



A STUDY ON COMPARISON OF TVS JUPITER WITH HONDA ACTIVA

Mrs.B.Poornima, M. Com., M. Phil.,(PhD) Assistant Professor, Department Of Commerce with Banking and Insurance, Sri Ramakrishna College of Arts & Science, Coimbatore.

Mr.R.Muralidharan III B.Com B&I, Department Of Commerce with Banking and Insurance, Sri Ramakrishna College of Arts & Science, Coimbatore.

ABSTRACT:

Honda Activa and TVS Jupiter are two of the most popular and highly-rated scooters in the Indian market. Both these scooters have been designed to cater to the needs of the modern rider, offering a range of features and benefits that make them highly competitive in their segment. In terms of specifications, the Honda Active comes with a 109.51 cc engine that produces a maximum power of 7.79 bops at 7500 rpm and a maximum torque of 8.79 Nm at 5500 rpm. On the other hand, the TVS Jupiter is powered by a 109.7 cc engine that produces a maximum power of 7.3 bops at 7000 rpm and a maximum torque of 8.4 Nm at 5500 rpm. Both scooters come with a range of features such as telescopic suspension, tubeless tires, LED headlamps, digital instrument cluster, and more. The Active has a slightly higher ground clearance of 171mm compared to the Jupiter's 150mm, which may make it more suitable for uneven roads. Ultimately, the choice between the two will come down to individual preferences, as both these scooters offer excellent value for money and are highly reliable. Potential buyers should carefully consider their priorities and needs before making a decision.

KEY WORDS: *Market Share, Future Prospects, Specification.*

INTRODUCTION

The introduction of a study comparing TVS Jupiter with Honda Activa would typically provide an overview of the two scooters and the purpose of the study. Here is an example introduction: TVS Jupiter and Honda Activa are two of the most popular scooters in India. Both scooters are known for their reliability, fuel efficiency, and comfortable riding experience. However, there are several differences between the two models in terms of features, performance, and pricing. The purpose of this study is to compare TVS Jupiter with Honda Activa

across various parameters to help consumers make an informed buying decision. The study will analyze the technical specifications, design features, comfort, mileage, and pricing of both scooters.

OBJECTIVES OF THE STUDY

- To compare the performance of TVS Jupiter and Honda Activa in terms of fuel efficiency, acceleration, top speed, and handling.
- To evaluate the features and technology of TVS Jupiter and Honda Activa, including safety features, digital instrument cluster, tubeless tires, etc.
- To analyze the sales performance, distribution, promotion, and pricing strategies of the Activa and TVS Jupiter, and to identify ways to increase market share and profitability.

STATEMENT OF PROBLEM

The statement of the problem in a study comparing TVS Jupiter with Honda Activa would typically outline the specific research questions that the study aims to address. Here is an example statement of the problem: The purpose of this study is to compare the TVS Jupiter with the Honda Activa across various parameters to help consumers make an informed buying decision. Specifically, the study aims to answer the following research questions. By addressing these research questions, this study aims to provide a detailed and objective comparison of the TVS Jupiter and Honda Activa, which will help potential buyers make an informed decision based on their individual needs and preferences.

SCOPE OF THE STUDY

Comparative Analysis: A detailed comparative analysis of the features, specifications, and performance of TVS Jupiter and Honda Activa. **Consumer Perception:** The study would include a survey to gauge the perception of the consumers about the two scooters. This would help in understanding the preference of the consumers and their buying behavior. **Market Share:** The study would also analyze the market share of TVS Jupiter and Honda Activa in the scooter market. **Pricing Strategy:** The study would also analyze the pricing strategy of both the companies and their impact on the sales of the respective scooters. **SWOT Analysis:** A SWOT analysis would be carried out to understand the strengths, weaknesses, opportunities, and threats of both the scooters and their respective companies. **Future Prospects:** The study would also provide insights into the future prospects of TVS Jupiter and Honda Activa in the Indian scooter market, based on the analysis of the trends and consumer behavior.

RESEARCH METHODOLOGY

Research methodology is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details are searcher's approach to the research

to ensure reliable, valid results that address their aims and objectives. It encompasses what data they're going to collect and where from, as well as how it's being collected and analyzed.

PERIODSTUDY

The study was conducted for the period of three months.

SOURCES OF DATA

PRIMARY DATA

The data which is Raw, original, and extracted directly from the official sources is known as primary data. This type of data is collected directly by performing techniques such as questionnaires, interviews, and surveys. The data collected must be according to the demand and requirements of the target audience on which analysis is performed otherwise it would be a burden in the data processing.

SECONDARYDATA

Secondary data is the data which has already been collected and reused again for some valid purpose. This type of data is previously recorded from primary data and it has two types of sources named internal source and external source.

SAMPLESIZE

This refers to the number of items to be selected from the total population to constitute the sample. The sample size used for study is 100.

SAMPLEDESIGN

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample the respondents are selected based on the convenient sampling.

DATA ANALYSIS:

The collected data is then edited, combined, and exposed to the best statistical tests, and the information is supplied as percentages and exhibits.

LIMITATIONOFTHESTUDY

- Research work was carried out in Coimbatore City only. The findings may not be applicable to the other parts of the country because of social and cultural differences.
- The sample was collected using confidence-sampling techniques. As such result may not give an exact representation of the population.
- Shortage of time is also reason for incomprehensiveness.

REVIEW OF LITERATURE

Marsha Peter (2019) examines temporal changes in post-purchase product satisfaction for adorable goods purchase. Involvement and satisfaction variables were measured in a cross-sectional and a longitudinal study of car owners. Overall, consumers with high product involvement showed slightly greater satisfaction with their cars than low-involvement consumers over the term of ownership. However, 2month period after purchase, consumers with high product involvement showed a decline in satisfaction, where a slow-involvement consumers' satisfaction increased. The role of disconfirmation in these changes was investigated. Benefits and problems disconfirmation were found to make independent contributions to satisfaction judgments, and the strength and form of contribution varied with product involvement. These findings suggest that benefits and problems disconfirmation need to be measured separately in satisfaction research.

YooshikYoon (2020) studied the effects of motivation and satisfaction on destination loyalty: structural model and investigates the relevant relationships among the constructs by using structural equation modeling approach. Consequently, destination managers should establish a higher satisfaction level to create positive post-purchase behavior, in order to improve and sustain destination competitiveness.

Diane Halstead(2021) studied the Focuses on a group of unsatisfied car owners. Examines the roles of the car warranty and the post-purchase service received during the complaint process in terms of their effects on customers' satisfaction with complaint resolution. Presents some suggestions for customer service policies, complaint handling procedures, and warranty fulfillment service.

JamesY.L.Thong(2022) studied the effects of post-adoption beliefs on the expectation-confirmation model for information technology continuance. The expectation-confirmation model (ECM) of IT continuance is a model for investigating continued information technology (IT) usage behavior. This paper reports on a study that attempts to expand the set of post adoption beliefs in the ECM, in order to extend the application of the ECM beyond an instrumental focus.

OVER VIEW OF STUDY

The study aims to compare two popular scooters in the Indian market, TVS Jupiter and Honda Activa. The comparative analysis will focus on the features, specifications, and performance of both the scooters. Additionally, the study will analyze the consumer perception, market share, pricing strategy, SWOT analysis, and future prospects of both the scooters in the Indian market. A survey will be conducted to gauge the consumer perception and buying behavior towards both the scooters. The study will also analyze the trends in the Indian scooter market and provide insights into the future prospects of both the scooters.

DATA ANALYSIS AND INTERPRETATION**Percentage Analysis****TABLE 1: Descriptive demographic variable:**

Demographic Variable		Frequency	Percentage
Age	10-20	25	49.0
	20-30	22	43.1
	30-40	2	5.9
	Above 40	1	2.0
	Total	50	100.0
Gender	Female	14	29.4
	Male	36	70.6
	Total	50	100.0
Annual Income	above 1lakh	12	25.5
	Below 1lakh	38	74.5
	Total	50	100.0
Qualification	HLC	1	2.0
	PG	15	29.4
	SSLC	6	11.8
	UG	28	56.9
	Total	50	100.0

From the above table 1, it is clear that the complete profile of the respondents shows that:

- 29.4% of the respondents are female and 70.6% of the respondents are male.
- 49.0% of the respondents are belonging to the age of 10-20, 43.1% of the respondents are belonging to the age group of 20-30, 5.9% of the respondents are belonging to the 30-40 years and 2.0% of the respondents are belonging to the age group Above 40 years.
- 29% of the respondents have qualified to Under graduate, 15% of the respondents have qualified to Post Graduate, 7% of the respondents belongs to Other specify such as no formal education, diploma, and so on.

Table No.2:Table describes relationship between Age and purpose**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.332 ^a	6	.111
Likelihood Ratio	11.170	6	.083
N of Valid Cases	51		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .25.

SUGGESTIONS:

- Sales can be increased by becoming more customer friendly to the Indian as well as Asian market.
- Due to the globalization and due to entry of many competitors in the Indian automobile market Hero Honda & Jupiter should project itself more aggressively to the low end, means market with it slow range (but high quality) products.
- Hero Honda & Jupiter was established to provide low cost bikes to the Indians so it should carry on its objectives but it should also focus on the customer satisfaction by providing them quality products at low cost.
- Hero Honda & Jupiter have developed a brand name and the customers have a high brand preference. The company should continue providing good quality products is bike with a good quality.

FINDINGS

- Majority(75%) of the highest respondents are male.
- Majority(20-30) of the respondents are fall under the age of 20-30.
- Majority(61%) of the respondents annual income is below Rs.1lakh.
- Majority(43%) of the highest qualification of respondents is UG.
- Majority(53%) of the bike attracts the respondents is design.
- Majority(56%) of the respondents have TVS bike.

CONCLUSION

However, based on the available information and reviews, both TVS Jupiter and Honda Activa are popular choices among the consumers in the scooter segment. Both models offer good mileage, comfortable ride quality,

and are equipped with advanced features like LED headlights, digital console, and tubeless tires. When it comes to specific features and performance, TVS Jupiter boasts of a bigger fuel tank capacity, higher ground clearance, and a more powerful engine than Honda Activa. On the other hand, Honda Activa has a slightly larger storage space and offers better suspension, especially on uneven roads. Ultimately, the choice between TVS Jupiter and Honda Activa comes down to individual preferences and priorities. It is advisable to test drive both models and evaluate their features and performance before making a purchase decision.

REFERENCES

- http://economictimes.indiatimes.com/News_by_Industry/Nano_to_rollout_from_Pantnagar/articleshow/3523806.cms
- <http://www.timesonline.co.uk/tol/driving/news/article3168303.ece>
- <http://in.reuters.com/article/topNews/idINIndia-358447200810072008Issues>
- Auto car magazines
- <http://www.ndtvprofit/drive.co.in>

