

EXECUTIVE SUMMARY

A study on has been conducted on the “**A Brand Preference on Consumer Decision** with reference to **Planet Honda, Sunkadakatte Bengaluru**.”

The object of this project report is to contemplate the Brand Preference on Consumer Decision for Honda bikes in that premise we have shown the presentation about the point objective of the examination shows, the Theoretical foundation of the investigation, and organization profile of the Honda bikes. Also, Research methodology was embraced for that research interaction utilizing a random sampling tool the survey was led through the help of a questionnaire to gather the primary data from the potential customers.

This is helpful for giving analysis and interpretation area and for the examination and proceeds with conversation measure with the organization supervisor and other staff individuals for gathering the significant data for the investigation. The results of the examination are Findings, suggestions and give a conclusion on analysis and interpretation based, lastly shows the customer mindfulness level of Honda bikes, the firm needs to give more open occasions to make mindfulness equivalent of building its goodwill and brand image in the market.

The respondents by the 200 example size for this examination and the planned questionnaire has been utilized to accumulate data by the respondents and research study data analysis was made by utilizing outlines, rate. Among the absolute respondents the majority of them have confidence in Brands. It was tracked down that the nature of Honda is acceptable as per respondents. The greater part of the respondents is value touchy customers and they need to encounter new items.