

# A Study on Brand Image at Sree Amogha Honda Motors, Kadapa

\*B.Lavamohan Reddy, \*\*Dr. K. Haritha

\*Student, MBA II Year, Department of MBA, Annamacharya Institute of Technology & Sciences: Tirupati (Autonomous)

\*\* Associate Professor & HOD, Department of MBA, Annamacharya Institute of Technology & Sciences: Tirupati (Autonomous)

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## ABSTRACT

The article analyzes the image of a brand image, brand value assessment methods, brand value, and benefits. A brand is a word or phrase that identifies and separates goods belonging to one person from belonging to another person. A brand is one of the elements of marketing, advertising. High-quality brand brings significant benefits to the manufacturer or the trader. A brand name may consist of a brand name and a brand symbol. There is several brand value evaluation model analyze in the article, like capital market-oriented brand value model, Aaker's brand value model, the Interbrand Brand Assessment Methodology, which helps. evaluate brand value and benefit.

**Keywords:** Brand, Brand Image, Brand Value, Brand Value Evaluation Methods

## I. INTRODUCTION

Brand image" refers to the overall perception and impression that consumers have about a particular brand. It encompasses the way a brand is perceived, the feelings and associations it evokes, and the reputation it holds in the minds of consumers. A brand image is shaped by various elements, including the brand's visual identity, messaging, products or services, customer interactions, and overall brand behavior.

A positive brand image is crucial for building trust and loyalty among consumers, as it can influence their purchasing decisions and attitudes toward the brand. Companies often invest in marketing and branding strategies to shape and maintain a favorable brand image in order to differentiate themselves from competitors and create a strong, positive connection with their target audience.

Brand image is like the reputation or personality of a company or product. It's what people think and feel about the brand when they see or hear its name. A positive brand image means

people have good thoughts and feelings about the brand, while a negative brand image means the opposite. It's like the overall impression that a brand leaves on its customers and the public

## DEFINITION

A strong brand image is characterized by positive associations, trust, credibility, and differentiation from competitors. It reflects how consumers perceive the brand's quality, value, personality, and relevance to their needs and preferences. Brand image plays a crucial role in influencing consumer purchasing decisions, brand loyalty, and market positioning.

## REVIEW OF LITERATURE

- **Lakshmi Priya (2016)** has conducted research on consumer delight among the users of Honda wheelers. They tried to pick out the factors which have an effect on to present desire of Honda wheelers. The examine revealed that maximum of the clients had been glad with the emblem photo and mileage of Honda bikes. protection price changed into considered a crucial thing and determined first-class of the concern.
- **Deepthi Nivasini (2018)** in their study counselled that the automobile industry has witnessed a consistent boom around the world. With the creation of recent model bikes each yr, the Honda cars Co. Ltd is devoted to fulfilling the demands of purchasers. The Honda Activa bikes are produced in this type of way that they're extra surroundings pleasant and gas efficient. This makes the Honda Activa motorcycle a priority inside the -wheeler market.
- **Manahila Ansari (2019)**his observe changed into concluded that it is able to be rightly concluded from the challenge that Honda Activa Scooters have accomplished nicely in

organising their grounds inside the -wheeler enterprise. they're also known for their consolation and performance and the delight is excessive among the college students and the running magnificence. youngsters are the goal of Honda Activa Scooters and the capacity target are the humans working in MNCs.

**NEED FOR THE STUDY**

Studying brand image is essential for businesses to understand how consumers perceive their brand, which influences purchasing decisions, brand loyalty, and overall market competitiveness. Through such studies, companies can identify strengths, weaknesses, and areas for improvement in their branding strategies, ultimately enhancing brand equity and market position.

**SCOPE OF THE STUDY**

The scope of brand image refers to the range of perceptions and associations that people have with a brand. It includes everything from how people perceive the brand's products or services to their feelings about the brand's values, personality, and reputation.

The scope of this study is limited to the customers of Honda motors in Kadapa town only.

**OBJECTIVES OF THE STUDY**

- To know the customer awareness level of Honda motors
- To know the customer opinion on brand image of Honda motors
- To know the customer buying preference in Honda motors
- To know the customer services of Honda motors

**RESEARCH METHODOLOGY**

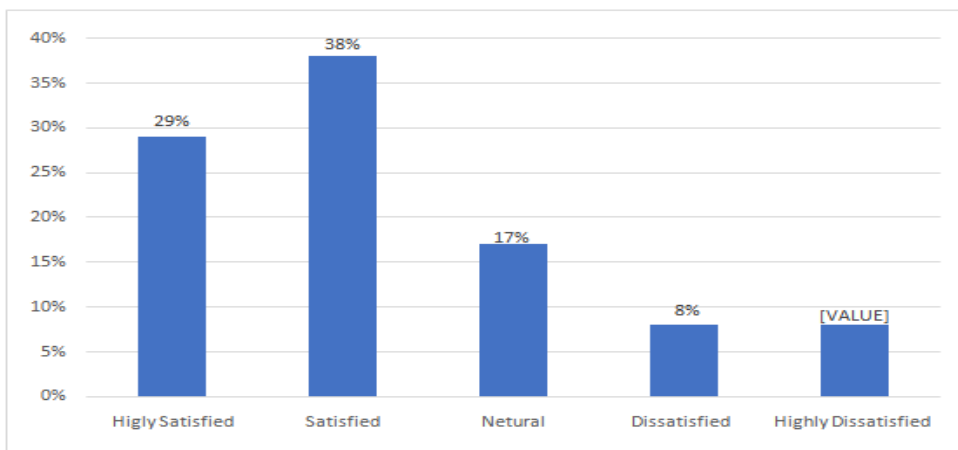
- Data collection : Primary & secondary Sources
- ✚ Primary Data : Questionnaire
- ✚ Secondary data: organization’s records, journals, books and website Magazines, Journals,Websites
- Type of research: Descriptive research
- Research instrument : Questionnaire
- Sample size: 120
- Sample method :convenienceSampling
- Statistical tool :Percentage graphical analysis, bar charts

**II. DATA ANALYSIS**

**TABLE 1:** Are you satisfied with the solutions provided by the customer service officers?

Response	No of respondents	% of respondents
Higly Satisfied	35	29%
Satisfied	45	38%
Netural	20	17%
Dissatisfied	10	8%
Highly Dissatisfied	10	8%
Total	120	100%

**GRAPH1:**



**Interpretation:**

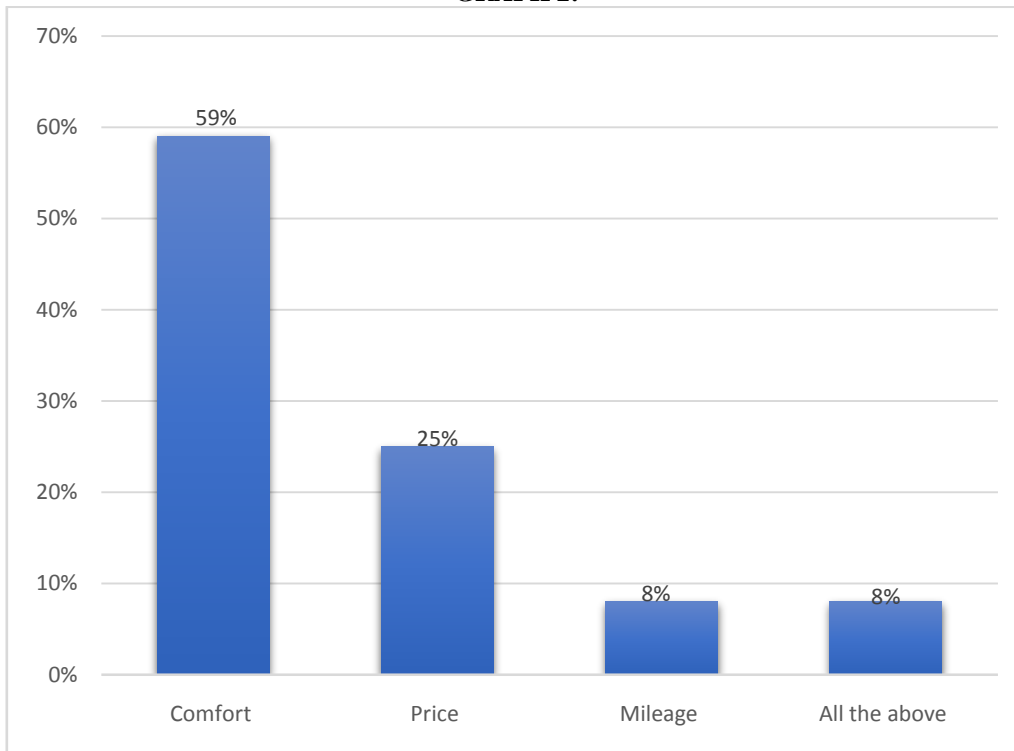
From the above table 29% of the respondents said that they are highly satisfied and 38% are satisfied and 17% respondents are neutral

and 8% are dissatisfied and 8% of the respondents are highly dissatisfied with the solutions provided by the customer service officers

**TABLE 2: Why you have chosen Honda motors?**

Response	No of respondents	% of respondents
Comfort	70	59%
Price	30	25%
Mileage	10	8%
All the above	10	8%
Total	120	100%

**GRAPH 2:**



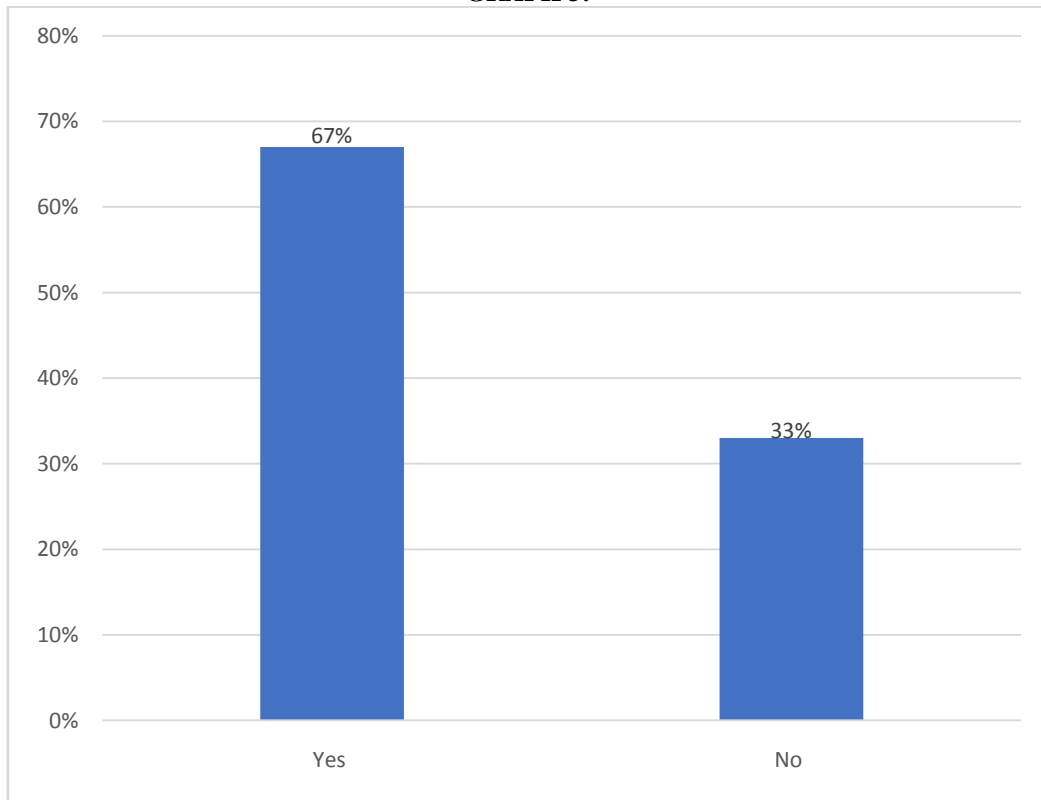
**Interpretation**

From the above table 59% of the respondents said that they choose Honda motors on comfort, 25% on price, 8% on mileage, 8% all the above factors.

**TABLE 3: Awareness of honda motors services**

Response	No of Respondents	% of respondents
Yes	80	67%
No	40	33%
Total	120	100%

**GRAPH 3:**



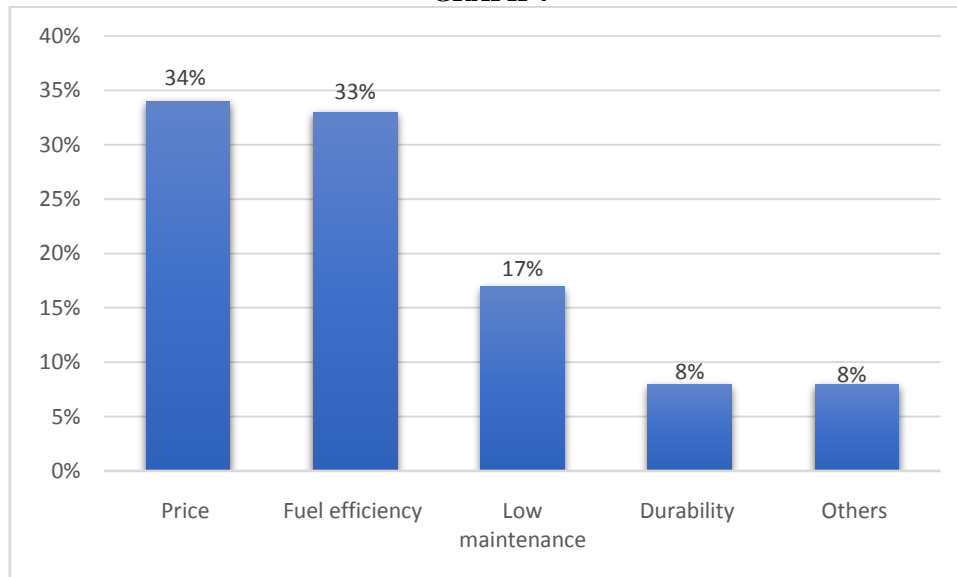
**Interpretation**

From the above table 67% of the Respondents said that they are aware of honda motors services, 33% said NO

**TABLE 4 :What is the unique feature of this brand?**

Response	No of Respondents	% of respondents
Price	40	34%
Fuel efficiency	40	33%
Low maintenance	20	17%
Durability	10	8%
Others	10	8%
Total	120	100%

GRAPH 4



#### Interpretation

From the about 34% of the respondents said that the Unique feature of the Honda brand is price 33% said fuel efficiency 17% said maintenance 8% said durability 8% said others

### III. FINDINGS

- 42% of respondents are highly satisfied with the after sales service provided by honda
- 59%. of respondents choose the honda motors based on comfort.
- . 67% of respondents are having awareness of honda motors services
- 34% Of respondents said that the price is unique feature of honda motors.

### IV. SUGGESTIONS

- Mileage is very important for the satisfaction of customer to prefer bikes. So, the company needs to improve the mileage of honda unicorn.
- The company needs to improve the after sales service to improve the customer satisfaction.
- The company need to improve the customer care service.
- The company should improve the publicity of honda products like camps, advertisement in local tv channels etc.,

### V. CONCLUSION

From the study it has been concluded that, honda company has been in the world for many years and has developed a brand loyalty and image among the customers. in the present modern world

competition is at the top, it faces a major competition from hero motors and bajaj motors, still honda has laid down a strong base in the world market and competing with other competitors of bikes in india.

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