



A Research on Honda Cars Covid 19 Situation on Customer Brand Awareness in Current Scenario

G. Shanmuga Priya¹, N. Hariharan²

1Assistant Professor, Department of Commerce, Sakthi College Of Arts And Science For Women,
Oddanchatram- 624 619, Dindigul, Tamil Nadu, India.
agssnila@gmail.com

2BCom CS, Final Year, Parvathy's Arts And Science College, Wisdom City, Dindigul -624 001, Tamil Nadu, India
hariharan23900@gmail.com

ABSTRACT

Brand awareness version for enjoy products that overcomes the limitations of patron desire fashions, especially when it is not smooth to take into account a few qualitative attributes of a product or while there are too many attributes relative to the available quantity of preference date, via capturing the consequences of unobserved product attributes with the residuals of reference consumers for the identical product. They decompose the deterministic factor of product software into parts: that accounted for by way of found attributes and that because of non-located attributes. By using estimating the unobserved factor via concerning it to the corresponding residuals of digital experts representing homogeneous corporations of people who experienced the product earlier and evaluated it. The usage of Bayesian estimation methods and markov chain MonteCarlo simulation inference, applying two kinds of patron preference. 1. Standard preference data for online customer ratings in internet reference services. 2) Revolved preferences it is data for movies for offline customers. The values empirically show that this new approach outperforms several opportunity collaborative filtering and attribute-based choice fashions with each in and out of sample fits. The model is relevant to each net recommendation services and client preference research.

Keywords: Brand consciousness, consumer alternatives, Honda, Cars.

INTRODUCTION TO BRAND AWARENESS

With the opening of the market or the publish liberalization period has resulted in many organizations getting into the markets with services of their items and offerings. In the early ranges of economic revolution client needed to take delivery of what the manufacturer has produced but these days customers are a great deal more knowledgeable, disturbing, count on lot greater to healthy their ever changing existence patterns. There through their satisfactory expectancies have been increased from time to time a good way to rebuild it-self round its purchaser. The producer ought to be capable of fulfill, with the form of product and offerings to suit the ever-changing patron requirements. In developing an advertising and marketing strategy for merchandise, the dealers need to confront the branding selection. Logo is a chief difficulty in product. Clients have strong preference for specific variations and types of basic goods and services. The manufactures ultimately study that market electricity lies with the logo name companies. Clients shopping for choices are prompted through the Brand. In this competitive international, the "Brand performs an essential role and a logo may be very prominent asset owned by means of accompany. Logo is endowed with focus, perceived exceptional, institutions and logoloyalty. Brand is offered as creative concept. A logo is a promise of the seller to supply a particular set of advantages or attributes or offering to the buyer. Logo represents a stage of exceptional.

ABOUT THE HONDA CARS

Honda vehicles India ltd. (hcil), a leading producer of premium automobiles in India, became established in December 1995 with a commitment to offer Honda's passenger vehicle models and technologies, to the Indian clients. Hcil's company workplace is based in extra Noida, up and its brand new production facility is positioned at tapukara, district. Alwar, Rajasthan. The Business enterprise's product range include Honda jazz, Honda amaze, Honda wr-v, and Honda city catering to numerous desires of its discerning buyers across specific segments.



Honda's fashions are strongly associated with superior layout and technology, aside from their hooked up qualities of sturdiness, reliability, safety and fuel-performance. The company has a sturdy income and distribution community unfold across the U.S. Besides The Brand New Vehicle commercial enterprise, Honda gives one prevent solution for purchasing and selling pre-owned automobiles via its commercial enterprise feature Honda auto terrace. The Honda certified pre-owned vehicles come with an assurance of satisfactory and peace of mind that caters to the various and burgeoning wishes of pre-owned vehicle buyers throughout the U.S.

HISTORY OF HONDA CARS

Honda has been the sector's biggest motorbike manufacturer due to the fact 1959, accomplishing a production of four hundred million via the give up of 2019, in addition to the world's biggest producer of internal combustion engines measured with the aid of volume, producing extra than 14 million inner combustion engines every yr. Honda became the second-largest eastern car producer in 2001. Honda turned into the 8th biggest vehicle manufacturer inside the international in 2015. Honda changed into the first Japanese car manufacturer to launch a devoted luxury logo, Acura, in 1986. Other than their center automobile and bike companies, Honda also manufactures garden device, marine engines, non-public watercraft and strength mills, and different products. When you consider that 1986, Honda has been concerned with artificial intelligence/robotics studies and launched their asimo robot in 2000. They have got also ventured into aerospace with the establishment of GeHonda aero engines in 2004 and the Honda ha-420 Honda jet, which began production in 2012. Honda has two joint-ventures in china: dongfeng Honda and guangqi Honda. In 2013, Honda invested about 5.7% (us\$6.8 billion) of its sales in research and development. Also in 2013, Honda became the primary Jap automaker to be a net exporter from theus, exporting 108,705 Honda and Acura models, at the same time as importing best 88,357.

REVIEW LITERATURE

- 1) Within the word of Philip Kotler "A brand is a name, term, sign, symbol or layout or mixture of them. Intended to discover the products or offerings of 1 dealer or organization of dealers and to distinguish them from the ones of competitors.
- 2) Evaluate of literature joseph and kamble (2011) evaluated the behavioral pattern shown by using passenger automobile customers in dakshinakannada district of Karnataka kingdom. The have a look at is based on the records accrued from 525 passenger automobile owners consisting of professionals, personnel of public and private area, businessmen and agriculturist indakshina Kannada district. They found that one of the most crucial elements that affect purchase of passenger automobiles in India is the provision of car finance or patron credit score.
- 3) Purohit (2009) identified that consumers are in particular happy through the corporation, durability, riding consolation, brand popularity, spare parts availability, journey comfort and common look. Good product capabilities led the clients to purchase multiproduct than the others.
- 4) Brown et al (2007) analyzed the clients' attitude towards ecu, Jap and the USA cars. They found that United States of beginning followed by using emblem name, decrease charge and distributor's recognition plays a significant role in the consumers' conduct. The consequences of the study conducted by way of Chen (2007) highlight the importance of speed, consolation and protection in us customers' buying decision when they purchase a sedan automobile.
- 5) Kaur and Sandhu (2006) attempted to discern out the features considered by means of the clients while going for the purchase of a vehicle. The study become carried out in Punjab and Chandigarh. The respondents gave extra weight to protection and luxury accompanied by means of luxuriousness.
- 6) Clement and venkatapathy (2005) studied the peer influence in the acquisition of car with reference to Coimbatore district. . Cowley and Mitchell (2003) concluded that as clients differ of their knowledge about the product, marketing verbal exchange should be tailored thus.

NEED FOR THE STUDY

The intention of any organization is to for the most part obtain bigger piece of the pie high level of deals the Industry; this could be just accomplished by building a higher level of brand faithful clients. Any organization can get by through there is a solid computational the market on the off chance that it has brand steadfast clients. Today many significant organizations in the market attempt to keep up and improve their marked value. Without making appropriate brand mindfulness they can't fabricate brand image.

Solid brands help assemble the corporate image and furthermore by making it simpler for the organizations dispatch new brands. Today marks are treated as major suffering resources of an organization – more over brand value are significant supporter of client value. This all can happen just there is appropriate brand mindfulness. The lights four wheeler businesses have been growing quickly are gone the day while having a little and blend size vehicles were viewed as an extravagance. Presently days it is seen as a simple need.

Client relationship the board and information mining are basic differentials that empower upper hand for firms zeroed in on expanding client piece of the pie. In spite of the fact that interest in advertising, deals and administration advancement can be compelled because of financial and social contemplations, the underlying investigation of the examination demonstrates regular European buyer clothing destinations empower higher substance profundity, navigational setting and help, customer correspondence, and business effectiveness. Nonetheless, the investigation simultaneously demonstrates lower client customization and mining, way of life association and advertising, and customer, Community connection, on the locales.

SCOPE OF THE STUDY

The research role is very important in customers brand awareness in covid-19 situation on Honda cars. It is help to human achievements towards understand and identify the brand. The systematic markets research helps to brand image and finding of the customers in awareness of Honda cars. The research mainly focused to Madurai city peoples to different locations, age groups and particular brand find out of the preference.

OBJECTIVES OF THE STUDY

- ✓ To customer to purchase product Honda cars
- ✓ To variables of brands and awareness influence them to purchase.
- ✓ To understand what role does the logo has in the minds of customers.
- ✓ To identify awareness to brand Honda Cars four wheelers.
- ✓ To about the customer's satisfaction in Honda Cars offers
- ✓ To discover the marketplace capacity for Honda cars four wheelers.
- ✓ To Maintain and improve brand awareness.

LIMITATIONS OF THE STUDY

- ✓ The customers not be contracted in outstand lack of time
- ✓ The research has been classified to Madurai city only.
- ✓ The project sample study is 200 customers only.
- ✓ The complete customer feelings
- ✓ The customers change from time to time it is possibility of research so some changes in the result it is awareness level.
- ✓ Sometimes few customers not responded suitably due to lack of time, ignorance.

RESEARCH METHODOLOGY

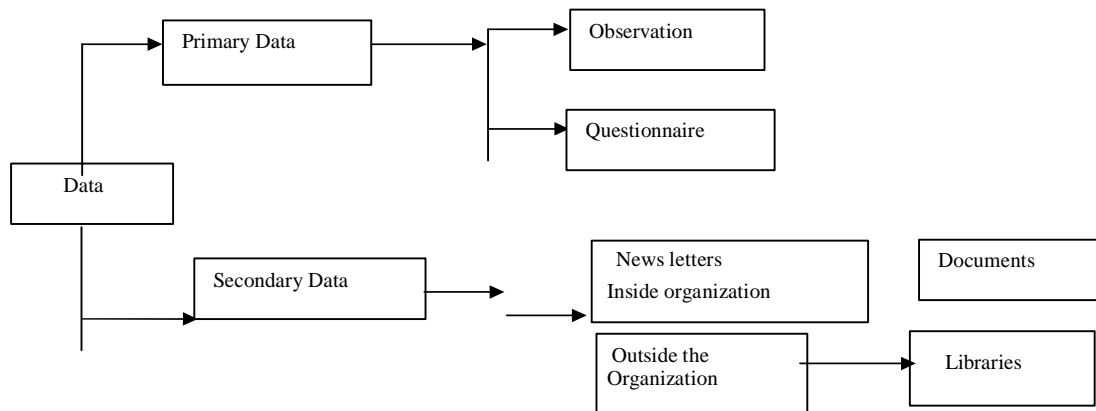
The data collected sources in primary and secondary, the information get to regard products and organization.

Primary Data:

The primary data collect questionnrie it is related in customer brand awareness towards Honda cars product different features and satisfactions. Such as Price, Color, Modal, brand etc.

Secondary Data:

The secondary data taken from Reports, Advertisements, Newspapers, Customer database, Pamphlets, it five sources collected se condary data.



INTERNET SAMPLING

The Honda cars limited customers in Madurai City only and range of allover India. Samples taken target is population of study in brand awareness in Honda cars.

SAMPLE SIZE

The sample size is 200 collected form selected data base company. The research depth survey and collecting data observation concerning Honda cars customers brand awareness.

SAMPLING TECHNIQUE

In this technique each and every unit of the population has on equal opportunity of the selected technique sample. Using only random sampling technique adopt selection sample method.

DATA COLLECTION PROCESS

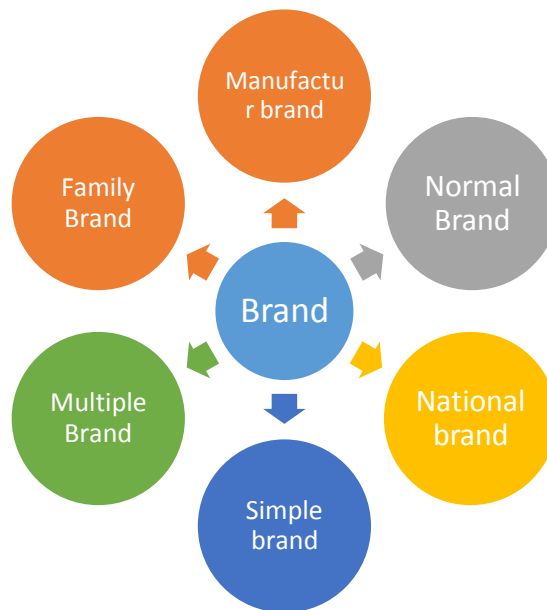
Need of the objective, types of the data it data collected with the help of questionnaire's and another data identified in the data collection process.

ROLE OF BRANDING

In today's global logo names come to create perceive to distinguish one product from every other. The subsequent points to pin down its specific role.

- **Brand is a great asset:** Brand is an intangible asset, due to the fact it is not possible to copy brand name.
- **Brand is promotional device:** the product differentiation is done with the aid of a brand through sales promotion.
- **Brand is a weapon to protect marketplace:** a customer has tried and appreciated a product, the logo permits him to discover the product and repeat the purchase.
- **Brand is antidote for middle men's survival:** the elegance of middle man constantly tends to move for a success logo.
- **Brand Is A Means Of Identifications Of Clients:** logo is the perfect manner of figuring out services or products by using customers.

TYPES OF BRANDS



BRAND AWARENESS OF THE PRODUCT

The extent of recognition can vary from mere reputation to consider too top of thoughts to dominant. The employer is spending cash to keep Brand in patron's memory. A sturdy logo awareness way clean acceptance of recent products. Brand with strong recognition can introduced and bought to create emblcall with enduring strength. An organization can put its customer attention, pick out and expand it in addition to construct sturdy brand. It's miles greater with the aid of creating a brand loyalty and setting up identity of a product. Brand awareness is asset which logo managers create and beautify to build brand fairness. It is related to the character and features of product. It ends in logo energy which is constituted by way of measuring the variable like management, balance, marketplace, geographic, fashion, assist and protection etc...

Creating logo cognizance with using advertising, advertising event control and so forth... an extraordinary logo has unique kind of focus which retains reputation. Brand recognition satisfies a need of the client. A customer as pursuits, aims, motivation drives and choice. Customer feels extra powerful whilst he uses the Brand. Satisfactions or desire for a Brand indicates how unswerving the client is possibly to be logo. Now a day's clients are experience with brand cognizance for distinctive product, in which the consumers' expectations degrees are improved toward brand, product and so on... possibly the maximum distinct skill of professional entrepreneurs is their potential to create, preserve, defend and enhance brands. Branding is the artwork and cornerstone of advertising. The yank marketing association defines a brand as a name, time period, sign, image or design, or a mixture of them, supposed to become aware of the products or offerings of one seller or group of dealers and to distinguish them from the ones of competition. Thus a brand identifies the seller or maker.

"What distinguishes a brand from its unbranded commodity opposite numbers is the purchaser's perceptions and feelings about the product's attributes and the way they perform? Ultimately, a logo is living within the minds of customers. A brand can be better placed through associating its call with desirable benefits. A brand is tons greater than a name, brand, shades, a tagline, or symbol. These are marketing tools techniques. A logo is essentially a marketer's promise to supply a specific set of feature, advantages and services continually to the consumers. The marketer should establish a venture for the logo and a vision of what the brand need to be and do.

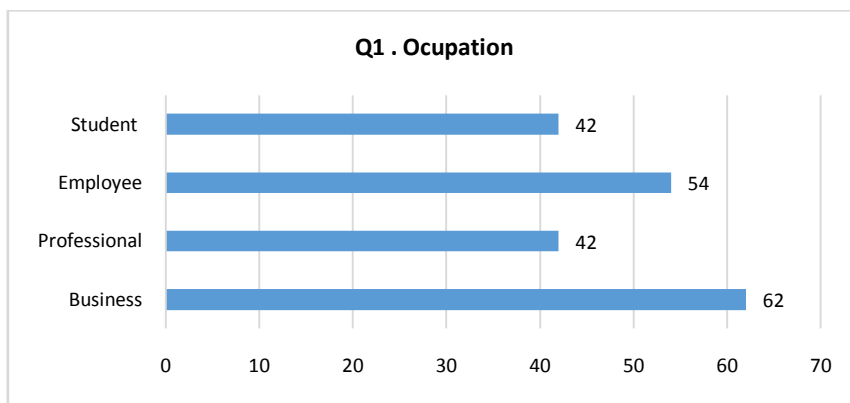
Logo bonding happens whilst clients revel in the corporation as handing over on its advantage promise. The fact is that manufacturers are not built with the aid of advertising but by using the Brand experience. Manufacturers range in the quantity of energy and price they've in the market place. At one

excessive are manufacturers that aren't recognized by maximum customers. Then there are manufacturers for which shoppers have a reasonably high diploma of brand consciousness. Past this are brands with an excessive degree of logo acceptability. We outline Brand fairness because the fine differential impact that knowing the Brand call has on purchaser response to the products or services. Logo fairness effects in clients showing a preference for one product over any other whilst they're basically identical. The quantity to which customers are willing to pay more for the unique Brand is a degree of logo fairness. A brand wishes to be cautiously managed in order that its fairness does now not depreciate. This calls for keeping or enhancing logo focus, perceived great and functionality and effective associations. These tasks require continuous R & D investment, skilful marketing and fantastic trade and consumer carrier.

DATA ANALYSIS

Q1. What is your Occupation?

Sample	Business	Professional	Employee	Student	Total
200	62	42	54	42	200

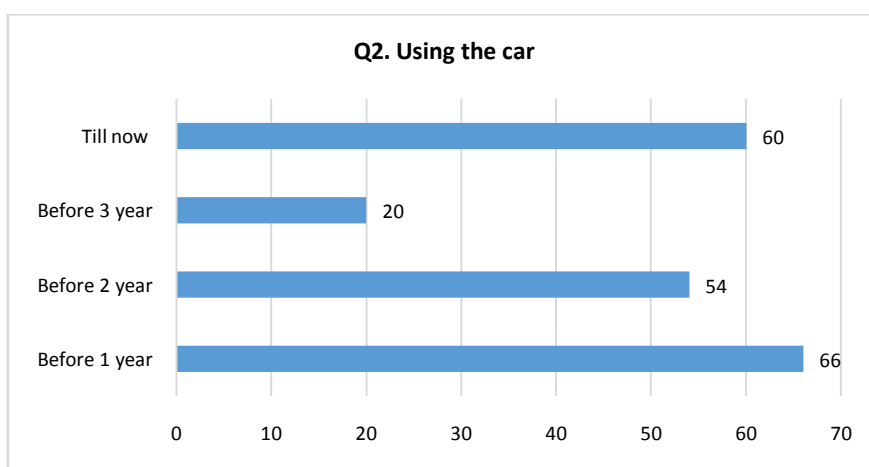


EXPLANATION

The chart is occupation it is business persons is high level of 62% out of 200 respondents are professional is 42 are employee is 54% and student is 42 %. Over all high level is business persons.

Q2. How long do you using the cars?

Sample	Before 1 year	Before 2 year	Before 3 year	Till now	Total
100	66	54	20	60	200

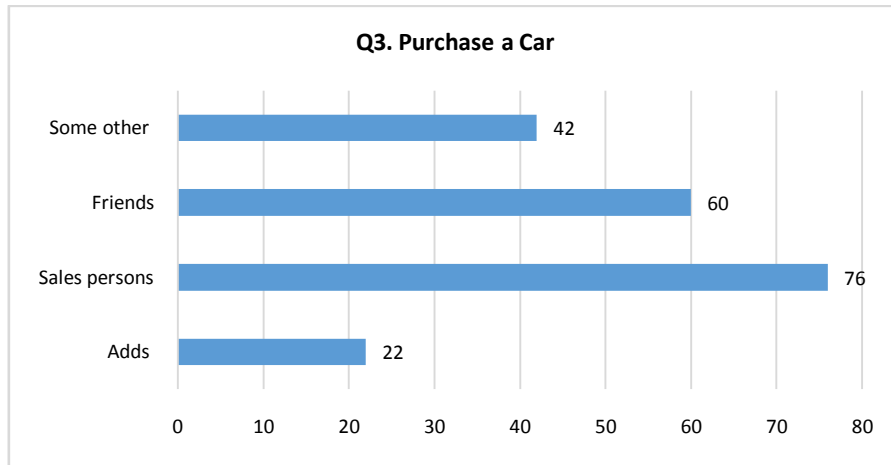


EXPLANATION

The chart is 200 respondents till now is before 3 years is 20 %, before 2 year is 54% and before 1 year is 66 % it is highest level of using the cars.

Q3. Who influenced you toward purchase a car?

Sample	Adds	Sales persons	Friends	Some other	Total
200	22	76	60	42	200

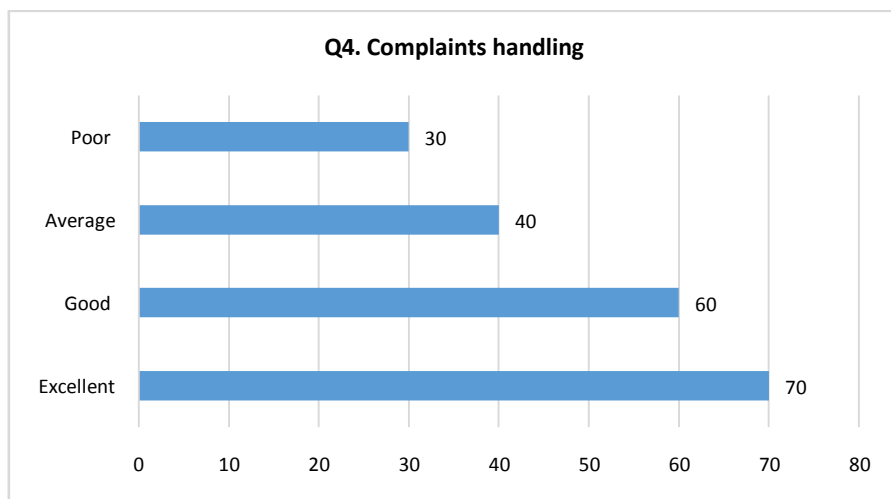


EXPLANATION

The chart is influenced you toward purchase a car More Than peoples purchased car is sales person is 76% Friends is 60 % and watching add is 22 % peoples liked sales persons buying cars.

Q4. How is their Honda carscomplaints handling?

Sample	Excellent	Good	Average	Poor	Total
200	70	60	40	30	200

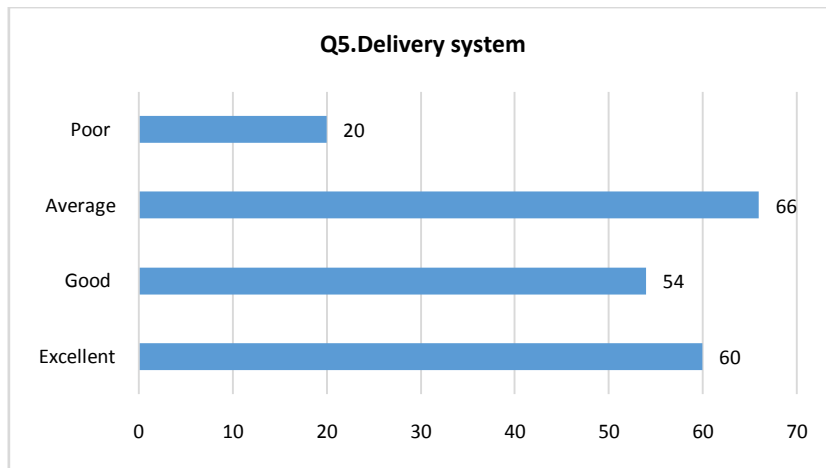


EXPLANATION

The chart is complaints of Honda cars excellent is 70% are good is 60 % are average is 40% and poor 30 % finally handling complaints excellent way of Honda cars.

Q5. How is the delivery system of Honda cars?

Sample	Excellent	Good	Average	Poor	Total
200	60	54	66	20	200

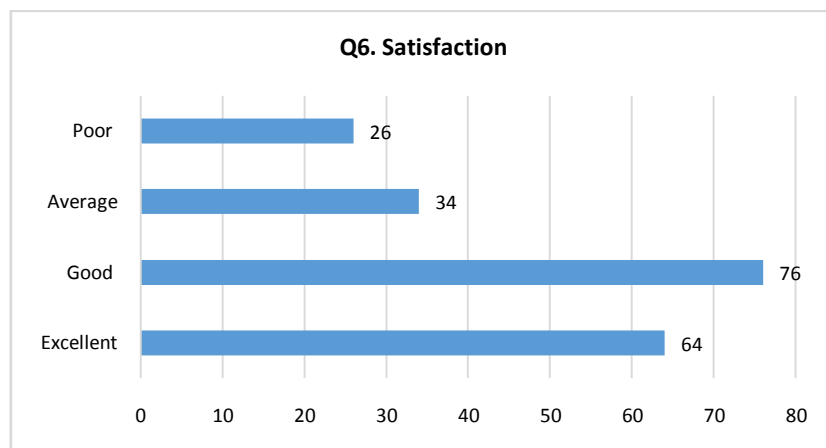


EXPLANATION

The chart is delivery system of Honda cars it is liked customers excellent is 60% out of 200 respondents average is high level 66% are poor is very low 20 and good is 54%. Finally delivery system is good liked people's only Honda cars.

Q6. What is with Honda cars users overall satisfaction level?

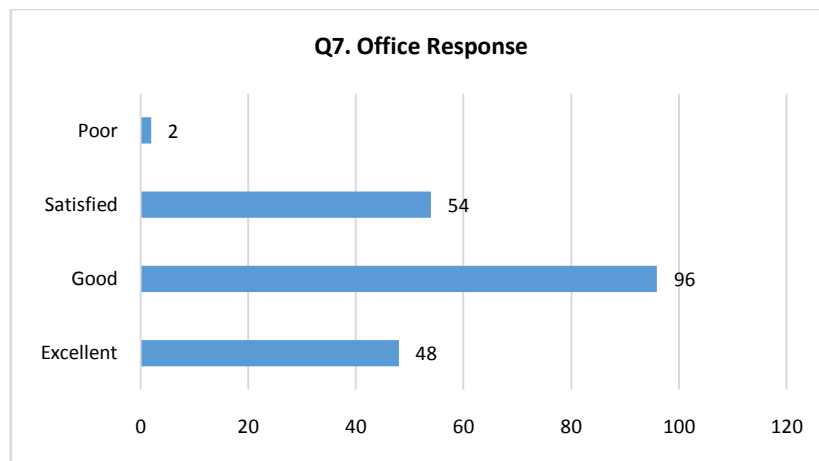
Sample	Excellent	Good	Average	Poor	Total
200	64	76	34	26	200



From the chart is Honda cars users overall satisfaction level it respondents of 200 more than users liked the product so 76% good of this second place is excellent is 64% are average is 34% and poor is 26 it is very lower level of poor. Finally Honda cars is satisfied of the customers

Q7. How remains their response to you entering in to theHonda carsoffice?

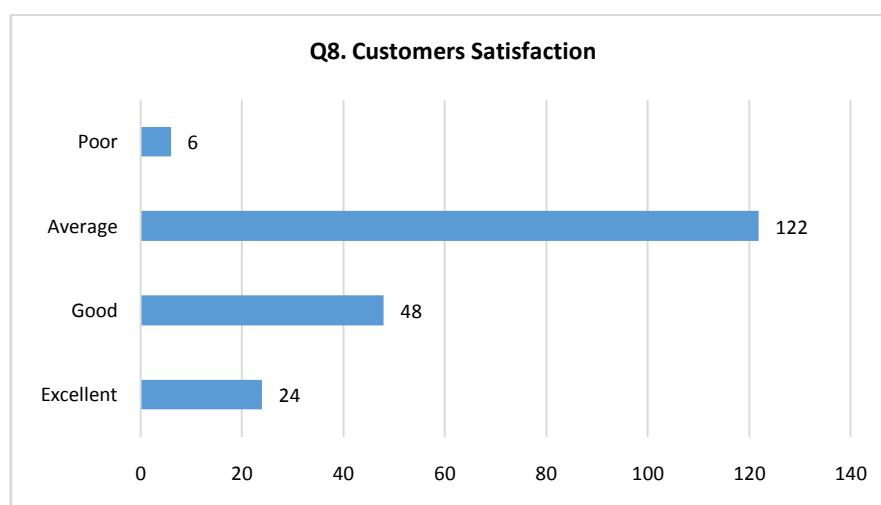
SL.NO	Overall satisfied	No of customers	Percentage
1	Excellent	48	48
2	Good	96	96
3	Satisfied	54	54
4	Poor	2	2
5	Total	200	200

**EXPLANATION**

The chart is office respondent of Honda cars in the office total respondents is 200 very lower level is poor 2% are good is 96% it is average of good and excellent 48% the overall options is then Honda cars products and service quality is excellent.

Q8. What Honda cars overall satisfaction level in peoples?

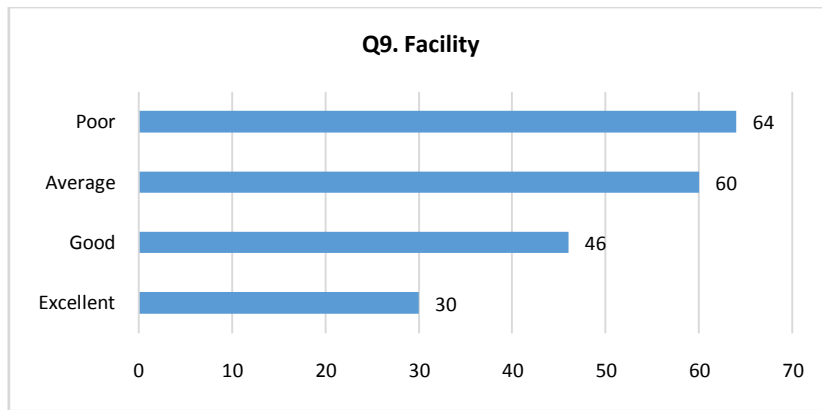
Sl.NO	Longue facility	No of customers	Percentage
1	Excellent	24	24
2	Good	48	48
3	Average	122	122
4	Poor	6	6
5	Total	200	200

**EXPLANATION**

The customer satisfaction chart is 200 respondents average is higher level 122% are good respondents is 48% are customer satisfaction is excellent 24% in the Honda cars.

Q9. How stands their lounge facility of Honda cars?

Sample	Excellent	Good	Average	Poor	total
200	30	46	60	64	200

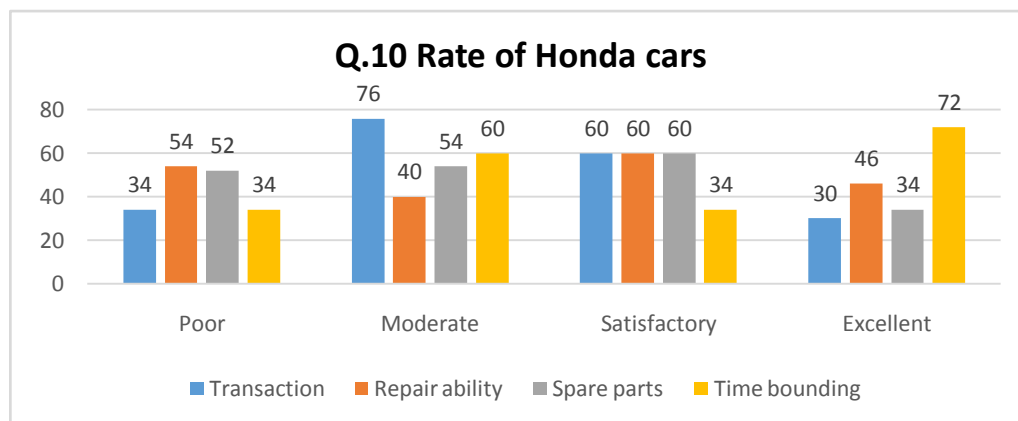


EXPLANATION

From the following the chart total respondents is 200. Poor is 64%, good is 46% respondents average is 60% it is high level out of 200 respondents. Finally excellent is 30%. Overall facility is poor.

Q10. What do you rate the Honda cars:

Features	Sample	Poor	Moderate	Satisfactory	Excellent	Total
Transaction	200	34	76	60	30	200
Repair ability	200	54	40	60	46	200
Spare parts	200	52	54	60	34	200
Time bounding	200	34	60	34	72	200



Explanation

The total 200 respondents. Excellent 30% are good, Satisfactory is 60% are average is 76, and finally 34% are poor, opinion of them Honda cars services are good. It is leader of automobile Industry.

Reparability facility

The 200 respondents in excellent 46% are good, 40% are poor is 54% are poor in reparability facility is to be good. Maintain of service stations and improve delivery departments.

Spare parts facility

From the table and chart note is 200 responding. Excellent is 34%, are average and 54% are poor in this 52% spare parts facility may be satisfied. The spare parts not available in all shops. So improve spare sprat shops in Honda cars.

Time bounding facility

The table and graphs noted total 200 responding reveals is 72% are excellent 34% are good, 60% it is average, and finally 34% are poor. The time bounding facility is good, sometimes delay delivery of product.

FINDINGS

- ✓ After the analysis the sample size 100 it include the customers, method of questionnrie find out the brand awareness towards in covid-19 situation

towards Honda cars.

- ✓ The customers bought the cars in 2 years back it is useful to Indian economy and important point of these customers.
- ✓ The Honda cars advertisements press and electronic media playing dynamic mode it is a promotional strategy.
- ✓ The Honda cars customers conducted the educational program purpose is maintain the Honda cars
- ✓ Honda cars popular brand is Indica it is processed the customers of 45% in Honda cars.

SUGGESTIONS OF THE RESEARCH

- ✓ The Honda cars all brand spare parts maintain in the company of the motors four wheelers. It case of inconvenient of the customers. It is important for one.
- ✓ The four wheeler Motors reduce the service charges for some rupees. It liked to Honda cars customers.
- ✓ The main point of facing problems of some peoples in Mileage problems it is must rectified.
- ✓ Honda cars Pvt. Ltd. Increasing customers loyalty and service campus it promotional measure.
- ✓ The motor services stations very demand of areas but available in small service stations it is satisfactions of customers.
- ✓ The research focused Honda cars sales and services it is useful to important and improves companies.

CONCLUSION

The customers having the good awareness and level of the regarding programs of Honda cars conduct attend various reasons attending programs. Delivery of New cars serviced the car in correct time. Sometimes delay in the service secessions. Customers faces the some mileage problems. It is comparing Indica cars and remaining another models. The some complaint during in the delivery of the car some damages and late of delivery it some issues of Honda cars it is branch complain but Honda cars is best customers satisfaction.

The Honda cars continue to work it is useful for emerging economics of the world. Increase the market share low and end of the all cars. Honda cars is market leader of the auto mobile industry and high market share available.

REFERENCES

- 1) Guiles, m.g (2008), "gas economic system takes a back seat as vehicles get faster and more a laugh", wall street journal, October, p.33.
- 2) Madikonda kishore babu and raghunatha raddy, d., a study on passenger automobile enterprise in India', Indian journal of marketing, vol. 34, no. 10, cot 2004.
- 3) Ramaparsed, p.v., passenger automobile surplus manufacturing will lead to higher exports- part ii, motor India, vol48, no.7, Feb 2004.
- 4) Ashok j., a take a look at on growing strategies to improve the sales of martinZenpassenger automobile', international journal of control technological know-how, vol. 1 no. 1, July 2005.
- 5) BhargavaS.C. passenger car enterprise: maruti continues the lead', statistics for you, April 2000.
- 6) Bhasin t.m. 'channelising retail credit 'indianbanks 'association, vol. xxvii, no. 8, aug 2005.
- 7) AayushChowdhury, abhishek Kapoor, profiling the younger indian client', advertising and marketing express, vol. v, issue9 2005.