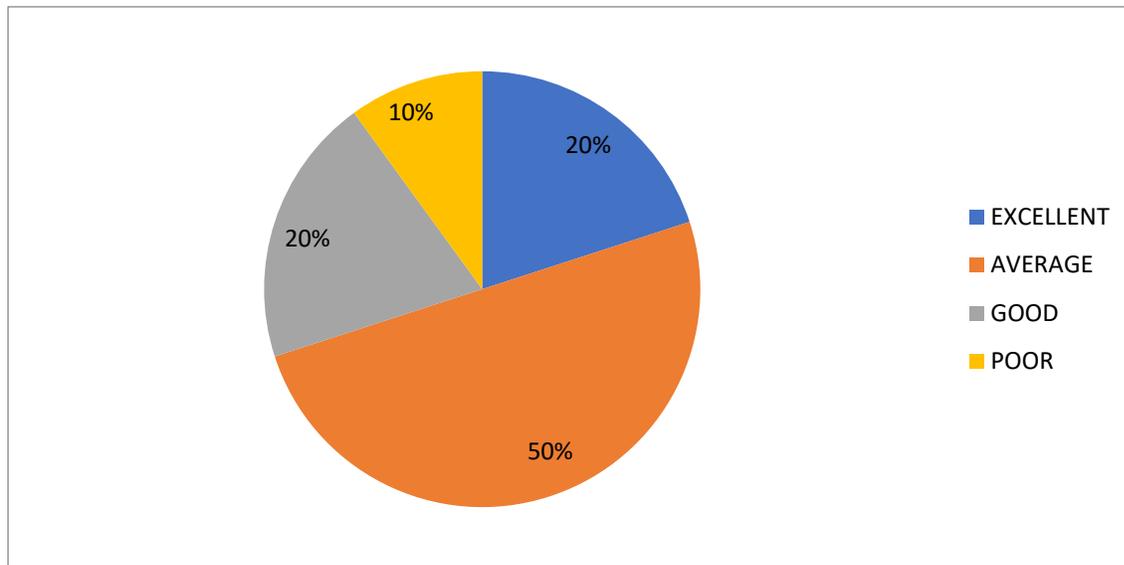
3.13 DRIVING COMFORT OF ACTIVA 125

TABLE 3.13

COMFORT	NO OF RESPONDENT'S	PERCENTAGE
EXCELLENT	10	20
AVERAGE	25	50
GOOD	10	20
POOR	5	10
TOTAL	50	100

FIGURE 3-13

DRIVING COMFORT OF ACTIVA 125



INTERPRETATION:

From the above , it is understood that 50% Respondent believe that active 125 provide average comfort, 20% believe that it provides excellent comfort , 20% believe it provides good comfort and the remaining,10% believe that it provides poor comfort .

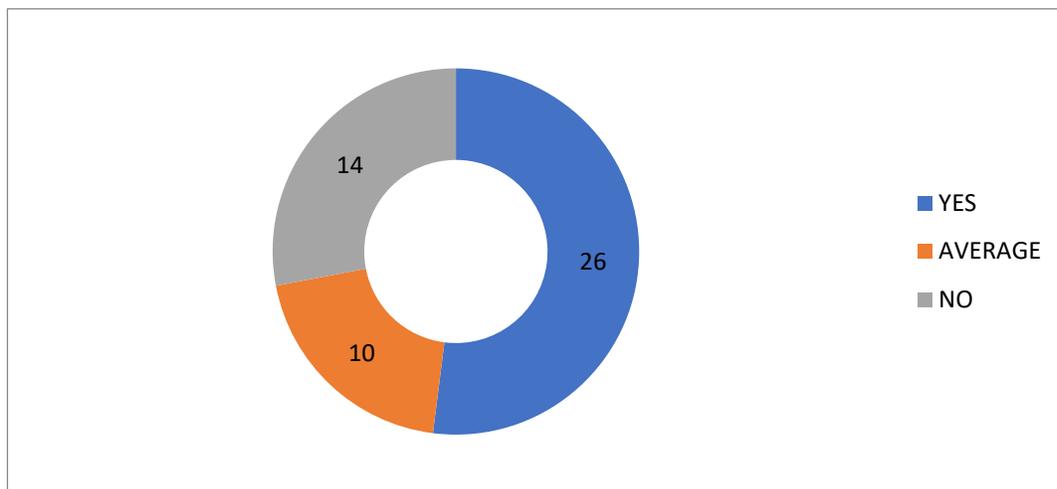
3.14 SUZUKI ACCESS 125 COMFORTABLE FOR DRIVING AND JOURNEY

TABLE 3.14

AWARNNESS	NO OF RESPONDENT'S	PERCENTAGE
YES	26	52
AVERAGE	10	20
NO	14	28
TOTAL	50	100

FIGURE 3-14

SUZUKI ACCESS 125 COMFORTABLE FOR DRIVING AND JOUURNEY



INTERPRETATION:

From the above, it is understood that 52% respondents think access 125 is comfortable for journey, 20% think that it is average and the remaining 28% think that it is not comfortable.

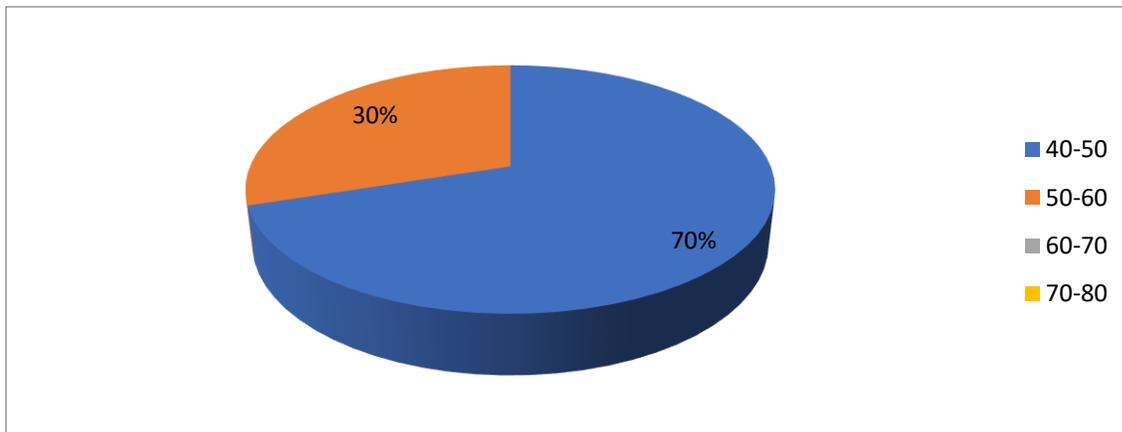
3.15 TOP SPEED NOTICED IN ACTIVA 125

TABLE 3.15

SPEED	NO OF RESPONDENT'S	PERCENTAGE
40 - 50	35	70
50 - 60	15	30
60 -70	00	00
70 - 80	00	00
TOTAL	50	100

FIGURE 3-15

TOP SPEED NOTICED IN ACTIVA 125



INTERPRETATION:

From the above, it is understood that 70% of the respondents go up to speed of 40 to 50 km/h and the remaining 30% go up to the speed of 50 to 60 km/h.

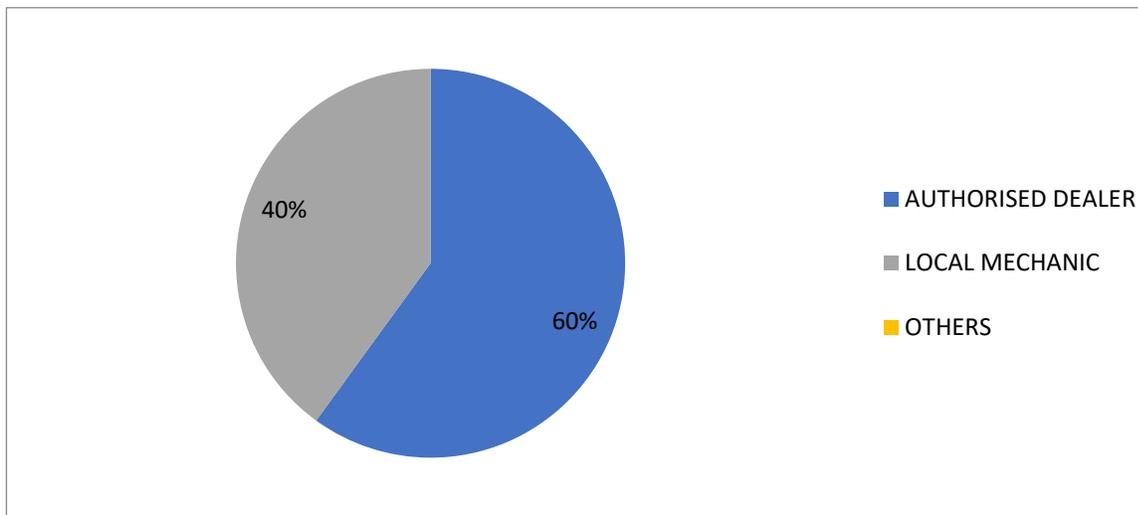
3.16 SCOOTER SERVICED BY THE RESPONDENT'S

TABLE3.16

SCOOTER SERVICE	NO OF RESPONDENT'S	PERCENTAGE
AUTHORISED DEALER	30	60
LOCAL MECHANIC	20	40
OTHERS	00	00
TOTAL	50	100

FIGURE 3-16

SCOOTER SERVICE BY THE RESPONDENT'S



INTERPRETATION:

In the above, 60% Respondents rely on authorized dealers 40% Respondents rely on local mechanic.

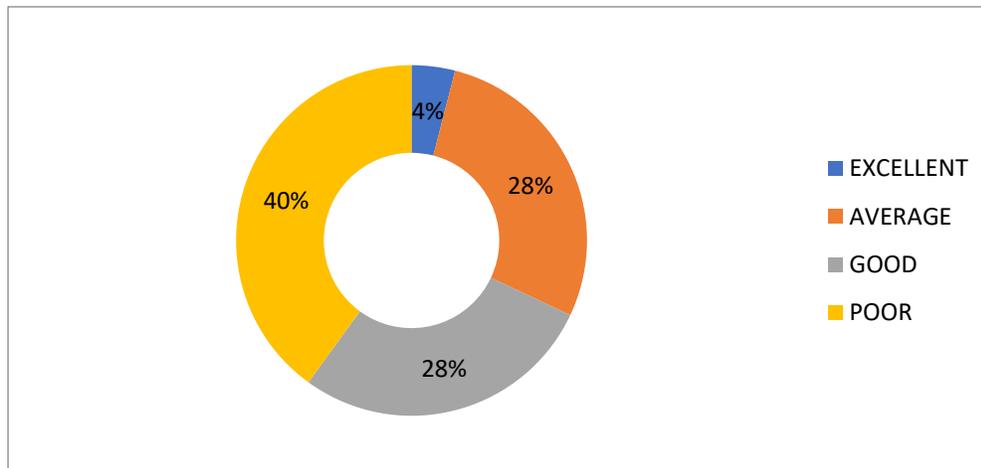
3.17 PERFORMANCES OF ACCESS 125

TABLE 3.17

PERFORMANCES	NO OF RESPONDENT'S	PERCENTAGE
EXCELLENT	2	4
AVERAGE	14	28
GOOD	14	28
POOR	20	40
TOTAL	50	100

FIGURE 3-17

PERFORMANCES OF ACCESS 125



INTERPRETATION:

In the above , it is understood that 40% respondents believe the performance of access 125 is poor , 28% of respondents believe that the performance is good and average and only 4% believes the performance of the vehicle is excellent.

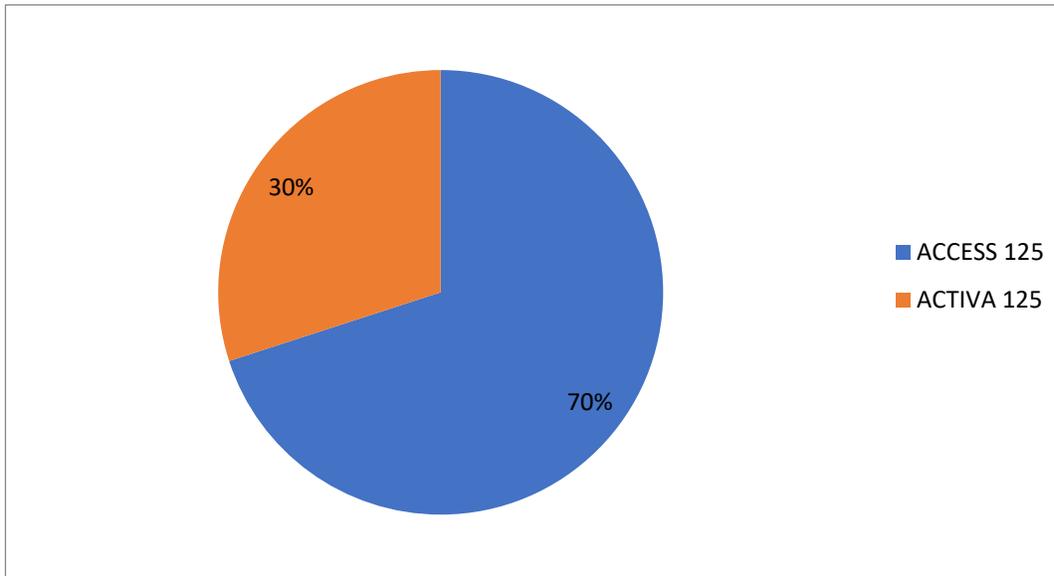
3.18 SCOOTER PROVIDES MORE MILEAGE

TABLE 3.18

MILEAGE	NO OF RESPONDANT'S	PERCENTAGE
ACCESS 125	35	70
ACTIVA 125	15	30
TOTAL	50	100

FIGURE 3-18

SCOOTER PROVIDES MORE MILEAGE



INTERPRETATION:

From the above, It is understood Access 125 has more mileage than activa125.

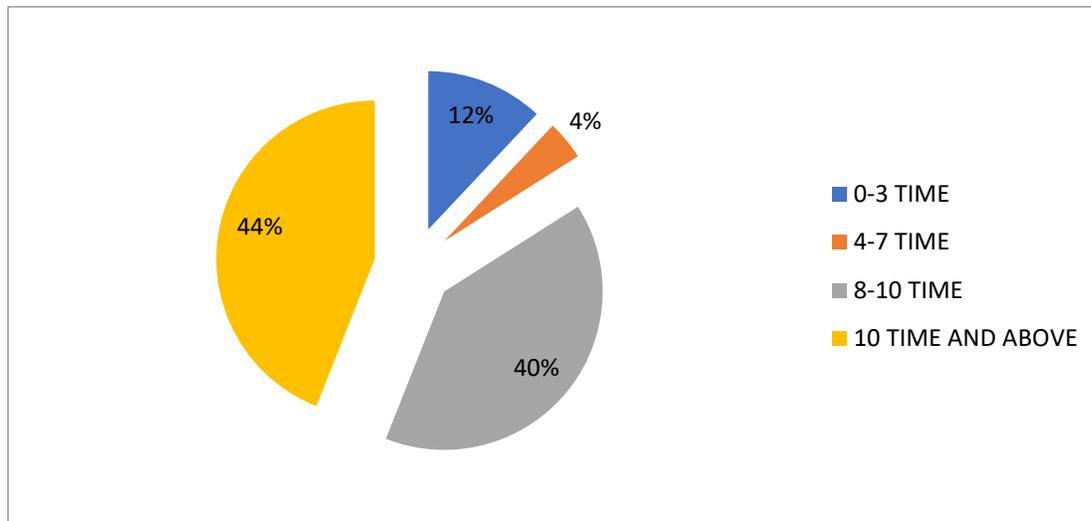
3.19 FREQUENCY OF TRAVELLING ON SCOOTER

TABLE 3.19

FREQUENCY	NO OF RESPONDENTS	PERCENTAGE
0-3 TIME	6	12
4-7 TIME	2	4
8-10 TIME	20	40
10 TIME AND ABOVE	22	44
TOTAL	50	100

FIGURE 3-19

FREQUENCY OF TRAVELLING ON SCOOTER



INTERPRETATION:

From the above, it is clear that 44% respondents often travel 10 times and above, 40% respondents often travel 8 to 10 times, 12% often travel 0 to 3 times and remaining 4% travel 4 to 7 times.

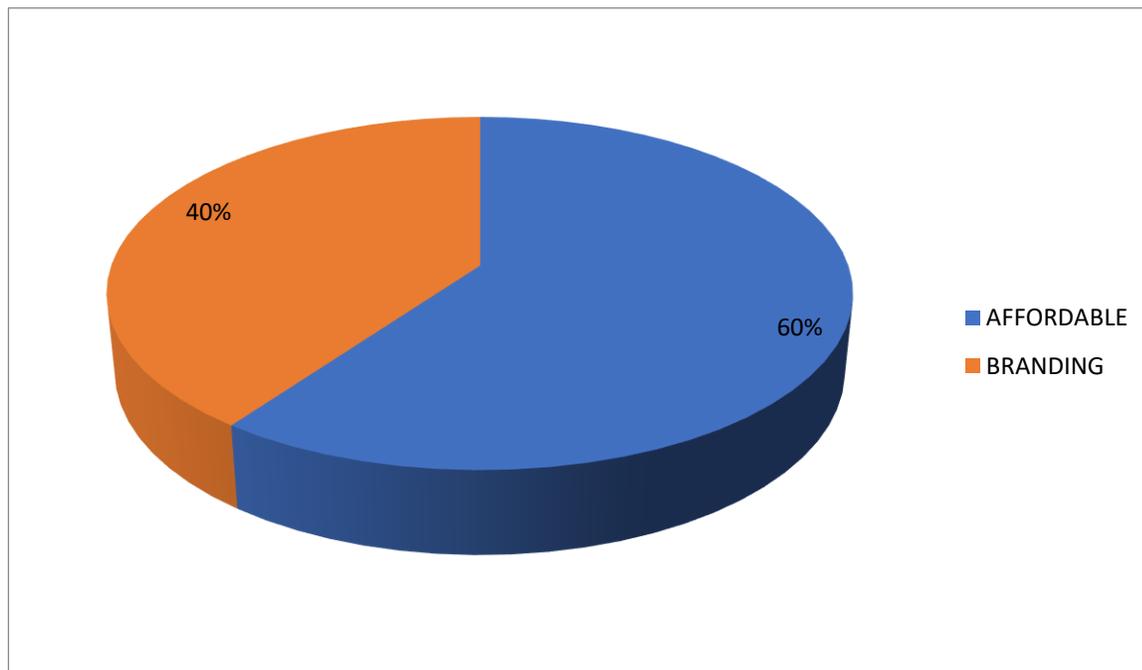
3.20 AFFORDABILITY AND BRANDING IN SCOOTER

TABLE 3.20

CHOICES	NO OF RESPONDENTS	PERCENTAGE
AFFORDABILITY	30	60
BRANDING	20	40
TOTAL	50	100

FIGURE -3.20

AFFORDABILITY AND BRANDING IN SCOOTER



INTREPRETATION:

In the above, it is understood that 60% of respondents choose vehicle due to affordability and the remaining 40% choose due to branding.

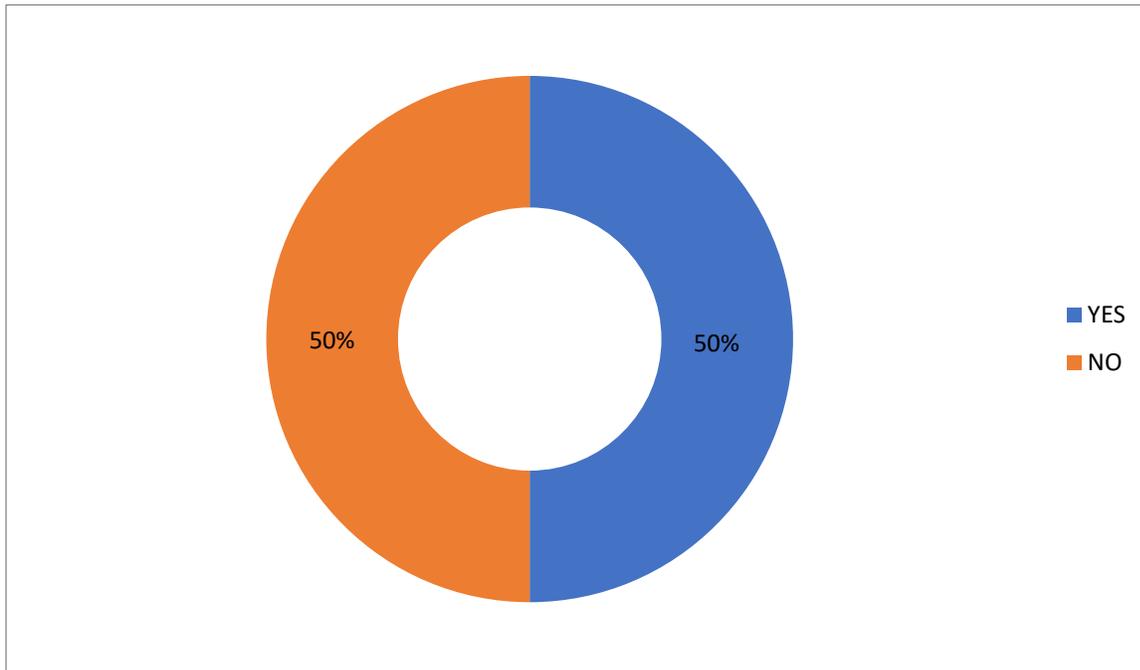
3.21 SUGGESTIONS FOR FRIENDS AND FAMILY

TABLE 3.23

ACTIVA125	NO OF RESPONDENTS	PERCENTAGE
YES	25	50
NO	25	50
TOTAL	50	100

FIGURE -3.21

SUGGESTIONS FOR FAMILY AND FRIENDS



INTREPRETATION:

From the above, it is clear that 50% of respondents suggest to their families and friends and the remaining 50% of respondents does not suggest for their families and friends.

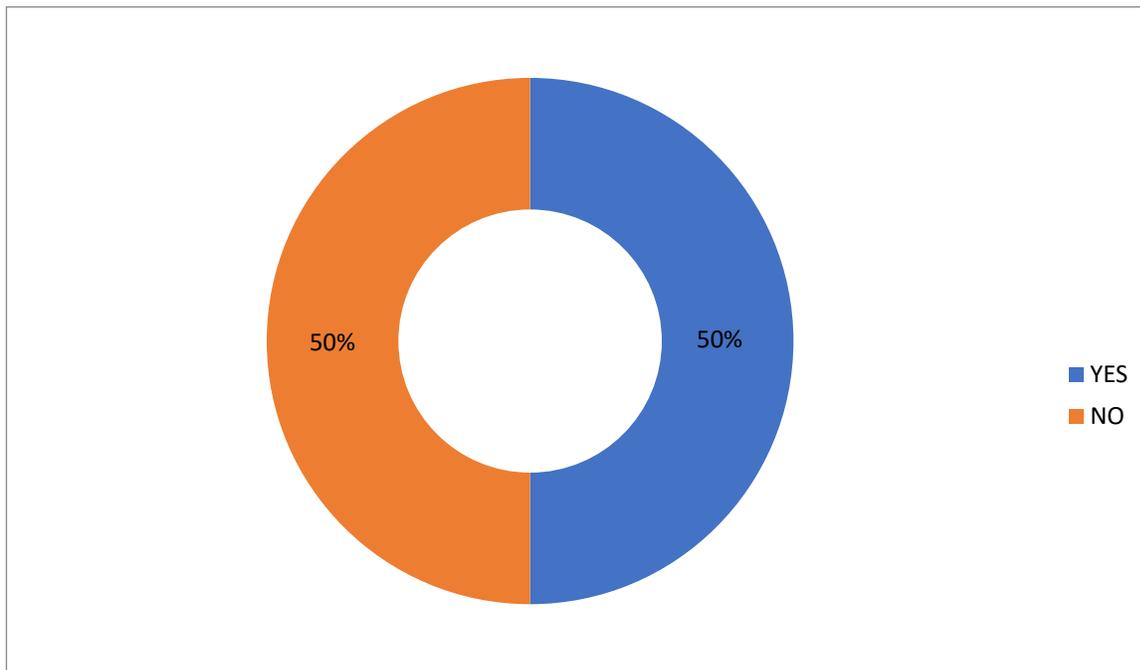
3.22 SUGGESTIONS FOR FAMILY AND FRIENDS

TABLE 3.22

ACCESS 125	NO OF RESPONDENTS	PERCENTAGE
YES	25	50
NO	25	50
TOTAL	50	100

FIGURE 3.22

SUGGESTIONS FOR FAMILY AND FRIENDS



INTERPRETATION:

From the above, it is clear that 50% of respondents suggest access 125 for their family and friends and the remaining 50% of respondents does not suggest for their family and friends.

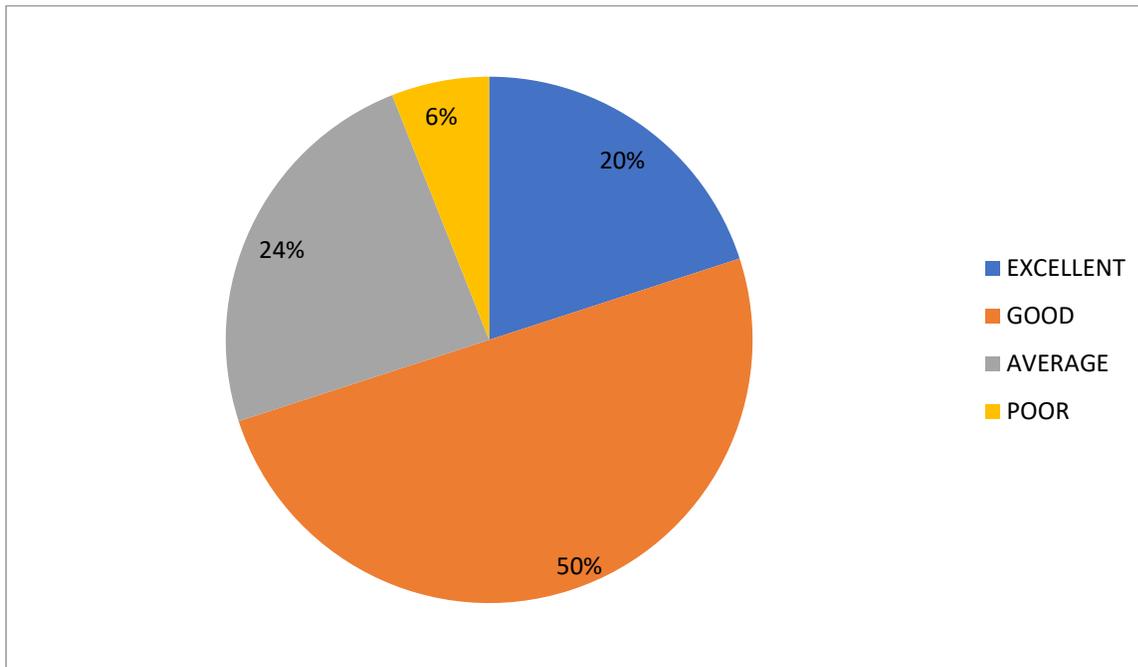
3.23 FEEDBACK OF RESPONDENTS ABOUT BRAKING SYSTEM AND STORAGE FACILITIES OF ACCESS 125

TABLE 3.23

FEEDBACK	NO OF RESPONDENTS	PERCENTAGE
EXCELLENT	10	20
GOOD	25	50
AVERAGE	12	24
POOR	3	6
TOTAL	50	100

FIGURE 3.23

FEEDBACK OF RESPONDENTS ABOUT BRAKING SYSTEM AND STORAGE FACILITIES OF ACCESS 125



INTERPRETATION:

From the above, table it is understood that 50% of respondents suggest that access 125 has good braking system and storage facility, 24% of respondents suggest that access 125 has average braking system and storage facility, 20% of the respondents suggest that access 125 has excellent braking system and storage facility and the remaining, 6% respondents suggest that access 125 has poor braking and storage facilities.

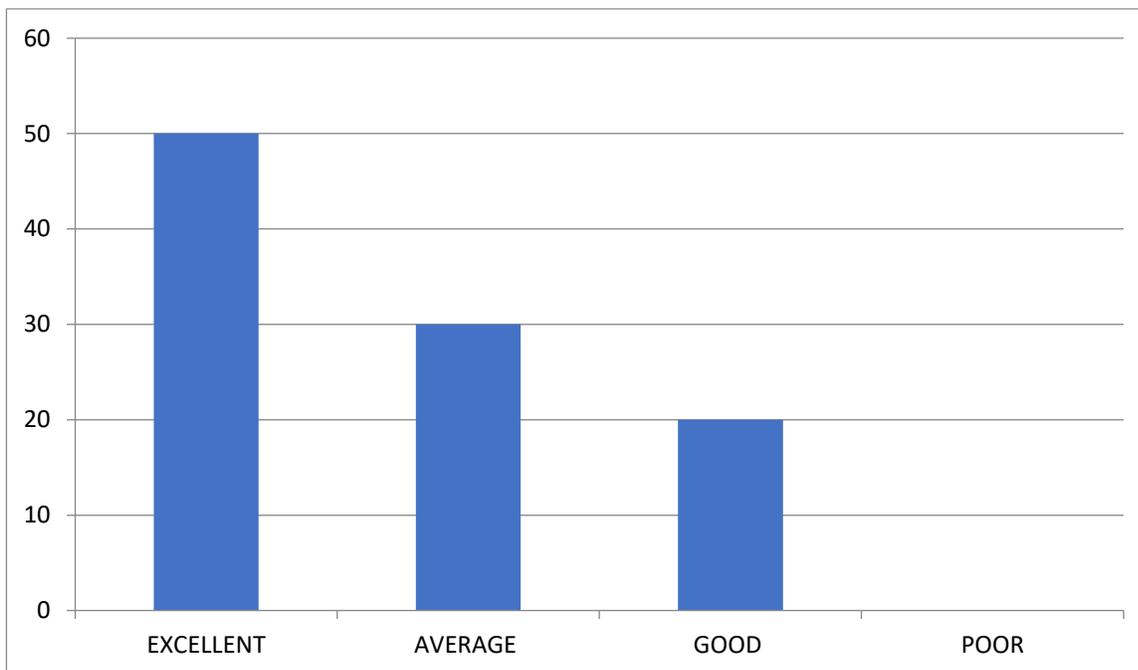
3.24 FEEDBACK OF RESPONDENTS ABOUT BRAKING SYSTEM AND STORAGE FACILITIES OF ACTIVA 125

TABLE 3.24

FEEDBACK	NO OF RESPONDENTS	PERCENTAGE
EXCELLENT	25	50
AVERAGE	15	30
GOOD	10	20
POOR	00	00
TOTAL	50	100

FIGURE 3.24

FEEDBACK OF RESPONDENTS ABOUT BRAKING SYSTEM AND STORAGE FACILITIES OF ACTIVA 125



INTERPRETATION:

From the above, table it is understood that 50% of respondents suggest that activa125 has excellent braking system and storage facility , 30% of respondents suggest that activa125 has average braking system and storage facility , 20% of the respondents suggest that activa125 has good braking system and storage facility.

CHAPTER-4
FINDINGS, SUGGESTIONS &
CONCLUSION

FINDINGS OF THE STUDY

- Among the 50 respondents, 50 % are male and 50 % are females.
- It is revealed that 60 % of respondents belong 18 to 25 years and the 40% belongs to 25 to 45 years.
- 70% are graduates and the remaining are SSLC.
- 76 % of respondents came to know about access125 through TV Advertisement 16% came to know through Friends and other 4% came to know through Newspaper and the remaining 4% came to know through Radio.
- 60% of respondents agreed that the vehicle is high priced while 20% agreed that it is average priced.
- 76% of the respondents have agreed that Activa 125 is high priced and the remaining 24 % of the respondents agreed that it is average priced.
- 70% of respondents agrees that the price doesn't the suit's the budget and the rest 30 % agrees that it suit's in their budget.
- 40% of respondents says activa125's driving comfort is average while 24% of respondents says good, 20% of respondents says Excellent.
- 10 % of respondents like Red Metallic and 50% of respondents like Heavy Grey and 20 % likes Blue metallic and Pearl White respectively.
- 52% of the respondents choose Activa125 because of comfort and the remaining 48% choose because of style.
- 20% of the respondents choose access125 because of style 30% respondents choose access125 because of Performance and remaining 50% for Mileage.
- Both Access125 and Activa125 have equal color variants.
- 50% Respondent believe that active 125 provide average comfort, 20% believe that it provides excellent comfort, 20% believe it provides good comfort and the remaining, 10% believe that it provides poor comfort.
- 52% respondents think access 125 is comfortable for journey, 20% think that it is average and the remaining 28% think that it is not comfortable.

- 70% of the respondents go up to speed of 40 to 50 km/h and the remaining 30% go up to the speed of 50 to 60 km/h.
- 60% Respondents rely on authorized dealers 40% Respondents rely on local mechanic.
- 40% respondents believe the performance of access 125 is poor , 28% of respondents believe that the performance is good and average and only 4% believes the performance of the vehicle is excellent.
- It is understood Access 125 has more mileage than activa125.
- 44% respondents often travel 10 times and above, 40% respondents often travel 8 to10 times, 12% often travel 0 to 3 times and remaining 4% travel 4 to 7 times.
- 60% of respondents choose vehicle due to affordability and the remaining 40% choose due to branding.
- 50% of respondents suggest to their families and friends and the remaining 50% of respondents does not suggest for their families and friends.
- 50% of respondents suggest access 125 for their family and friends and the remaining 50% of respondents does not suggest for their family and friends.
- 50% of respondents suggest that access 125 has good braking system and storage facility , 24% of respondents suggest that access 125 has average braking system and storage facility , 20% of the respondents suggest that access 125 has excellent braking system and storage facility and the remaining ,6% respondents suggest that access 125 has poor braking and storage facilities.
- 50% of respondents suggest that activa125 has excellent braking system and storage facility, 30% of respondents suggest that activa125 has average braking system and storage facility, 20% of the respondents suggest that activa125 has good braking system and storage facility.

SUGGESTIONS OF THE STUDY

- Company should increase the personal contact with the customer because they have some problem that can be solved by Suzuki and Honda staff only.
- Suzuki Access 125 and Honda Activa 125 should appoint few more celebrities for advertisements. Honda and Suzuki should provide some free services like engine oil change, water service for their customer.
- SUZUKI ACCESS 125 need to establish more service centers to facilitate more comfort to the users.

CONCLUSION

The vehicle market has grown at a rapid speed in the last decade. Proper identification of the customer preferences will be facilitating the favorableness towards the various service providers. Continuous research on consumers will enhance the customer satisfaction. The present research focuses on the customer satisfaction of Honda Activa 125 and Suzuki Access 125 service providers in Mavelikara taluk. This study is involved in measuring the level of satisfaction and preferences of Suzuki Access 125 and Honda Activa 125 service providers and to find out most preferred vehicle service provider and the factor influencing to use the particular vehicle service. The respondents recommend 60 % for Activa 125 and 40% for access 125. So the company has to improve their vehicle services. The results revealed that vehicle service is the most preferred to Activa because of better service quality; value added services and customer care services. And these are the most influencing factors in the selection of Honda Activa 125 service than Suzuki access 125 by the customer. If suggestions are considered by both service providers and it would certainly help to improve the service quality of the vehicle services and performance by the service providers and also improves the level of the satisfaction of the customers.

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APPENDIX

QUESTIONNAIRE

Name:

Address:

1. Gender:

Male

Female

2. AGE:

Below 17 years

18 to 25 years

26 to 40 years

Above 40 years

3. Educational qualification:

SSLC

HSE

GRADUATE

POST GRADUATION

4. How do you know about Suzuki access 125?

(a) Newspaper

(c) TV advertisement

(b) Friends

(d) Radio

5. Opinion about price of Suzuki Access 125?

(a) High

(c) Reasonable

(b) Average

(d) Low

6. What about the price of Activa 125 comparing with Suzuki Access 125?

(a) High priced

(b) Average priced

7. Does the price of scooter will suit your budget?

(a) Yes (b) No

8. What do you feel about the driving of comfort of Activa 125?

(a) Excellent (c) Good

(b) Average (d) Poor

9. How do you feel about the braking system safety factors and storage space of Suzuki Access 125?

(a) Excellent (c) Good

(b) Average (d) Poor

10. Which Color do you prefer?

(a) Rebel red metallic (c) Pearl white

(b) Midnight blue metallic (d) Heavy grey

11. Which scooter has better seating position?

(a) Activa 125

(b) Access 125

12. Which scooter has more color variants?

(a) Access 125

(b) Activa 125

13. What is the best thing in Suzuki Access 125?

(a) Style/ design (c) Service

(b) Price (d) Mileage

14. Suzuki access 125 comfortable for driving and journey?

(a) Yes (c) No

(b) Average

15. What was the top speed you noticed while riding Honda Activa 125?

(a) 50 to 60Km/h (c) 60 to 70 Km/h

(b) 70 to 80 Km/h

(d) 80 to 90 Km/h

16. What features attracts you on Activa 125?

(a) Style

(b) Comfort

17. Where do you get your scooter service?

(a) Authorized dealer

(c) Authorized service dealer

(b) Local mechanic

(d) other

18. Customer perception about overall performance of Suzuki Access 125 and Honda Activa 125?

	EXCELLENT	VERY GOOD	GOOD	AVERAGE
HONDA ACTIVA 125				
SUZUKI ACCESS 125				

19. How do you feel about the performance of Access 125?

(a) Excellent

(b) Good

(c) Average

(d) Poor

20. Which scooter gives more mileage?

(a) Activa 125

(b) Access 125

21. How often do you ride your scooter in a Week?

(a) 0-3 times

(b) 4-7 times

(c) 8-10 times

(d) 10 times and above

22. If the given choices between affordable and branding scooters, which one do you prefer?

(a) Affordable (b) Branding

(c) Both of them

23. Which scooter would you suggest your family and friends?

(a) Activa 125 (b) Access 125

24. Would you suggest your family and friends to buy Activa 125?

(a) Yes (b) No

