AN ANALYTICAL STUDY OF FACTORS INFLUENCING CUSTOMER BUYING BEHAVIOUR OF TWO WHEELERS AND THEIR IMPACT ON PRE AND POST SALES PRACTICES OF SELECTED TWO WHEELER COMPANIES IN PUNE CITY.

A THESIS

SUBMITTED TO THE

TILAK MAHARASHTRA VIDYAPEETH PUNE

FOR THE DEGREE OF

DOCTOR OF PHILOSOPHY

In Subject

Under the Board of Management Studies

BY

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DECLARATION

I hereby declare that the thesis entitled **"An analytical study of factors influencing customer buying behaviour of two wheelers and their impact on pre and post sales practices of selected two wheeler companies in Pune city"** completed and written by me has not previously formed the basis for the award of any Degree or other similar title upon me of this or any other Vidyapeeth or examining body.

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ACKNOWLEDGEMENT

In the entire process of completing this project, it became quite clear to me that a research work of such magnitude cannot be completed alone. My endeavour shall be incomplete without the acknowledgement of those who have helped me in carrying out this thesis. I would like to convey my feeling of gratitude to all those who have in any manner helped me in completing my research work

Although it is difficult to express the entire feelings and emotions with mere words, I sincerely wish to record my deep sense of gratitude and thanks towards my guide, **Dr.Anand A Deshmukh** for his continuous guidance and encouragement at every stage of my Ph.D. work. No words to thank for his scholarly guidance, encouraging attitude and cordial support throughout this thesis work. I really felt privileged to be able to get an opportunity to work in his supervision.

My heartfelt thanks to my mentor **Dr. Sajid Alvi** whose intellectual guidance, constant support, timely and critical evaluations of my progress towards my research and continuous encouragement made it possible for me to work on this topic. Each and every interaction with him has been an enriching experience which taught me the things valuable for healthy and successful life.

I articulate my deep sense of gratitude to Dr. Hemant Abhyankar, Dr. Sunanda Yadav, Dr. Nitin Vaidya and Dr. Prajyakti Bakre for their support and cordial behavior. I am also thankful to the staff and modestly acknowledge the library support provided to me by the librarians of Tilak Maharashtra Vidyapeeth and Dnyansagar Institute of Management and Research

I am grateful to all the respondents of the study for giving me their valuable time to fill up the questionnaire and for providing me relevant information. I also acknowledge my debt to all researchers and authors whose work has helped directly or indirectly in carrying out the present study.

A special word of thanks to Dr. Porinita Banerjee and Prof. Sheena Abraham for constantly inspiring and guiding me to complete this research work.

I am highly indebted to my parents and family members, whom I regard as the architects of my life, for educating and making me capable for this doctoral work.

The refreshing company of my affectionate son Vedant and loving husband Vikrant will forever last in my memory and I appreciate them for enduring lonely evenings and weekends while I worked on my thesis. I sincerely thank them for their unconditional support in every facet of this research work.

Last but not the least, I would like to say **thank you God**, for giving me the strength and knowledge to do this research work.

Manisha V Jagtap
Research Student

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LIST OF ABBREVIATIONS

OEM	Original Equipment Manufacturers
USA	United States of America
GPS	Global Positioning System
FDI	Foreign direct investment
ASEAN	The Association of Southeast Asian Nations
GST	Goods and Services Tax
VAT	Value Added Tax
NCR	National Capital Region
LML	Lohia Machines Limited
M&HCV	Medium & Heavy Commercial Vehicles
LCVs	Light Commercial Vehicle
CAGR	Compound Annual Growth Rate
SIAM	Society of Indian Automobile Manufactures.
API	Automobile Products of India
IT	Information Technology
MNC	Multinational Corporation
EMI	Equated Monthly Installment
FY	Fiscal Year
MIDC	Maharashtra Industrial Development Corporation
PMT	Pune Municipal Transport
GDP	Gross Domestic Product
MoU	Memorandum of Understanding
HMSI	Honda Motorcycle and Scooter India
FIM	International Motorcycling Federation (Fédération Internationale de Motocyclisme)
IYM	India Yamaha Motor
YMC	Yamaha Motor Company
YMI	Yamaha Motor India
IMC	Integrated Marketing Communications
CRM	Customer Relationship Marketing
SPSS	Statistical Package for the Social Sciences
POP	Point of Purchase
cc	cubic capacity
kms	Kilometers
kmpl	Kilometer per litre
yrs	Years

CHAPTER 1
INTRODUCTION

1.1 AUTOMOBILE INDUSTRY

Automobile industry refers to the design, manufacturing, branding and selling of various types of motor vehicles like passenger cars, two wheelers, trucks, farm equipment and other commercial vehicles. The concept originated in response to the travel undertaken by individuals to various places like work, shopping, entertainment and social calls. The time taken to travel and the quality of travel has drastically reduced and improved as a result of the use of automobiles. The auto industry has directly contributed to various aspects of growth like road development, emergence of suburbs, shopping centres, development of ancillary industries, such as the oil and travel businesses. It is also the largest customer of industrial products like steel for its manufacturing process. The auto industry has increased the employability ratio thereby directly contributing to the economic growth of a country. This has led to the government working with the auto industry while strategizing, formulating and implementing economic policies. The business is always developing keeping in mind the end goal to adapt up to the different difficulties that have ascended because of transitions, consolidations and restructuring that is a part of a dynamic culture. The production of the automobile industry has been steadily on the rise in response to the growing demand of the customers.

1.2 HISTORY

The automobile industry can be followed back to the 1800 to France and Germany. In 1893, the world first automobile was designed which ran on gasoline. In 1895 an automobile race was conducted by the Americans and the first place was bagged by the gasoline car invented earlier. This set the stage for the production and sales of the American-made gasoline car the following year and by 1899, there were more than 485 companies in the car manufacturing business and a total of 2500 cars were manufactured. In 1906, Ford Model N was launched by Cycle and Automobile Trade Journal, a low-cost motorcar driven by a gas engine with the four-cylinder and fifteen-horsepower. To improve the sales and deliveries made in a day, companies turned to improving their existing production techniques. William C. Durant in 1908 founded

General Motors and introduced a four cylinder twenty horsepower Model T car at the rate of $825 which also offered a two speed planetary transmission with a detachable cylinder head and a high chassis which provided good ground clearance. The United States could mass create cars in plenty because of prepared accessibility of basic materials, the absence of taxes and simple motorization of the mechanical procedure accordingly of lack of skilled labour prompting to low cost cars. The year 1913 saw a total of 606, 124 motor cars being produced of which 485,000 cars were produced solely by the United States. As the price of the car kept reducing from $575 in 1912 to $290 in 1927 the production also slowed down to a great extent. The Great Depression era additionally contributed to the downfall of the automobile industry which was easily seen in the number of players reducing from 253 in 1908 to a merge 44 in 1929.The automobile industry played a key role during the World War as it produced most of the military vehicles and war material. World War II also saw the automobile industry manufacturing military essentials which were totally unrelated to automobiles.

(**Digital History**)[1] Post-World War II saw a change in the way car manufacturers positioned the cars in the market. The Model T initially introduced as a farmers car was redesigned and positioned as a faster, smoother riding and a more stylish car by 1920. To combat the steadily decreasing sales, car manufactures in 1930 came up with new features.

(General Motors Company)[2] Alfred P. Sloan Jr. who guided of General Motors concentrated on manufacturing cars that were more in vogue in plan and structure remembering the true objective to ensure that the cars got them a nice general income. The aim behind this was to create a sense of dissatisfaction in the minds of the consumers in order to encourage them to exchange their existing vehicles for a more stylish one irrespective of the life of the car. This put General Motors ahead of their competitors like Ford as evident in the sales report of Chevrolet in 1927 and 1928.The cars produced were greater, longer and capable with a considerable measure of gadgets, costly to make and offer with a ton of security issues. In 1966, federal standards of road

[1] Digital History. (n.d.). Retrieved from http://www.digitalhistory.uh.edu: http://www.digitalhistory.uh.edu/era.cfm?eraID=16

[2] General Motors Company. (n.d.). Retrieved from http://www.hoovers.com: http://www.hoovers.com/company- information/cs/ competition. General_Motors_Company.6cd6506127863276.html

safety were introduced which led to the close of restyled road cruisers. Various bills were passed like the emission of pollutants in 165 and 1970, energy consumption in 1975, increasing fuel prices as a result of the oil shocks of 1973 and 1979. In 1978, the sales figure of the automobile industry touched a record of 12.87 million units but unfortunately started declining that in 1982, the number was just 6.95 million units. The automobile industry saw Japan gradually ascending to the top with its generations of small cars that were designed and built to be fuel productive. 1980 saw Japan leading the world as the auto producer and it still maintains its ranking even today. In order to compete in the market the American automobile industry began concentrating on improvements in the design and generation of cars. Companies focussed on producing cars that were functional, practical with the required safety and technological measures that would ensure that the driver had a pleasant experience**. (Chapman, 2007)**[3] The size of the car was reduced, the fuel efficiency was increased and the pollution levels were decreased to a large extent. **(Wikipedia)**[4] Computer aided design and engineering were used by the auto industry in order to ensure that they become a key force to be reckoned with. **(Encyclopedia)** [5] The twentieth century saw an adjustment in the positioning of the American automobile industry.

Over the last decade the automobile industry has been witnessing the radical progress and growth. A lot of other sectors and industries have directly and indirectly benefited as a result of this expansion. Travel and tourism expanded significantly with the presence of hotels, service stations, roads, motels, hospitals, etc. Cities expanded to include suburbs where people preferred to reside and commute daily for work to cities made possible due to the automobile sector. People became more independent and were able to move about freely. **(James Banks, Richard Blundell, & James Smith, 2004)**[6] pointed out that in America in 1980's 87.2 percent of households owning one or more motor vehicles, 51.5 percent owning more than one and an entire 95 percent of domestic car sales were exchanged for more current and new models. This era was rightly known as the Automobile age.

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[3] Chapman, L. (2007, September). Journal of Transport Geography. 15, September, Pages (5), 354-367.

[4] Wikipedia. (n.d.). Retrieved from en.wikipedia.org: https://en.wikipedia.org/wiki/Automation

[5] Encyclopaedia. (n.d.). Retrieved from encyclopedia.com: http://www.encyclopedia.com/science-and-technology/technology/technology-terms-and-concepts/automobile

[6] James Banks, Richard Blundell, and James Smith. (2004). Wealth portfolios in the United Kingdom and the United States. (D. A. Wise, Ed.) University of Chicago Press.

(wikipedia)[7] In the beginning USA and few European countries were the largest manufacturer of automobiles. Today Japan, China and Korea are the countries where the maximum production of cars takes place. 40% of the global car production is contributed to by Japan, USA and China. The fluctuations of oil prices globally were a constant source of challenge in the automobile industry. Thought it does not directly affect the industry growth, it played a crucial role in determining the demand and supply. To face the competitive situation, the automobile industry has delved in investigating the alternative for fuel that the cars can keep running on. The advances and innovation due to technology has advances helped the auto manufactures to incorporate various devices and gadgets into the car design that helped in providing better designed cars. **(Encyclopadia Britannica)**[8] The year 2015 the auto industry witnessed a marked increase in the car sales in USA while other countries faced economic depression. Over the last few years we have seen so many new innovations in the car that have simplified and enhanced the driving experience. Artificial Intelligence will prepare for auto makers to consider about the introduction of self driven automatic cars with multiple facilities. This is an energizing stage as researchers are working towards making this a reality soon. Eventually all producers need to give the customer an awesome experience and this is the stimulating component that drives the Original equipment manufacturers (OEMs) to constantly continue developing.

1.3 GLOBAL AUTOMOBILE INDUSTRY

The present era is highly dependent on the automobile to such an extent that it is inconceivable that anyone can exist without having a vehicle. It has revolutionized the lifestyle of the modern family to such an extent that it directly affects various factors like social, educational, functional, religious and physical segments of an individual. The presence of a car has reduced the time taken to travel. Though the value of a car depreciates yearly it is still considered as an investment and people don't mind trading in their old cars for one of the latest models that enter the market regularly. There are so many brands in the market and the customer is spoilt with the various choices that are presented in terms of the features available. The car makers are offering so many

[7] Wikipedia. (n.d.). Retrieved from Wikipedia website: https://en.wikipedia.org/ wiki/ History_ of_ Japan

[8] Encyclopaedia Britannica. (n.d.). Retrieved from Encyclopaedia Britannica website: https://www.britannica.com /topic/Financial-Crisis-of-2008-The-1484264

discounts and schemes that further attract the customer. Competitive pricing is also extremely competitive with features. The automobile is the only product that has tentacles firmly planted in so many sectors and is still continuing to reap such rich dividends. The automobile industry is hugely dependant on various allied industries and it also relies heavily on generation of electricity, petroleum refining and most mining and other industries that directly contribute to the manufacturing process. The manufacturing units in turn employ a large number of skilled and unskilled labourers for the various processes. Employment generated by the automobile industry directly impacts the economy of a country and improves the social infrastructure. Skilled workmen like mechanics, service men, electrical engineers, mechanical engineers, automobile engineers, etc. are directly employed by the industry. After the manufacturing process salesmen, distributors, maintenance, repair, fuel, etc. are involved to market the product and service the same.

The automobile industry has indirectly contributed to the development of various sectors like metallurgy, organic chemicals, electrical engineering, steel, plastics, the computer industry, civil engineers, road and building contractor and the connected industries. The number of people employed as a result of this is unparalleled as compared to any other industry. The automobile industry has been directly responsible for the development of roads, highways, shopping centres, malls, motels, drive through hotels, movie theatres, banks and other service products. Cities have expanded to include the suburbs where most people prefer to stay. Automobile has made commuting daily to and fro to office easy.

Research indicates the presence of six essential goods and services that must be present in every community. And one of this essential need has been met and provided by the auto industry. The salary paid is also good which directly raises the individual's standard of living. As an exporter of goods, it facilitates better the payment balances and the foreign reserves. When the per capita income increases it automatically leads to a rise in the demand which in turn propels the auto industry to provide a variety of choice to the end customer.

Change is inevitable in any industry and this must be embraced in order to survive. The automobile industry is not new to the concept of change as over the last century the

automakers have shown remarkable resilience when challenged. Post-World War I, Henry Ford and Alfred P. Sloan of General Motors (GM) changed the world's view of car production as it introduced the concept of mass production as compared to craft production. The period after the World War II saw Eiji Toyoda and Taiichi Ohno at Toyota Motor Company in Japan introducing the concept of lean production to the manufacturing industry. The phrase "How we make things" has been expanded to include various factors like how we work, how we buy, how we think and how we live.
In 1921, E.C Stokes the Governor of New Jersey, USA laid emphasis on the fact that for a family to be bonded together there are many factors that contribute towards reaching a state of fulfilment and can all be known as good morals. Women experienced greater freedom with the possession of an automobile as it helped them escape the narrow confines of the home and be introduced to the various pleasures and sights offered to them by their surroundings. Families become more socially active as time and weather constraints were removed as a result of the automobile. Travel to various destinations also became easier as families were able to make many short trips within an allocated budget which provides much needed rest and recreation to the entire family. This increased the relationship ties and improved family bonding between members. Automakers targeted the different income groups by providing automobiles that fit within a family budget thereby making cars affordable to all. Gone are the days when only the affluent people possessed vehicles. Today we see middle income families having more than one vehicle at their disposal. Though considered an object of masculine interest most of the gadgets and design are installed specifically to target the female audience like the vanity mirror, rich upholstery designs, automatic gears, GPS, etc. The invention of the self-starter technique was referred to as the "ladies aid".

In short, the individual mobility, comfort, convenience that an automobile bestows are unparalleled by any other means of transportation. Its commitment towards upgrading and impacting the way of life and enabling women empowerment are some of the greatest offering made by the automobile industry.

1.4 GLOBAL TWO-WHEELER MARKET:

The Two wheeler automobile is one of the most common sights in most households. The Asia-Pacific region is the global leader of the two wheeled automobile with China continuing to lead at the top followed by India and Indonesia eventually. America,

Africa, Middle East and Europe also contribute but play a very minor role. The research and consulting firm Kline and Company has predicted a growth of 700 million units by 2021 with an expected growth rate of 8% per year from the current 7% growth rate. At present Brazil, India and Vietnam are spearheading the demand for two wheelers. The forecast for this industry is positive as the sales numbers are expected to increase exponentially. The introduction of the electric two-wheelers is expected to dampen the sales of the two-wheelers to a slight extent while in comparison the potential for the conventional four-stroke vehicles will continue to remain high. Brazil is one among the leading hubs for the two wheeler industry. **(Statista)**[9] The growth rate showed a massive increase from 15% 2003 to well over 32% in 2013 of the entire vehicles of the country.

The two wheeler automobile industry comprises of motorcycles, scooters and mopeds which are an affordable option available to most individuals over walking, cycling and public transport. Various factors like the entrance of new consumers in the motorized market, the need for more agile transportation to escape from increasing traffic jams in urban areas, the replacement of animal transportation in rural areas, the rising economic conditions, lack of good public transportation, terrible road infrastructure, high fuel efficiency/ mileage, lower emissions and a rise in the number of youngsters are the main factors that drive and predict the sales of the two wheeled rides. It is easy to use, convenient to travel in and navigate through the traffic jams, easy to park, good fuel efficiency, less maintenance and greater mileage. More than 40 percent of the new users were earlier users of the public transport systems. These are the major factors that play a significant role in increasing the sales of the two wheeler vehicles in most countries. The downside to the use of the two wheelers has been directly rated as the unanimous cause of most traffic jams and road accidents. To curtail and control this rising phenomena the government has started imposing certain bans in the number of registrations done. In spite of this two wheelers continue to be the most sought after vehicle by most people due to its affordability and ease of use.

[9] Statista. (n.d.). Retrieved from Statista website: https://www.statista.com/topics/1487/automotive-industry/

1.5 EVOLUTION OF THE INDIAN AUTOMOBILE INDUSTRY

The Indian Automobile industry was in nascent stage during 1980. The pre liberalisation era witnessed a closed market, licensed based manufacturing, few players, less product options available, non-significant customer base, high import tariffs and confined supply of vehicles prompting restricted development of the market. In 1991 due to liberalization the market was flourished with competition and the growth which is persistent till today. This period saw the resurgence of automobile industry. As major global auto makers made their entry in the Indian market due to the development in the Indian economy. The period saw the development of a few joint ventures and the most elite car manufactured in India, Maruti 800, which was a joint venture product of Maruti Udyog Limited and Suzuki Motors.

Due to de-licensing the Indian automobile market was open for the world and many giant automobile companies entered to set their plants and sells their automobiles in Indian market. This led to fierce competition between the domestic and foreign players. The customers were in advantage as they had a wider choice to select from the large variety of products available.

As of now, the Indian customers has more than 35 Auto Original Equipment Manufacturers (OEM's) to select either their two wheelers, three wheelers, passenger vehicles, commercial vehicle and multi-speciality vehicles from; and this is just anticipated to grow further, with the current approach of global players.

Table 1.1: Evolution of Indian Automobile Industry

Pre 1983	1983-1993	1993-2007	2008 onwards
• Closed market • Growth of market limited by supply • Outdated models • Market was dominated by:- 1. Hindustan Motors - Ambassador 2. FIAT -	• Phased Manufacturing Programme • Major joint ventures with Companies in commercial vehicles and auto components • Suzuki Motors joint ventured with Maruti Udyog Limited	• De-licensing of sector in 1993 • Global major OEMs start assembly in India (Toyota, GM, Ford, Honda, Hyundai, Chevrolet, Renault and Volkswagen) • Ford India –	• More than 35 market players • Indian companies gaining acceptance on a global scale • 100 percent FDI • Setting up of National Automotive Board to act as facilitator

Pre 1983	1983-1993	1993-2007	2008 onwards
Premier Padmini 3. Mahindra & Mahindra-Jeep CJ-3A	and launched Maruti 800 • Introduction of Mass emission regulatory norms	Mahindra, a 50-50 joint venture established • Imports allowed from April 2001; alignment of duty on components and parts to ASEAN levels • Implementation of VAT • Automotive Mission Plan 2006-2016	between the government and industry • Government has proposed GST to support lower raw material cost • Launch of Automotive Mission Plan 2016-26 in 2015 • Alternative segments i.e. Hybrid and electric cars and bikes, natural gas run vehicles • Excise duty reduction • Motor Vehicles (Amendment) Bill 2016 • Impact of Demonetisation

Source: ibef.org

1.5.1 DISTINCTIVE CHARACTERISTICS OF INDIAN AUTOMOBILE INDUSTRY

Every market is unique and the key features that differentiate the Indian market from the global automobile industry are:

(a) Higher average life span of vehicles

India is famous for its diversity, culture and the abundance of labourers which reflect well on the automobile industry. Vehicles are used even after their average life span is over by replacing or repairing the parts that have to be fixed. This directly ensured that the automobile supplier industry was doing very well. The government however has a put a clamp on this by passing a law in the National Capital Region (NCR) which mandates all old vehicles to be taken off the road to bring down the pollution levels.

(b) Structure of passenger vehicle market

In India, personal transport vehicles have a specific structure with respect to volumes of the vehicles. The Indian automobile market was dominated by the two wheeled vehicles as its cost, convenience, ease of travel and suitability for the road were met for the middle income families. As per the substantial growth in family income, families are updating towards the four wheeled vehicles as it represents, comfort, stability and is able to accommodate the growing members of the family easily. The auto mammoths have taken off different plans that bait the customers to put resources into these vehicles by offering lucrative finance schemes and by hazel free procedures. However with the income levels of the families increasing rapidly, families are upgrading towards the four wheeled vehicles as it represents, comfort, stability and is able to accommodate the growing members of the family easily. The auto giants have rolled out various finance schemes that lure the customers to invest in these cars by making the instalment process simpler.

(c) Competitive scenario

The Indian market remains hugely untapped thereby attracting many foreign companies to have their set up here. This automatically ensured that the number of cars produced on the whole in the Indian market increased rapidly in addition to liberalization and de-licensing. This caused the companies to engage in price wars to stay ahead in the competitive markets. Unfortunately the auto companies in their eagerness to penetrate the market failed to do the necessary research and ended up with large production units.

(d) Change in operating style

Collaborations and Joint Ventures between the Indian companies and the foreign investors have been mutually beneficial as it helped the Indian companies upgrade on the technology and enabled the foreign companies gain a foothold in the Indian market. While this has been mostly successful few mergers between Mahindra & Mahindra with Ford, Italy's Piaggio and LML, General Motors and Hindustan Motors, Mercedes Benz and Telco did not work out successfully as the key reason being that the Indian companies did not want to relinquish their control fully. Going forward the practice of joint ventures and collaborations are likely to continue while ensuring the necessary consolidations are in place as the Indian auto giants are sadly lacking in the technological segment.

1.5.2 MAJOR SEGMENTS OF AUTOMOBILE INDUSTRY

The automobile industry is highly diverse, comprising of various segments such as passenger vehicles, two wheeler, utility vehicles and commercial vehicles.

Four-wheeler industry is one of the main segments of automobile industry. Four wheelers are namely the passenger cars (hatchbacks and sedans), jeeps, vans etc. The passenger car is a maturing market as the prominent producers from Indian and world are coming up with flurry of products. All developed countries are the main market for this segment.

Two-wheeler industry covers of three segments i.e. motorcycles, mopeds and scooterettes. As per the recent trends the moped is a diminishing segment and the two wheeler is dominated by motorcycles and the scooterettes segment is gradually developing. The significant manufacturers are Hero MotoCorp Ltd, Honda Motorcycle and Scooter India, Bajaj Auto Ltd, TVS, Suzuki, Yamaha, Royal Enfield, Mahindra Two Wheelers etc. To the extent India is concerned, dominant part of the general population is utilizing a two wheeler as a medium of their transport. India, China and Japan are the leading producers of two wheelers.

Commercial vehicles industry consists of the production of Medium and High Commercial Vehicle (M&HCV), Light Commercial Vehicles (LCVs), three-wheelers, buses and coaches. The leading manufacturers of commercial vehicles in the world are United States, Japan and China.

Utility vehicles industry consists of manufacturing organisations engaged in production and sales of Sports Utility Vehicle, Multi Utility Vehicles, Army utility vehicles, Crossover utility vehicles, Light equipment utility vehicles, Coupe or tray utility vehicles and Utility terrain vehicles. Today in present era Utility vehicles represent a necessity in construction, sports, road maintenance and even in the army. The major producers are in North America, Europe, China and India.

1.5.3 GROWTH AND SIZE OF THE AUTOMOBILE INDUSTRY

In recent times, the Indian Automobile Industry is being viewed as a prominent industry amongst the world automobile industry. **(Rectab)**[10] Since last 7-8 years the development has been visible where the industry has developed at a CAGR of more than 14%. The total production of automobile vehicles(passenger vehicles, commercial vehicles, three wheelers, two wheelers and quadri cycle was 23,358,047 units in April-March 2015 as against 23,960,940 units in April-March 2016 The automobile industry recorded a marginal growth of 2.58 % over the same period last year.

1.5.3.1 The trend in the growth of the Automobile Industry and its sub-segments is shown below:

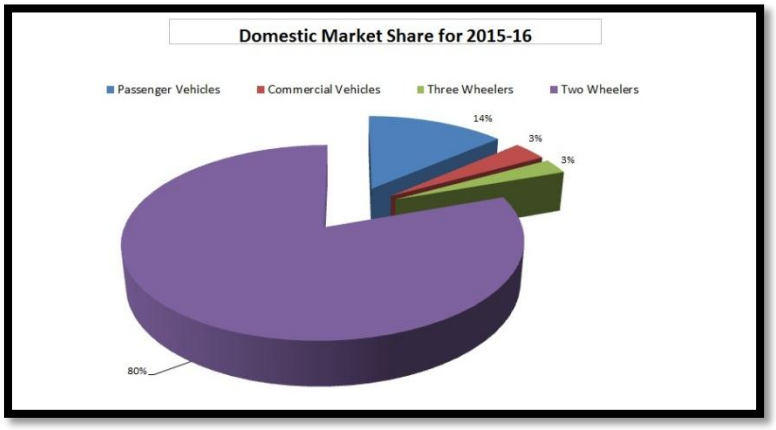


Figure 1.1: Domestic Automobile Market Share 2015 - 16

Source: SIAM INDIA

The Indian automobile industry which is the seventh-largest in the world comprises of passenger vehicles, two-wheelers, three-wheelers and commercial vehicles. In the fiscal year 2016 the Indian automobile industry has produced 23.4 million vehicles, of which 3.5 million were exported.

A summary of the industry gives a clear picture that the two wheelers are the most acquired automobiles in India and the trend is probably going to stay long for many years to come. The two wheeler industry dominated the automobile industry with a market share of 80%, second place was the passenger vehicles with a market share of

[10] Rectab. (n.d.). Retrieved from Rectab website: http://www.rectab.com/automobile.html

about 14% and both the commercial vehicles and three-wheelers market share was 3% respectively.

The Indian largest Company manufacturing commercial and passenger vehicle is Tata Motors Ltd. It stands in fourth place in truck manufacture and the second- place in bus manufacture in world automobile market. Indian passenger car maker Maruti Suzuki India Limited dominates the passenger market with 45% market share. The two wheeler industry marks the presence of Hero MotoCorp Ltd. with 41% market share in the Indian two-wheeler segment. Bajaj Auto Ltd is operating only in motorcycle segments.

1.5.3.2 The Production and Sales trends in the growth of the Industry is shown below:

Table 1.2: Production Trends (2010-2016)

Category	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Passenger Vehicles	29,82,772	31,46,069	32,31,058	30,87,973	32,21,419	34,13,859
Commercial Vehicles	7,60,735	9,29,136	8,32,649	6,99,035	6,98,298	7,82,814
Three Wheelers	7,99,553	8,79,289	8,39,748	8,30,108	9,49,019	9,33,950
Two Wheelers	1,33,49,349	1,54,27,532	1,57,44,156	1,68,83,049	1,84,89,311	1,88,29,786
Grand Total	**1,78,92,409**	**2,03,82,026**	**2,06,47,611**	**2,15,00,165**	**2,33,58,047**	**2,39,60,409**

Source: Society of Indian Automotive Manufacturing (SIAM)

Table No.1.2 depicts the Automobile production trends of passenger vehicles, commercial vehicles, three wheelers and two wheelers. It is seen from the table that every year there is increase in production of automobiles 2010-11 to 2015-16. In 2010-11 the aggregate production was 1,78,92,409 vehicles whereas in 2015-16 it rose up to 2, 39, 60,409 vehicles.

Table 1.3: Sales Trends (2010-2016)

Category	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Passenger Vehicles	25,01,542	26,29,839	26,65,015	25,03,509	26,01,236	27,89,678
Commercial Vehicles	6,84,905	8,09,499	7,93,211	6,32,851	6,14,948	6,85,704
Three Wheelers	5,26,024	5,13,281	5,38,290	4,80,085	5,32,626	5,38,092

Category	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Two Wheelers	1,17,68,910	1,34,09,150	1,37,97,185	1,48,06,778	1,59,75,561	1,64,55,911
Grand Total	**1,54,81,381**	**1,73,61,769**	**1,77,93,701**	**1,84,23,223**	**1,97,24,371**	**2,04,69,385**

Source: Society of Indian Automotive Manufacturing (SIAM)

Table No.1.3 depicts the Automobile domestic sales trends of passenger vehicles, commercial vehicles, three wheelers and two wheelers. It is seen from the table that every year there is increase in the sale of automobiles 2010-11 to 2015-16. The two wheeler segment has commendable increase in sales from 1,17,68,910 in 2010-11 to 1,64,55,911 in 2015-16. In 2010-11 the aggregate sale was 1,54,81,381 vehicles whereas in 2015-16 it rose up to 2,04,69,385 vehicles.

1.6 INDIAN TWO-WHEELER INDUSTRY

In the year 2017, as indicated by Society of Indian Automobile Manufacturers (SIAM) and also information sourced from China Association of Automobile Manufacturers India has assumed command over China to develop as the world's greatest market for two wheelers. Over the years, a remarkable growth has been witnessed by the Indian two- wheeler industry and in the year 2016 India has sold around 17.7 million two wheelers as compared to China with 16.8 million units. A comparison between the fiscal years 2008-09 and 2013-14 has shown an exponential increase of 15 to 24 percent in the automobile sales of two wheelers. India is one of the leading producers of motorcycles next to Japan and China mainly as a result of the road infrastructure, poor traffic conditions, affordable cost, variety of design and features, ease of use, etc. The automobile industry has directly made a huge difference to the economy of the country by increasing the number of jobs, decreasing the distance between rural and urban India, tapping into the potentials of the women and teenagers, contributes to the industrial development of a country, expanding market horizons, supports entrepreneurial talent and skills, pushing companies to be more innovative and challenging.

1.6.1 INDIAN TWO WHEELER INDUSTRY : JOURNEY THROUGH THE YEARS

The Indian Two-wheeler industry journey timeline is described briefly during each time-frame.

a. Time Frame 1955-1969

In the early 50's India witnessed the start of automobile production by the Automobile Products of India (API) with foreign collaboration Innocenti Limited Italy, with the scooter brand Lambretta. 1948 saw Bajaj Auto Company selling the imported Vespa Scooters. The foundation of the two wheeler industry in India was laid in 1955, when the first '350 cc Bullet' bikes were custom-made for the Indian army. In 1960, Bajaj and Piaggio of Italy came together to sign a technical collaboration that led to the introduction and production of Bajaj Scooters but concluded in 1971. Ideal Jawa (India) Limited made its entry with Jawa motorcycles and then the Yezdi 175cc motorcycle. Escorts, responsible for introducing Rajdoot 175cc to India by collaborating with the Polish automotive company CEKOP. In the initial stages, the scooter segment was dominated by API; it was later overtaken by Bajaj Auto. The two wheeler industry was dominated by motorcycles and scooters in this period and the production was totally under the control of the government with licensing.

b. Time Frame 1970-1980

The period between1970-80, observed an upsurge in the overall development of the two wheeler industry. Due to the sudden rise in the crude oil prices in the year 1974 the sales of cars declined and two wheeler increased as most of the car and jeep owners due to better fuel efficiency shifted their purchase towards two-wheeler. Thus this decade saw two-wheeler becoming a popular mode of personal transport. The two wheeler industry was dominated by motorcycles with Rajdoot, Ideal Jawa and Enfield as the three main players in the mid 80's. Kinetic Luna, Hero Majestic and TVS 50cc mopeds were introduced in this period by the Indian two wheeler manufacturing companies. Scooters like Vijay and Priya manufactured by Indian companies started attracting attention. This period witnessed an upwelling in the number of Indian two wheeler manufacturing companies

c. Time Frame 1981-1990

Post the mid 80's when foreign companies were allowed for below 100cc vehicles in the market witnessed a fierce competition. As a result of the liberal policy of the government in 1981 by the then finance minister Dr. Man Mohan Singh of India, allowing foreign collaborations, there was a huge increase in the number of collaborations that took place between various foreign companies in order to boost the

automobile sales. Some of the mergers were formed between Hero Honda, Ind -Suzuki, Piaggio AP Scooters (Vespa PL 170), Lohia, Piaggio, Kinetic Honda, Bajaj Kawasaki, Kelvinator Garelli, Chamundi Motors Peugeot. Japanese firms were the most sought after for the production of the automobile parts. This encouraged the automakers to invest in research and developmental programs. Hero Honda was the main organization producing four stroke two wheelers and this was an immense achievement in the market as a result of its fuel efficiency. Honda in collaboration with Kinetic in the mid 80's introduced the automatic gearless scooters in India for the first time. This became a huge hit as it automatically increased the consumer market to include women and teenagers. This group was previously ignored with the other geared motorcycles as they were primarily projected as a men's motorcycle. This set in motion the production of gearless vehicles by other companies like Kinetic, TVS and Hero.

This brought a whole new realm into the industry, through foreign companies that had advanced technologies, mainly for the motorcycle segment. Fuel-efficiency improved by 60% - 100% in the new vehicles. In the seventies, motorcycle mileage was on an average between 25 to 50 kmpl. (kilometer per litre), which had now improved to 50 to 80 kmpl. One major occurrence of this decade was that several existing but weaker players died out giving way to new entrants and superior products.

d. Time Frame 1991-2000

The decade leading upto the end of the millennium, i.e., 1990's saw a complete liberalisation of the economy. The industry was deregulated, with several reforms to make Indian exports competitive. There was an increase in the number of brands and thus the models and higher competition. This also led to reduction in the sales for each individual brand. The recession of 1993-945, gave way for a decline in the sales numbers. 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. The market improved and made tremendous progress towards the end of the millennium, nearing the year 2000.

e. Time Frame 2000 to 2010

The two wheeler industry was opened for all foreign players by the government with 100% foreign investment. India began to liberalise its two wheeler market, a number of

foreign companies parted their joint ventures with existing Indian companies and entered Indian on its own. Honda Motors parted from Hero Motors and Suzuki Motors parted with TVS and entered on its own in Indian market with its own product profile. Gearless scoters called as Scooterettes came in existence but still motorcycles market share was growing. Customers became the vital point as they had variety of options available in each price class.

f. Time Frame 2011 - 2017

The current decade saw a huge surge in the production of two wheelers where demand for motor cycles raised steeply and had also created a great demand for super bikes (more versatile and fashionable motorcycles), which in turn has left sales of other lesser two wheelers far behind. Some of the major reasons are the IT Boom and the resultant entry of MNCs and IT Giants into the country, fashion making a major impact on the current younger generation and also the different information and advertising media who are providing and spreading information that has not happened till a few years back.

At present the major company's manufacturing two wheelers in India are Hero, Bajaj, Honda, Suzuki, TVS, Mahindra, Royal Enfield and Yamaha. The two wheeler industry has now introduced vehicles that can be operated electrically from companies like Indus and Hero. The drawback of this vehicle was in terms of its speed as it clocked a maximum of 25 miles per hour. In contrast to this Bajaj has understood the need for speed amongst youngsters and presented a series of brand Pulsar, with 135cc to 220 cc, engines. There are so many models with various deigns and technology that have been introduced in the last ten years alone. The Indian customer has a wide variety of choices from which they can choose from. Companies today are facing stiff competition in the two wheeler segment. In order to gain an edge companies have realized that providing quality customer service in the key to attracting and retaining customers by invoking feelings of loyalty. The industry has become very aggressive and extremely customer centric in its approach and the sales growth between 2006 and 2014 was 9.5 percent. The growth figures of 2014-15 were at an impressive high of 14.8 percent. This is supported by the sales figures of Hero MotoCorp in 2014 that posted a record of US$ 15 billion. Globally also each manufacture involved in two-wheeler designing, manufacturing, engineering and selling posted an average of US$

3.5 billion. The numbers are set to increase as the forecasts are positive for the coming years with respect to the two wheeler industry. The main factors that are contributing towards this are the rising demand from the rural areas and the fuel efficiency that is offered. The government is now focusing on Make in India schemes in order to further attract foreign investors to promote the progress and growth of Indian two wheeler industry.

1.6.2 PORTERS FIVE FORCES MODEL FOR INDIAN TWO-WHEELER INDUSTRY

Five force analysis is a key analytical tool for diagnosing the competitive environment. The condition of rivalry in an industry relies on upon five essential powers as rivalry among existing firms, threats of substitute products, threats of new entrants, bargaining power of suppliers and bargaining power of customers. These five forces are diagrammatically shown in the figure below.

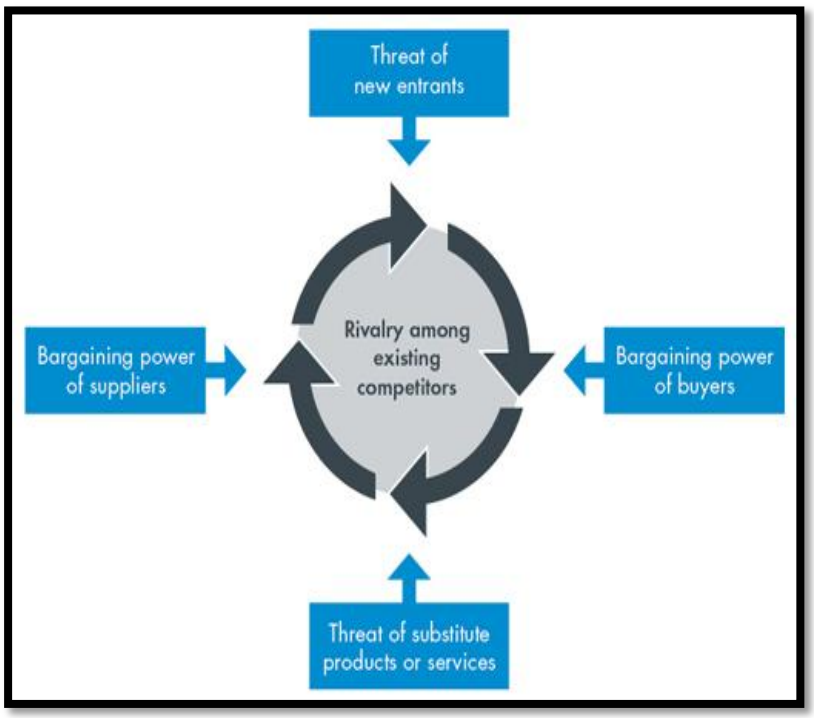


Figure 1.2: Porters Five Force Model

These forces for Indian two wheeler industry are discussed as below:

Rivalry among existing firms – High

The two-wheeler industry is classified with the aid of excessive competition particularly between the four majors–Bajaj Auto, Hero MotoCorp, Honda Motorcycle

and Scooters India and TVS Motors. Yamaha also started manufacturing four stroke motorcycles to grab higher market share. In the two wheeler industry the small players such as Suzuki Motors, Vespa and Mahindra Two Wheelers and Royal Enfield are gaining a proportion of market share by presenting a huge range of new two wheelers in the Indian market. So the rivalry among the existing Indian and foreign players is very high. Few more reasons for high rivalry among existing firms are (i) lower switching cost of customers, (ii) some of the players are of nearly equal size, (iii) as Indians are fond of festivals, so all two-wheeler companies offer different schemes to attract customers during festivals.

Threat of Substitute Product – Low

The passenger car industry gives a tough competition to the two-wheeler industry. People are influenced to purchase car due to rise of disposable income and ease available loan facility. Even the introduction of small car like Tata Nano, also adversely affect the two wheeler industry. Yet, one fundamental favourable position with two wheeler is the less movement issues essentially in urban area when contrasted with those with cars. Public transport, cars, auto rickshaws and private cabs are substitute products for two wheeler industries but due to convenience and driving comfort gives two wheeler an edge over all the substitute vehicles. So overall, the threat of the substitute products can be considered as low.

Threat of new entrants – Medium

The Industry is demanding in terms of capital and Innovation. Now a day the two wheeler industry is in its maturity stage. All the existing players are well set. For the new entrant the difficulty level is high as there is high investment required to set sales and service outlets and also the presence of large number of competitors in market. Even though this force is medium, it cannot be ignored. All the four wheeler players have the ability to enter into the two-wheeler sector because they have already established distribution network and familiar with the working of automobile industry. Though new players are entering the market their strategy is different from existing players as they are positioning their products in different segments high end motorcycles and sports motorcycles are examples of it. Hence there is a medium level of threat from new players.

Bargaining power of suppliers – Low

Providers can apply a focused constrain in the business as they can raise costs, diminish quality and reduce the scope of free services they offer. Few years back, as the sales was not that flourishing as compared today, hence the two-wheeler industry was dependant only on a hand full of suppliers. But today the scenario is totally changed. Recently so many players have entered into the business of automobile parts manufacture in India. Also majority of the players in the industry are large customers for the supplier and no one wants to lose such a large customer. Thus the bargaining power of supplies is low. Another reason is due to large numbers of local suppliers in the India and low-cost of auto components from China. The automobile supply business is quite fragmented.

Bargaining power of buyers – Very High

In automobile industry the customers enjoy very high bargaining power as buyers are treated as 'King'. The Buyers are the focus point for each and every two wheeler companies operating in the market. Hence all the departments coordinate the activities in such a way that it focuses on customers. The two wheeler companies operate in different segments like the entry level, executive and premium level and offer various two wheelers to keep the customers happy and satisfied. Various two wheelers are available in the same range and customers can choose as per their taste and requirements. Customers are very exceptionally cognizant in spending their cash to buy a two wheeler, since it pulls in the greater part of their salary. Buyers also look for after sales services also while purchasing.

Bargaining power of buyers – Very High

Two wheeler market is full of various options available to buyers and this makes the buyers feel like that they should be treated like a 'King' and hence the bargaining power of buyers is very high in two wheeler market industry. There are many domestic and foreign players in the two wheeler market and have a wide range of products in different segments. Customer wants and needs are the center focus of all these companies as they want their customers not only to be satisfied but also be delighted. All the departments in the two wheeler companies focus on the requirements of the buyers or customers. Customers are in position to switch brands and make conscious

purchase decisions. Customers are in power to decide and purchase as per their needs, income level and status. Therefore the bargaining power lies totally with the customers.

1.6.3 GROWTH DRIVERS FOR TWO WHEELERS

Two wheelers purchasing has changed over the years and is widely based on preferences of the customer and new products which are launched. These are a few factors that drive the rise of sales. Post the liberalization era of the 1990's the auto industry was subjected to the changes of the customer. Successful companies were those who were able to innovate based on the changing needs of customers by identifying target markets. Some of the innovations include gearless scooters, launch of premium scooter models, Japanese motorcycles all of which were embraced by the public.

Drivers of growth are listed as under:

The research reveals the following important factors which direct each and every consumer class (vehicle holder) to demand a two- wheeler.

a. Individual factor

Every decision that is made by an individual is influenced to a large extend by the various factors like outlooks, values, culture, social and economic background of the individual. With the spending power of families increasing exponentially, it becomes a matter of priority while taking decisions. Every person wants to upgrade themselves in order to lead a more comfortable and enjoyable life. The decision to buy a two wheeler is largely influenced by the comfort and convenience that is provided by the vehicle.

b. Fast travelling factor

Time is one of the most influential factor as it plays a very important role in the decision making process. The time taken to travel from one location to another is greatly reduced with the presence of a two wheeler. The main advantage for a two wheeler over the public transport system is that there is no wastage of time spent in waiting. Individuals possessing a two wheeler can directly calculate the time needed to reach a destination and can start accordingly and reach within the expected time frame.

c. Family custom

In today's modern world where nuclear families are the rage, a two wheeler is the most practical and affordable option available to families. A two wheeler can easily accommodate a family of four consisting of two adults and two children below the age of ten. Most middle class families are quite satisfied with the option of a two wheeler to satisfy their travelling needs as it is fuel efficient and requires less maintenance.

d. Lack of public transport system

A well-developed public transport system is the automatic result of a country that is developed. Unfortunately in India the public transport system leaves a lot to be desired. Most villages have one or no public buses that run through them. This causes people to spend a lot of time waiting which further disrupts the normal workings of an individual. This factor has played a huge role in pushing people to invest in a two wheeler as an alternative solution for travelling.

e. Convenient factor

Pooling of resources while travelling to a common destination automatically reduces the cost involved. When members of a particular family or locality are working in the same area or locality and then travelling with a two wheeler works out to be conveniently the cheap and best option. It saves a lot of time, reduces the travelling expenses and is easy to use.

f. Cost factor

One of the major factors that influence the buying habit of a customer to a huge level is the cost factor. On an average the cost of a two wheeler roughly encompasses 4 to 5 month's salary of the average middle class individual while the cost of a car roughly encompasses 4 year's salary. The huge cost divide between these vehicles is what continues to increase the sales of the two wheeler as compared to the four wheeler. In India, possession of a two wheeler has become a necessity while the possession of a four wheeler represents luxury.

g. Financial assistance

Two wheelers are definitely cost effective but still are on the higher side for lower middle income families. To counter this automobile companies have come up with

various financing options that will help families to fulfill their dreams of owning a two wheeler. Some of the options available are easy instalment for EMI's, low interest rates for loans, tie ups with various banks, etc. Research indicates that more than 45 percent of the sales are made as a direct result of these financing schemes that are made available to the public. Some auto manufactures like TVS, Hero, Yamaha, Mahindra Two wheelers and Bajaj have established their own subsidiary finance companies.

h. Shorter replacement cycles

Technological changes are fast paced and they in turn are influencing the consumer preferences of the two wheelers. The average life span of a two wheeler is 15 years but this is becoming shorter and shorter as the numbers of vehicles being introduced are more allowing the customer to trade in. India boasts of having a population of about 40 million two wheelers. This number is expected to increase in the near future.

i. Increasing purchasing power

The liberalization era saw a huge change in the lifestyle of the masses as they were exposed to various avenues and projects. The incomes of families rose steadily with some families having more than one income. In addition the digital media forever revolutionized the way Indian consumers thought and shopped. The ads promised the viewers a better lifestyle which could be easily obtained by making few necessary purchases. The two wheeler industry capitalized on this trend by projecting the possession of a two wheeler in every household as a must have item. This contributed directly to a huge increase in the sales volume.

j. Fuel prices

Fuel prices often fluctuate based on the global rise in oil prices, inflation, etc. Fuel efficiency is the main attracting factor in a two wheeler that has attracted more customers as a two wheeler is more fuel efficient than a car. Owning a two wheeler turns out to be more economical and practical.

k. Upsurge of brands and models

The Indian two wheeler industry is flooded with many companies promoting multiple products to increase the customer base. Branding of products is done based on factors like fuel efficiency, ergonomics, speed, power and style depending on the target group

identified. A two wheeler vehicle is used equally by both the genders irrespective of their age and hence it becomes important for the company to project their product to the right target audience to ensure maximum sales. A growing economy is an indicator of market expansion as the spending power of families increase exponentially. Lifestyle changes and an ingrain need to be socially acceptable will be the driving force behind the purchase of two wheelers which continue to dominate the market till an alternate customer friendly product is developed.

1.6.4 GROWTH OF TWO WHEELER INDUSTRY

(ICRA Limited)[11] The Indian two wheeler industry has posted 10% volume CAGR over past 10 years. The Indian industry has delivered 10% CAGR in its volumes over the past ten years. This growth has been driven by rising household incomes, increasing use of two wheeler as the preferred choice for low-cost commuting and improving two wheeler penetration across urban and rural areas.

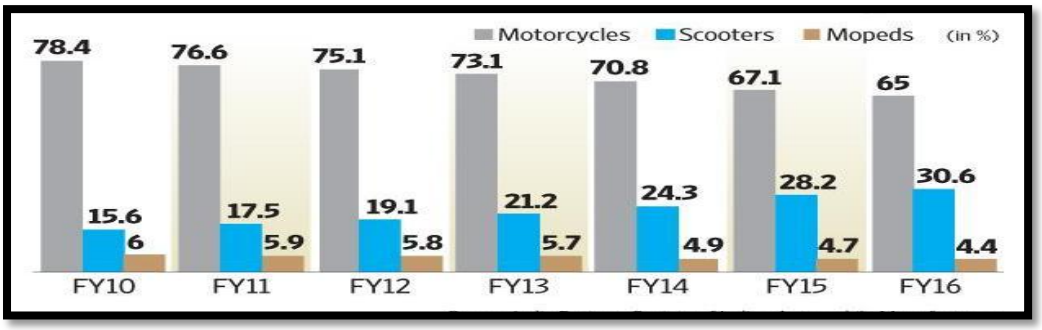


Figure 1.3: Growth of Indian Two wheeler Industry

Source: India Ratings, SIAM

A 20% compound annual growth rate in domestic scooter sales over the past five years makes it the best among two-wheeler industry. Since 2010, the share of scooterettes in the two-wheeler market has multiplied to 30.6%. Financial year 2016 saw annual scooter sales grew with the aid of 12%, that of motorcycles were flat and mopeds got here down through 1%. Suitability for male and female members of the family and urbanization will ensure growth of scooterettes growth in future fiscal (year) 2017. Other reason was owing to the competitive strategies adopted by companies like Honda Motorcycle and Scooter India Pvt. Ltd. for scooterettes stood ahead of the other two

[11] ICRA Limited. (n.d.). Retrieved from ICRA website: http://www.icra.in/Files/ticker/SH-2014-Q4-1-ICRA-Two%20wheelers.pdf

segments of two wheeler industry. The firm controls half the scooterettes market. Two wheeler Companies like Hero MotoCorp Ltd and TVS Motor Co. Ltd, also gained from the growing scooterettes market. **(Livemint)**[12] On the other hand, two successive years of rainstorm shortage influenced motorcycle and moped sales. Luckily, with their solid image value in worldwide markets, motorcycle producers made good the loss in domestic sales through higher exports. In two-wheeler industry, exports comprises of about 90% of motorcycles, with Bajaj Auto Ltd. being the leader. In the medium term as well, motorcycle exports from India may keep on ruling the perch. Domestic scooter sales will fuel sales in urban areas due to lower interest rates and improving affordability. The fortune of the other two segments of two wheeler industry highly depends on the monsoon and as a large part of the sales comes from rural areas.

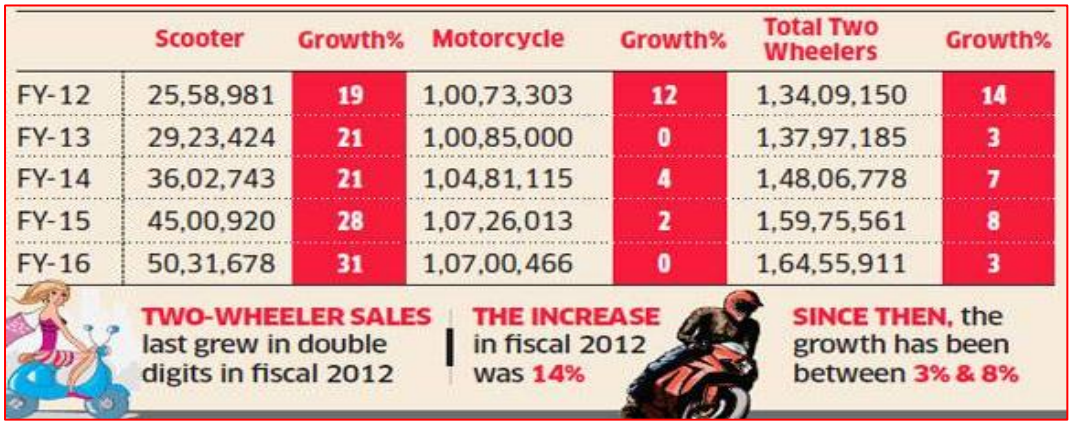


Figure 1.4: Two wheeler Sales (2012-2016)

Source: Economic Times dated 9th Aug 2016

With moderating fuel prices and encouraging interest rates, basics are as of now set up to drive demand. In the financial year 2012, Two-wheeler sales last created in twofold digits when the extension was 14%. Starting now and into the not so distant, the change has been some place around 3% and 8%.

1.6.5 SALES GROWTH COMPANY WISE

The Indian two wheeler Industry has witnessed, the dominance of domestic two wheeler companies in various customer segments but are challenged by foreign competitors. The figure 1.5 below depicts for the FY11 and FY12 the position of market leaders which is ruled by domestic companies like Hero MotoCorp followed by

[12] Livemint. (n.d.). Retrieved from Livemint website: http://www.livemint.com/Money/VizeVTsAmGXCRPMsFLHCjM/Changing-contours-of-the-twowheeler-market.html

Bajaj Auto and TVS Motors. For the FY13 the Japanese brand Honda has acquired the second position and secured 18.8% of the share. The Suzuki Motorcycles is consistently growing its market share from 2.4% in FY11 to 3.0% in 2013. Yamaha Motors show a stagnant growth by maintaining 2.6% market share in FY12 and FY13. Mahindra two wheelers is showing a down fall in market share from 1.3% in FY11 to 0.9% in FY 2013.

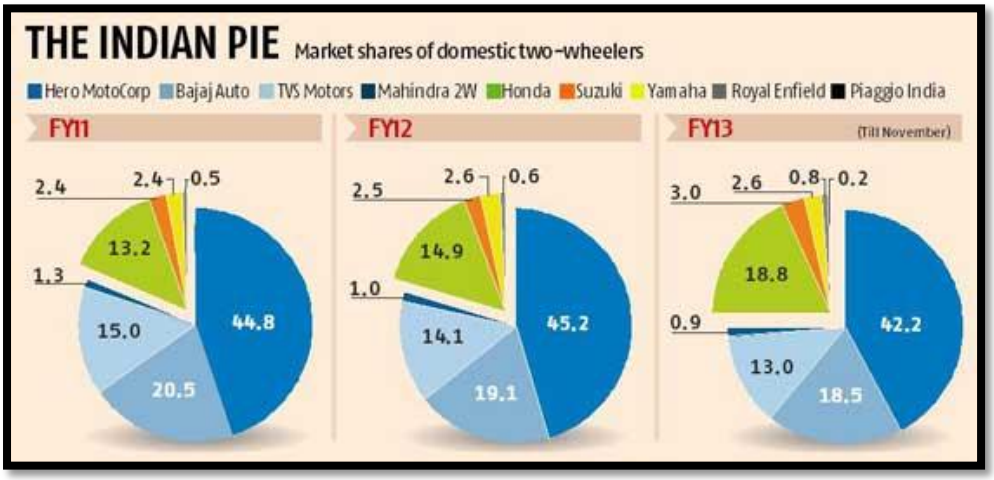


Figure 1.5: Market Share Domestic Two wheelers (2011-13)

Source: SIAM and Nirmal Bang Institutional Equity research

Table 1.4: Company wise Sales Overview (2014 -15)

Rank	Company Name	2014	2015
1	Hero MotoCorp	64,44,542	62,96,920
2	HMSI	41,72,717	43,14,558
3	TVS	20,82,676	21,48,025
4	Bajaj Auto	18,85,263	18,09,612
5	Royal Enfield	2,96,380	4,44,527
6	Suzuki	3,37,620	3,28,423
7	Mahindra 2W	1,94,516	1,50,927
8	Piaggio	26,998	27,830

Source: SIAM

The Indian arm of Japanese two wheeler manufacturer Honda obtained the second slot after witnessing a income soar of 3.4 percentage. The company had sold 4,314,558 units in 2015, as against 4,172,717 units amid 2014. Chennai based TVS Motor Company sales in domestic markets were up 3.1% for the year 2015. It sold a sum of 21,48,025 two wheelers, as against 20,82,676 units amid 2014. The company did no

longer release any new two wheeler in last year, but, maintained a regular month-on-month upward thrust in sales Bajaj Auto propelled an aggregate of nine new two wheelers for its Indian customers. In the sports motorcycle section, after the launch of the Avengers, the company's marketplace percentage improved to 53 percent. Nonetheless, the organization saw 4% development in general volumes. For FY 2015, it sold 1,809,612 units as against 1,885,263 units amid 2014. India Yamaha Motor posted a better than average sales development of 4.9 percent last year and remained at 5, 94,608 units. **(Economic Times)**[13]Yamaha's Fascino, propelled in May 2015, performed well in the business outline**.**

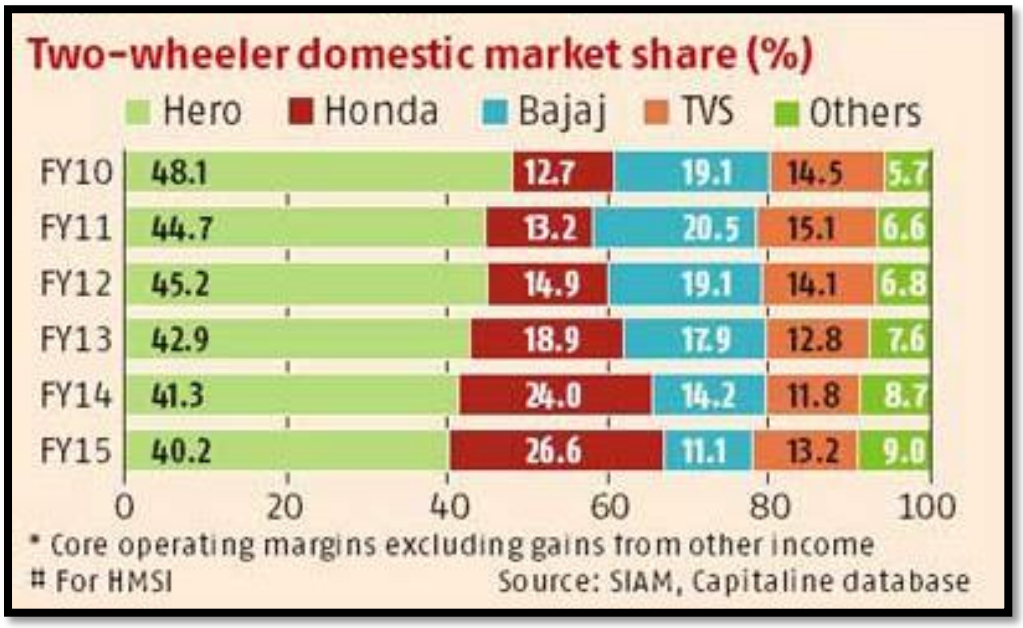


Figure 1.6: Two Wheeler Market Share (2011-15)

Source: Business Standard Newspaper

Figure 1.6 represents the growth of all the Companies operating in Indian two wheeler industry from FY 2011 to FY 2015. **(Business Standard)**[14] The figure shows the downfall of market share of Hero MotoCorp, Bajaj Auto and TVS Motors and it also depicts the penetration of Honda in Indian two wheeler industry from 12.7% in FY 10 to 26.6% in FY 15.

[13] Economic Times. (n.d.). Retrieved Feb 4, 2016, from Economic Times website: http://auto.economictimes.indiatimes.com/news/two-wheelers/scooters-mopeds/two-wheeler-sales-analysis-2015-scooters-save-the-year-for-two-wheeler-industry/50814556

[14] Business Standard. (n.d.). Retrieved from Business Standard website: http://www.business-standard.com/article/companies/honda-sacrificing-margins-to-gain-market-share-in-two-wheelers-115082700036_1.html

1.7 PUNE : A CITY OF TWO WHEELERS

Pune, a city of Maharashtra was known as the "City of Pensioners" and "Educational City' or "Mini Oxford" of the East. It was earlier a quiet little city with its narrow roads and lush greenery. Everything was located within a small radius and bicycles were the most common modes of transport that was preferred by the masses and thus earned the nickname "Cycle city of India". Bicycles were used primarily while considering a wide array of reasons that included the geographical layout of Pune, the narrow roads, low maintenance costs involved, health benefits derived, etc. As part of the development process, Pune became more commercialized as it opened up to the development of various industries, companies, corporate offices, banks, educational institutes, IT parks, etc set the tone of expansion. MIDC was the forerunner in establishing the various commercial ventures that ultimately lured various professionals to move to Pune. The city expanded to include suburban areas that were chosen for residential purposes. The rapid expansion and development made commuting by bicycles inconvenient and risky. Public transport services were offered by the Pune Municipal Corporation under the P.M.T banner and were initially very good. But as the population increased the corporation was unable to provide satisfactory services as a result of scattered residential locations or reduce the cost per passenger and increase the frequency of buses. The map of Pune city is presented below:

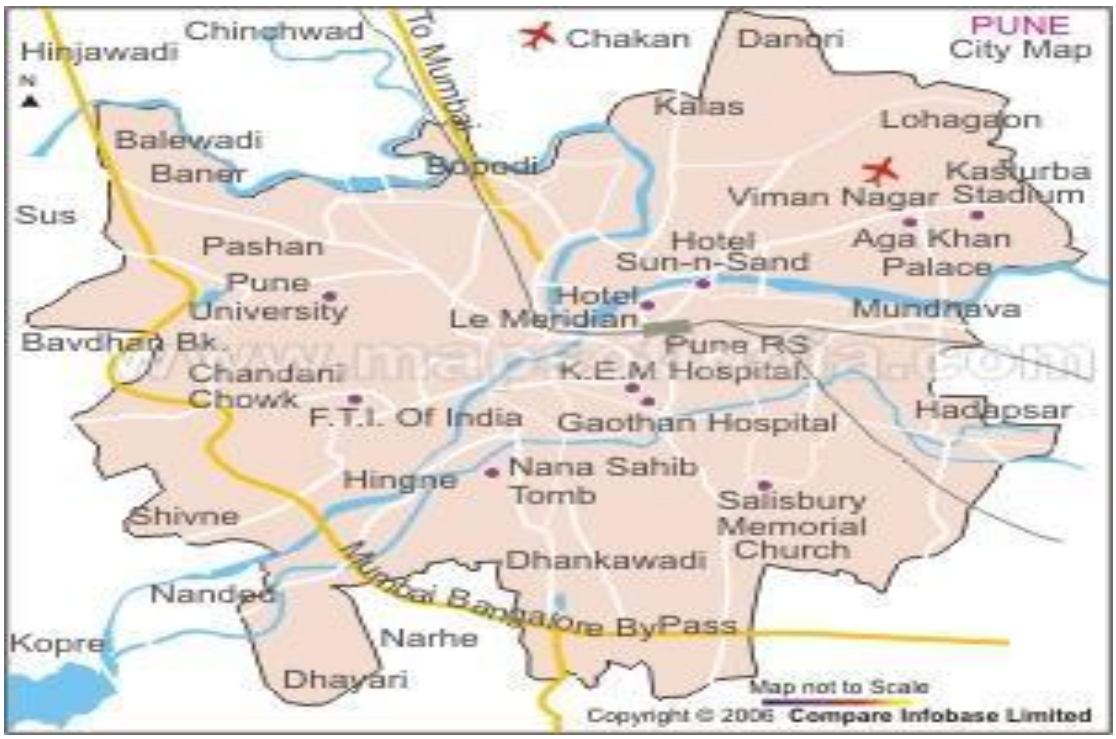


Figure 1.7: Map of Pune city

In 1981, the government in order to promote the use of bicycles introduced the Bicycle master Plan. This was unfortunately not successful as it lacked the proper vision and implementation strategies. Footpaths were missing from more than 40 percent of roads, pedestrians were forced to use the road for walking which further risked their lives. City buses were unable to cope with the rapid expansion as they were ill equipped. All these factors led to the purchase of two wheelers like moped, scooters and motorcycles by families for travelling easily and comfortably. The bikes also enabled families to travel at their pace and time with the necessary luggage. In Pune as a city has its population density at a high in the core city and in the slum pockets which account for 40 percent of the total population of Pune. Hyderabad and Ahmadabad which are peers of Pune have populations which are on the higher side between 18,424-21,207 persons/sq. km. respectively. The City development Plan of 2006–2012 forecasted that the per capita GDP of Pune is almost 50 percent higher than India's per capita income. Taking all these factors into consideration, Pune has been chosen as the city in which the research study is conducted.

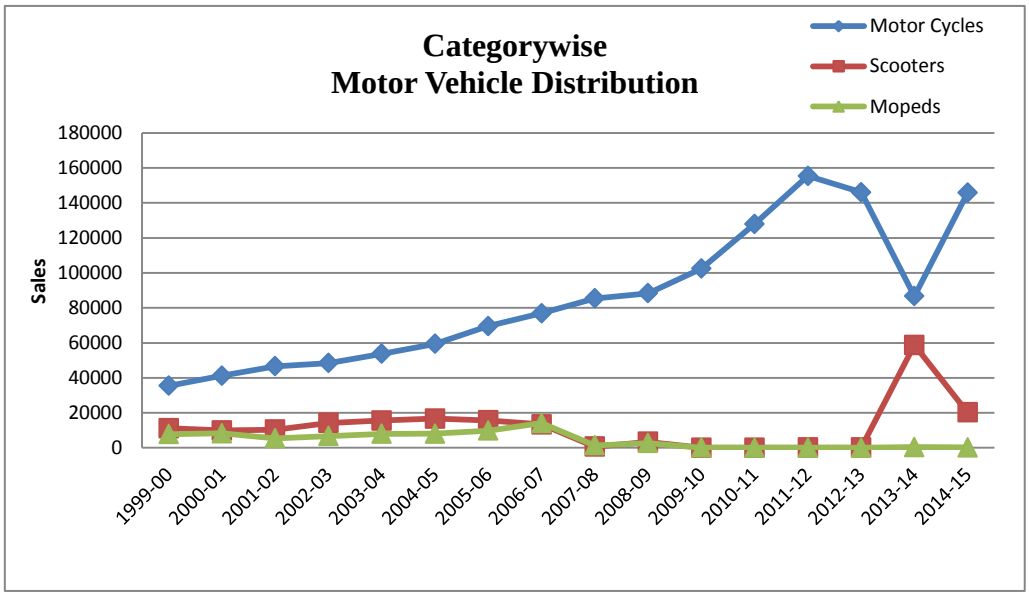


Figure 1.8: Pune Two Wheeler Sales (1999 - 2015)

Source : RTO Pune

Above figure represents the data of all the registered two wheelers in Pune from 1999-2015. The mopeds were strong since 2006 to 2008, whereas scooters with gears were in market till 2008 and then the market was dominated by motorcycles from 2008 to 2013, in 2013 scooters without gear known as scooterette entered the market and still giving a

tough fight to motorcycle market share. The motorcycle sales drastically was fallen in 2013-14 and with the entry of new versions of high end vehicle the market again started booming in 2014-15.

1.8 DISTRIBUTION CHANNEL

For Two wheeler Companies the Distribution Channel decisions are strategic decisions and needed to be execute in a proper way as they build long term commitments. A sale of a vehicle has a major impact due to the distribution channel structure. The two wheeler companies manufacture the vehicle, deliver the same at the dealership and extend them necessary cooperation to sale and provide post sales service. Automobile Industry operates through a channelized distributor system known as the dealers. It's a one level channel structure and single layer intermediary between two wheeler company and its target customers. Distribution channels enable two wheeler companies to reach their end-customers with their offerings through dealers. An authorised dealer is appointed by the company to sell the two wheelers to the customers. The dealers have to sign a MoU (Memorandum of Understanding) with the manufacturers to obtain dealership. The dealers are not only a marketing and sales center but also the direct customer connection point. Two wheeler dealerships play an integral role in the initial and on-going relationship between the buyer and two wheeler companies. The dealers is responsible for the frond end experience (pre sales) where the customers comes to the dealership for inquiring about the products and it becomes important for the dealer to ensure that the customer purchase their brand rather than the competitors. The dealer after sales take carers of the post sales activities like servicing, insurance accident claims etc. Hence the dealership is the critical part in the value chain as it provides the platform for pre sales, sales and post sales practices for two wheeler companies.

1.9 SALES PRACTICES

In India two wheeler companies play a larger role in branding, marketing, sales and creating an unforgettable product experience for the prospective and existing buyers. Dealerships continue to be a place where "rubber meets the road" and is a significant profit center. In the distribution channel, the dealerships performs a significant role as essential channel for empowering the two wheeler companies to communicate intimately with customers, furnishing them with specific services and ad-hoc product experiences. The two wheeler companies appoint dealer as the customer touch points

for the two wheeler sales process like presales, vehicle delivery and after sales services to the customers. Presales practices are those activities conducted by the company to acquire the customers. Here promotion plays an important role followed by the services provided at dealership. Two wheeler companies and dealers combine as a trusted association and collaborate on enhancing the overall customer experience. An integrated customer involvement strategy is fundamental to building loyalty, retention and consequently better earnings margins in sales and post sales. To transform a customer to a brand advocate, there is need to develop and build trusted relations by infusing service attributes into every customer interaction.

The sales process is divided into three sub process as follows:

A. Pre Sales Practices

All the activities prior to the sales are termed as presales practices. All the promotion tools utilised by the two wheeler companies to create awareness about the two wheeler and persuade the customer to buy a two wheeler is an important part of presales activities. Once the customer is made aware of the two wheeler, the customer searchers for the vehicle at the dealerships. Dealership is a place from where the customers meets the vehicle face to face and then the dealer staff proceeds this relation with customer to a good sales experience. So it is very essential that the customer is served properly in the showroom because first impression is last impression. The sales staff must be well trained and knowledgeable about their as well as competitors products. In a competitive age it is very crucial to make timely follow up with customer. Follow up is the second step in building a strong relationship with the customers. Presale (before sales) is the first step by the company taken to serve its customers at the doorsteps of dealers.

B. Sales:

Sale is an important part in the sales process as the customer purchases the company brand and in this process the prospect is transformed into a customer. After all the customer interface and negotiation the customer is convince to purchase the vehicle. The customer agrees to purchase the two wheeler and completes all the formalities. The dealer does the registration of the two wheeler and delivers the vehicle to the customer. A sale is done by the dealer.

C. Post sales practices:

All the activities after the sales are termed as Post sales practices. All activities related to servicing of vehicle, warranty, insurance and accidents or replacement claims are the post sales practices. Understanding after-sales service expectations and concerns can help service dealers build a more engaging relationship with customers. After sales is one of the important tools that brands use to produce profitability as it's a key to build up brand loyalty on their customers in addition to create continuous development for themselves and to enhance long lasting effect over time. After sales, services provided by the company are also very crucial from the customer's point of view. Since, they play a major role in customer satisfaction. Consumer behaviour may get affected due to the variation in after sales services.

1.10 SELECTED TWO WHEELER COMPANIES UNDERTAKEN FOR STUDY

The two wheeler companies that are operating in Pune city and taken up for the research study are as follows:

1. Hero Motocorp Limited
2. TVS Motor Company Ltd.
3. Bajaj Auto Ltd.
4. Honda Motorcycle And Scooter India
5. Suzuki Motorcycle India Pvt. Ltd.
6. Mahindra Two Wheelers Limited
7. India Yamaha Motor

1.10.1 HERO MOTOCORP LIMITED:

Hero MotoCorp is world's biggest two wheeler creator, with head office in New Delhi. In the Indian two wheeler industry the Company dominates with the market share 40%. Hero MotoCorp is India's number one two-wheeler organization established by BrijmohanL all Munjal, Hero initially began with a joint venture with Honda. Nonetheless, this fruitful organization together finished in 2010 and both turned into a major competitor to each other. Hero MotoCorp has four manufacturing plants situated at Dharuhera, Neemrana and Gurgaon in Haryana and at Haridwar in Uttarakhand. The company's Research and Development office is situated in the suburbs of Jaipur, spread crosswise over 249 sections of land. With more than 6,000 dealerships crosswise over

India, Hero MotoCorp has figured out how to enter the vast majority of the rustic ranges of the nation alongside metros. The organization right now offers an extensive variety of motorcycles and Scooterette in different segments–beginning from 100cc where the Splendor extends starts, the distance till 223cc Karizmas. **(ZIGWHEELS.com)**[15] There are Scooterette excessively like the Maestro Edge, the Duet and the Pleasure. Hero MotoCorp is additionally concentrating on green advances and the outcome was seen at the last two Auto Expos with the divulging of the Leap bike, Duet E and the ioN. The organization is at present concentrating on offering 20 million vehicles worldwide by 2020. At present the company is rich with three decades of experience in selling two wheelers and catering to the needs of customers.

1.10.2 TVS MOTOR COMPANY LIMITED

TVS Motor Company is the third largest company in Indian two wheeler industry. It was established in 1911 by Sri T.V. Sundaram Iyenger. TVS Motor Company has spearheaded in various segments of two wheeler vehicles like Moped TVS 50, Motorcycles 100 cc Indo-Japanese and indigenous scooterette in India. Company produces wide range of two wheelers and is the leader in mopeds market. The Company has its own production plants in Hosur, Nalagarh and Mysore in India and also an additional has a plant in Indonesia at Karawang. The Company has numerous first time credits in its product basket including the way that they propelled seven vehicles around the same time - an uncommon accomplishment in two wheeler history. The main objective of the company is to design, develop and produce affordable vehicles. The Company has a huge customer base with more than 28 million customers as TVS is known for its product innovation, simple to handle two wheeler, environment-friendly and backed by trustworthy customer service.

1.10.3 BAJAJ AUTO LIMITED

Jamnalal Bajaj, was the founder of the Bajaj group and the corporation has its headquarters in Pune. Bajaj is one of the oldest Indian brands that serve a worldwide network. India. In 1945, Bajaj Auto came into existence as M/s Bachraj Trading Corporation Pvt. Ltd and was selling imported two and three-wheeler vehicles. In 1959, Bajaj Auto obtained license and started manufacturing two wheelers. Bajaj launched

[15] zigwheels.com. (n.d.). Retrieved from ZigWheels website: https://www.zigwheels.com/reviews-advice/reviews/hero-duet-review/25132/

the scooter brand named "Chetak" and became famous and reached each household in India with the famous tagline ‘Hamara Bajaj’. In 1986 Bajaj entered motorcycle segment with an alliance with Japanese automobile company Kawasaki. Looking at the changing customer preferences, Bajaj shifted its focus from scooter to motorcycle segment. The company continuously makes efforts to introduce new products or modify the existing ones. Today, it has become India’s largest two-wheeler and three-wheeler manufacturer and world’s third largest in terms of volumes. It has four plants all of which are located at Akurdi, Waluj, Chakanand and Pantnagar. The present Chairman, Rahul Bajaj and the Managing Director, Rajiv Bajaj under their different leadership styles have expanded its product portfolio and the brand has been also established in global market. Bajaj has been embarked as one of the most respected groups of India, well-known for its business acumen.

1.10.4 HONDA MOTORCYCLE AND SCOOTER INDIA

Honda Motorcycle and Scooter India Pvt. Ltd (HMSI), a 100% subsidiary of Honda Motor Company Ltd., Japan founded in1999 is based in Gurgoan, India. The company manufactures and sells scooterette, motorcycles and super bikes. It is the youngest players in the Indian two-wheelers industry and giving a tough competition to Hero MotoCorp Ltd. and Bajaj Auto Ltd. It has the acquired the second largest market share in two-wheeler industry in India. HMSI has its manufacturing plant in Manesar (Haryana), Tapukara (Rajasthan), Narsapura (Karnataka) and Vithalapur (Gujarat). HMSI entered into the Indian market with a female-centric, entry level automatic 100 cc scooterette the Honda Activa. The Company has now reached 58% market share in scooterette segment.

1.10.5 SUZUKI MOTORCYCLE INDIA PRIVATE LIMITED.

Suzuki Motorcycle India Pvt. Ltd. manufactures and sells premium motorcycles and scooters in India. It is 100% subsidiary of Suzuki Motor Corporation, Japan. The Company is based in Gurgaon with its manufacturing plant and with its sales, marketing and registered office in New Delhi, India was incorporated in 1997. The Company has 60% of its sales from exports.

1.10.6 MAHINDRA TWO WHEELERS LIMITED

They entered the highly competitive two-wheeler industry - through the acquisition of select assets of Kinetic Engineering-in 2008. The portfolio of Power Scooters, launched soon after the acquisition, quickly gained a double-digit market share. In 2011, became the first Indian company to compete in the FIM Moto3TM Motorcycle Racing Championship, showcasing the engineering expertise on a global platform. They followed this up by entering the motorcycle market in 2013 – a big step in the journey to become a full-fledged two-wheeler major. In 2008, Mahindra & Mahindra Ltd. approved the acquisition of Pune-based Kinetic Motor Company Ltd. with Mahindra & Mahindra holding around 80% of the total equity. It flagged off a new era in the Indian automobile industry as Mahindra & Mahindra started to design and market a whole new range of scooters and motorcycles for Indian roads after a remarkable achievement in four wheeler segment. The new company was called Mahindra Two Wheelers Ltd. In September 2010, it launched Stallio and Mojo, the motorcycles with unmatched Italian design and sheer mechanical power. Till now, it has successfully produced 200,000 units of two wheelers. Mahindra Two Wheelers has ambitious plans for Indian market with its state of the art bikes Stallio and Mojo. Their mantra is to adhere to high quality standards and boost the customer trust in order to prosper from the market.

1.10.7 INDIA YAMAHA MOTOR

Yamaha's relationship with India started in 1985 with surprisingly when it gave specialized help to the Escorts Group in assembling of motorcycles and later went into a joint venture. At first both players had break even with value holding. In June 2000, the value property were re-examined and Yamaha Motor Enterprise gained 74% of the share and in August 2001 Yamaha Motor India Pvt. Ltd. (YMI) was merged as a 100% subsidiary of Yamaha Motor Co. Ltd, Japan (YMC). In 2008, Mitsui and Co. Ltd. entered into an agreement with YMC to become a joint-investor in India Yamaha Motor Private Limited (IYM). It has its manufacturing plants in Faridabad (Haryana), Surajpur (Uttar Pradesh) and Kanchipuram (Tamil Nadu). IYM takes after Yamaha Motor's corporate mission of making "Kando" - a one of a kind Japanese word that signifies 'touching peoples' hearts.' "Kando" likewise depicts the 'sprit of challenge" to make new esteem outperforming customer desires. IYM is focused on making two wheelers that advantage from the skills and innovation utilized by Yamaha around the world. Hence IYM is highly customer centric and matches the two wheeler for Indian

customers. The company launched various 2-stroke and 4-stroke motorcycles in India and the 2- stroke motorcycle RX 100 was a hit for many years. It is famous for its good quality and powerful motorcycles. It has recently entered into scooterette segment with new products.

1.11 CONSUMER BEHAVIOUR

Consumer behaviour is categorized based on the five questions what, when, why, how and where which are invariably linked to any purchase made. Factors such as time, money, effort on consumption and user related items are the key factors that influence the behaviours of consumers. The decision making process consists of two major parts. The first part is invisible and involves the use of various complex variables within the consumers mind and the second part is the outcome of the invisible thinking which is visible in the action performed as the result or outcome. **(McDanie, Charles W Lamb, & JrJoseph Hair, 2006)**[16] The process by which the consumer narrows down their choice from the various options present, uses and disposes the necessary goods and services which are necessary are termed as Consumer Buying Behaviour. The researcher has strived to infer the buying behaviour of consumers with respect to the various factors that influence the decision making process of a two wheeler in India targeting a specific area of study

1.11.1 CONSUMER MOTIVES

Every consumer is motivated by some need that propels the customer to make a choice and decide to invest in a particular product as compared to its competitors. **(C. N. Krishna Naik & L. Venugopal Reddy, 1999)**[17] The buying behaviour is strongly influenced as by those factors that prompt the impulse to buy, which pushes the consumer to choose the right product and ultimately purchase the same. Economic, social, psychological factors play a huge role in predicting consumer buying behaviour.

The consumer buying motives can be broadly divided into two broad categories as Product Motives and Patronage Motives and can be further explained below.

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[16] McDanie, C., Charles W Lamb, and JrJoseph Hair. (2006). Introduction to Marketing. Thomson South- Western.

[17] C. N. Krishna Naik, and L. Venugopal Reddy. (1999). Consumer Behaviour. Discovery Publishing House.

1. **Product Motives:**

The emotions that control the impulses, desires and considerations that motivate a consumer towards a particular product is known as product motives. They can be subdivided as Emotional and Rational Product motives in order to understand them better.

a. Emotional Product Motives can be defined as those emotions which completely override a person's logic and reasoning powers to buy a particular product. Emotional feelings like pride, ego and a need to imitate are satisfied in order to be unique when compared to his peers.

b. Rational Product Motives can be categorized as those logical and rational decisions that are involved before the purchase of any product. The pros and cons of investing in a particular product are weighed and studied in terms of purpose, available alternatives, cost benefits, etc. before a decision is made.

2. Patronage Motives:

This encompasses the impulses or desires that propel the consumer to buy the product from select outlets and can be further understood by the subdivision of Emotional and Rational Patronage motives.

a. Emotional Patronage Motives drive a consumer to make his purchases from a particular shop, a favourite shopping destination which may not be accompanied by any logical reason.

b. Rational Patronage Motives briefs us about how the consumer arrives at the decision to shop at a particular outlet based on a variety of factors offered by the shop in terms of options, discounts, service, etc.

1.11.2 DECISION-MAKING PROCESS

A consumer is the reason for many a business to exist. Every business is established in order to fulfill the needs and wants of a consumer that are not being met by the existing products in the market. The business tries to convert the wants of a consumer into a need that will ultimately propel the consumer to make a purchase. Predicting successfully the buying behaviour of any consumer is not fully possible. Science can help predict this only up to a certain extent as the consumer makes decisions based on deeply rooted values, attitudes and perceptions that acts out in terms of common sense, impulses and whimsies. The decision making process is extremely complex as it

involves a lot of subtle and deep emotions that cannot be understood easily. **(Satish K. Batra & S. H. H. Kazmi , 2008)**[18] states that the observable behaviour displayed by consumers as a result of the mental and emotional process while searching, purchasing and using of a product is known as consumer behaviour.

The decision to purchase a two wheeler involves these various steps with respect to any individual. Consumers will first have to be aware that there exists a genuine need in their life for a two wheeler. This is triggered when the consumer is faced with practical problems of transportation or expensive repairs. Once the need is identifies, the consumer then sets about gathering information about the various products, dealers, services, features etc. from friends, colleagues, brochures, advertisements, etc. Then the consumer goes for a test drive of the vehicles that he has shortlisted in order to make a concrete decision. Once the purchase is made, the consumer focuses on the different payment methods and the handling of his finances to accommodate the new expenditure. The performance of the vehicle over the next five years will determine if the consumer will be brand loyal or switch to another brand while making the next vehicle purchase.

The decision making process is unique for every customer and depends on a wide range of factors. In some instances the decision making process is very simple as the customer sticks to the same brand as a result of brand loyalty so the decision becomes a routine one. In other instances the customer switches between brands or invests in a new brand altogether and the decision becomes more complex and time consuming. Marketers must focus on all these factors while positioning the product to the masses in order to ensure that the sales volume is at a maximum.

Generally the consumer decision making process has five stages A detailed explanation for each stage t is given below.

Need / Want /Desire Recognition

The basic trigger for a customer to engage in the decision making process starts when the customer becomes aware of an unfulfilled need or desire that exists in his life.

[18] Satish K. Batra , and S. H. H. Kazmi . (2008). Consumer Behaviour: Text and Cases (2 ed.). Excel Books.

There exists a gap between his current state of affairs and the desired state that the customer wishes to be in. This unrest prompts the customer to gather the necessary information in order to understand the problem better and look for solutions to the same. The customer is made aware of this desire through either external or internal factors. Promotional advertisements, store displays, pamphlets, word of mouth, etc are few external factors that trigger a desire in an individual motivating them towards the decision making process. This varies from person to person as the desired or ideal stage for each person varies as a result of their individual lifestyle. The greater the want felt by the customer to reach the ideal state, the easier it is to make a decision regarding the purchase. Contentment experienced by an individual in the current state does not motivate the individual to the decision making process. In reality it is the customer's perception of his present state that helps in problem identification and subsequent decision making taking into account the budget and time constraints and is not characterized only by some unknown objectives.

Information Search

Gathering information is the next logical step when confronted with a problem. Once the need or desire is identified the customer is then tasked with collecting the necessary information that will aid in the decision making process. Environmental, social, financial and personal factors are taken into consideration while gathering information. Customers reach out to various external factors like friends, family members, neighbours, peers, colleagues while gathering information. Data is also collected through digital and print media that the companies employ while marketing. Test drives, inspections, sales pitches etc form a part of the information gathering process. Purchasing a two wheeler involves a high degree of involvement and hence it is imperative for the customer to ensure that sufficient research is done before the final decision is made. Risk factors and evaluation efforts along with extensive search for information is called as extended decision making. Branding influences the purchase decision of a two wheeler to a large extent. The customer chooses few brands and then systematically compares the various features across the selected brands in order to arrive at the best product. Brand awareness comprises of the information relating to a particular product/brand and is divided as evoked set, inept set and inert set. The various brands that a customer will ultimately evaluate in order to arrive at a conclusion is known as Evoked set. Those brands that are not considered worthy of the customers

attention is known as Inept set. The alternatives that exist for the customer but are not considered and are ignored in the decision making process are known as Inert set.

Evaluation of Alternatives

Information gathering results in the customer having various options available to him with respect to the product that he is looking to purchase. Elimination is done based on features, characteristics and benefits that are particular to an individual. Benefits obtained from a particular product is one of the main distinguishing factors that help the customer in the decision making process. Fuel efficiency is a common feature that is universally expected by most two wheeler buyers. While branding a particular product, the marketers must be smart to focus on this benefit by stressing how the customers will benefit as a direct result of fuel efficiency. This captures the attention of the customer and remains with him while comparing the different brands to make a decision. To make decision customers normally use either the option of attitude based choices or attribute based choices. Attribute based choices involves choosing a brand based on particular attributes or features that are possessed by them and is more time consuming and difficult. Making a purchase as a result of the feel good factor is more often than not a reality and many customers use this attitude while making purchases. Companies are ensuring that they give customers a taste of this feeling in order to influence their decision while making the purchase. In order to lure the customers who make attribute based choices, companies broadcast the vehicle performance and display these information as a means of attracting the customers.

Dealer Selection and Purchase Decision

The customer after narrowing down the two wheeler model will now look about for the place to buy them. This involves locating either the closest automobile dealer or the best automobile dealer. In most cases the consumer decides the brand of vehicle and chooses the dealer accordingly. In other cases, the consumer chooses the dealer and then lets the dealer influence the brand of vehicle purchased. Before setting foot in the dealer shops customers are already exposed to the various products in the markets as a direct result of marketing either through digital media, print media, direct marketing or indirect marketing. Most companies have an online presence and encourage the customers to use them by offering attractive schemes. The location and size of the showroom plays a huge role while attracting a customer as it involves a lot of money.

In order to further attract the customer, most dealers offer various financing options that enable the customer to make the purchase instantly while paying the money later. Tie ups with banks and other financial institutes are undertaken by dealers to make the purchasing decision easier for the customer. Payment through credit cards are the now the best option that is available to the customers as it offers them the chance to possess the vehicle immediately while paying off the money at a slower pace. Once the payment is made by the customer the relationship between the customer and dealer is terminated. Most dealers do not capitalize on this fact to ensure that the interaction leaves a positive impact in the minds of the customer in order to promote loyalty.

Post-Purchase Action

After the purchase of the selected vehicle, the consumer experiences and evaluates the performance of the product. Based on the customers' expectations about the vehicle the customer rates the overall experience by comparing the expected and actual performance. There are three types out outcomes that generally result after the purchase of any vehicle. One the customer experience post purchase is less than satisfactory as compared to the initial expectations. This leads to a major dissonance in the minds of the customer directly leading the customer to give bad reviews and consider the product as inept foe future references. Customers may have made the decision to purchase the product as a result of nominal decisions or limited decisions which leads to this dissonance. In the second category the performance of the vehicle matches the expectations of the customer and this leads to the customer being happy. In this case the customer may be brand loyal while making future purchases and may spread positive reviews about the product. In the third scenario the vehicle performance far surpasses the expectations of the customer leading to a delightful or wow experience. This is the best kind of experience that the companies must hope for while selling the product. These category of customers will be brand loyal and will positively influence their peers and family in their decision making process.

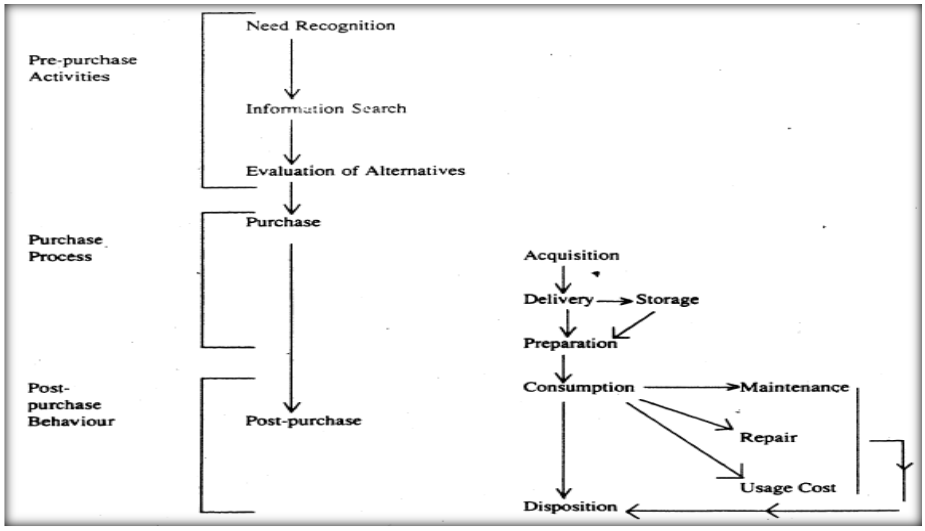


Figure 1.9: Customer Decision Making Process

The figure 1.9 signifies the customer buying behaviour in the decision making process. The Customer Decision Making Process is a technique which helps the two wheeler companies to understand and record the customer journey from start to end. Every Company is interested in knowing how a customer makes a purchase decision in amidst different choice of brands. In automobile industry the two wheeler companies design their sales practices as it's important to anticipate the decision-making path of the consumer.

1.11.3 FACTORS INFLUENCING THE CONSUMER BUYING BEHAVIOUR

I) CONSUMER CHARACTERISTICS:

A. Cultural Factors:

Every society has its own unique culture which is determined by the values, subculture and social class. It is important for marketers to understand the uniqueness of each culture as it is one of the primary factors that influence the buying habits of an individual to a large extent. Failure to understand this will lead to the company losing out to their competitors. **(Panda, 2007)**[19] The various factors influencing culture are briefly explained below:

Culture and Values: The values held by members of a particular community helps in distinguishing one community from another. Languages spoken, the traditions passed down the ages, myths, customs, rituals followed, laws

[19] T. Panda(2007)., Marketing Management (2 ed., pp. 195 - 208). Excel Books.

governing the various behaviours are some elements that can be used as a separating agent. Every culture at its root is pervasive, functional, learned and dynamic in nature. Culture influences the consumer buying and using behaviour to a large extent and this is evident in the development, pricing, promotion and distribution of products targeting a particular cultural community.

Subculture: A group of people with similar ideals, attitudes, values, etc form a culture. Subcultures exist within any culture due to minor variations in the major beliefs, ideals, attitudes and living principles. Sub cultural differences also play a huge part in influencing customer buying habits. It helps predict the what, how, when and where questions of an individual belonging to a particular sub cultural group. Many habits of the sub cultural group will overlap with the main cultural group to a large extent.

Social Class: Citizens having the same occupation, income, education, wealth and other variables are categorized as one social class. They may belong to a particular community and may meet often for both formal and informal occasions. The various individuals belonging to a particular social class most often than not share the same behavioural norms. There may be a lot of uniformity in the desires, attitudes, preferences and possessions owned by them. The two wheeler products purchased have a lot of sentimental value to them and as they look at the product in terms of personal, social and functional value that can be added to them. Companies decide the mode of advertising and the product distribution patterns based on the social class

B. Social Factors:

Information is gathered through various means before investing in a particular product. In most cases information is available easily at one's fingertips. When the product is a niche one then information is not readily available in the normal channels. Consumers then turn to other sources in order to gather the required information to avoid taking unnecessary risks. Contacting other customers who have invested in the product to get first-hand information and generally seeking the opinions of others with whom the customer has regular contact are some of the sources of information. Reference groups, opinion leaders and family

members are some of the groups that form a part of the social group and are explained briefly below.

Reference Groups: Consumers are part of various social groups that can be both formal and informal in nature. The buying decision of a consumer is influenced to a large extent by the opinions and values shared by the members of the particular group and are called as reference groups. These groups can be brand loyal to a particular brand or believe in using certain products with respect to the benefits obtained from them. Products are marketed to customers by appealing to their sense of family values, beliefs and society identification. Reference groups play a pivotal role in shaping the buying choices of a consumer to the extent of a particular brand.

Opinion Leaders: A reference group usually consists of a mix of people with some being extremely vocal while others remain passive participants. Normally the person who is able to influence the opinions of others in the group to a large extent is known as the opinion leader of that particular group. These leaders usually are game to try the new products or services that have entered the market. Marketing managers have their work cut out for them if they are able to rope in these leaders to purchase their product as they will then automatically influence the others in the group to become customers.

Family: The most important social group of any community is the family. Each family is unique with their own values, beliefs, concepts and buying behaviours. The process of socialisation has gained new meaning as a direct result of families. Parents are the role models in any family and their behaviour id often emulated to a large extent by the children when they grow up. The initial trigger to identifying a need or a want is often made by a family member. While considering a particular product the opinions of all the members are taken into account. The ultimate decision to purchase a two wheeler is made within the family usually by the head of the family. The two wheeler is usually paid for by the head who then may be the primary user of the vehicle. The companies must be able to understand all these various factors, its roles and responsibilities before coming up with marketing solutions targeting the selected segment.

C. Individual Factors: A consumer is an individual with unique characteristics that are shaped over the years as a result of various internal and external influences. These individual characteristics influence the purchase decisions to a moderate level. Gender, age, lifestyles choices, personality traits, etc are some features that are unique to an individual. Demographic factors, personality and self-concept and lifestyle are some factors contributing towards the individuality and are explained in brief.

Demographic Factors: A particular group of people sharing few common characteristics relating to age, gender, education, occupation, income, marital status, family size, etc. can be classified as belonging to a particular demographic profile. These factors influence the buying behaviour of individuals to a huge extent is based on income group of the markets This is important because it helps predict the spending ability of each group towards a particular product. Age and gender can be another factor to segregate the markets and this influences the choice of vehicle to a large extent. Education and access to online portals helps the consumer in making well informed choices.

Personality and Self-Concept: Personality is defined as the psychological sum total of an individual's makeup, motives, beliefs, attitudes, habits and environmental forces that shapes a person. Personality changes can help in predicting how an individual will react in any given situation. Every individual has definite ideals, values, beliefs etc which are a direct result of the upbringing the individual is exposed to. The psychological and social dimensions play a huge part in shaping the behaviour of the individual and this extends to the buying behaviour of an individual.

Self-concept can be understood with reference to the way an individual views themselves as the center in their thoughts and feelings. Marketers focus on understanding the self-concept theory as it enables them to predict the individuals buying habits. Self-concept has a huge impact on the decision making process of an individual while purchasing a two wheeler.

Lifestyle: Every individual lives and expresses themselves based on their activities, interests, hobbies and values which in turn dictates how they spend their free time, the priorities they have and the relationships they maintain within their social circle. While each individual is free to choose his preferred style of living, demographic and personality factors influence this decision to some extent. Lifestyle choices have a great impact over the purchase decision of an individual in almost all products in terms of brands selected, dealer choices, media choices, etc.

D. Psychological Influences: Another factor influencing the buying habits of an individual can be classified as psychological factors that include perception, motivation, learning and beliefs and attitudes. Psychological factors vary according to the environment the individual is placed in and keeps changing. An individual uses the feelings, emotions to gather and analyze the data that is obtained by them in order to arrive at the conclusion. The various factors are explained in brief below.

Perception: The five senses consisting of sight, smell, taste, touch and hearing provide information the brain based on the stimuli received through the various means. Based on the information received, the method by which the customer makes selection, organizes and understands the data to come to a meaningful analysis is known as perception. The individual can be stimulated by the packages, brand names, advertisements and commercials, size, colour and intensity, context etc. Each individual's perception is unique as it is formed based on the personal values, requirements, experiences and expectations. Perception acts as a filter in which internal and external factors influence the data got, its process and the final interpretation obtained. Perception encompasses sensation, information selection and information interpretation.

Sensation refers to the direct response of the brain to the stimuli received via the sensorium through contact with brand names, packages, advertisements, etc. Audio visuals are now gaining a lot of importance for the marketers as consumers are influenced by them very fast.

Information selection is the process by which the consumer is able to segregate between all the stimuli that is received to focus on the stimuli which is the most important at that particular point of time.

Interpreting the information is the ability of the individual to sort the data received in order to come to a logical analysis. The process of interpretation is different for each individual as it depends on past experiences, various options available, personality, needs, motives, etc. Advertisements are created differently depending on how the company wants to convey the message to the masses and each message is interpreted differently by the viewers.

Motivation: A powerful motive is a great trigger in converting a decision to an action. A need can be triggered as a result of various internal and external factors which in turn motivates the individual to take the required action. The variability of needs has be explained by Maslow in his need hierarchy which starts with physiological, safety, social, esteem and ends with self-actualisation. Each need is a step to be fulfilled and fulfilment leads to the want of the next need. A person can be motivated by many factors at any given point of time and the most powerful motive acts as the catalyst in the decision making process. While buying a two wheeler, most customers view the different factors like convenience, comfort, social distinction and economy in order to reach the decision.

Learning: The process by which a consumer makes changes in his usual routine as a result of some experiences directly or indirectly is termed as learning. Learning results in a change in behaviour that is permanent. The learning process or learning curve cannot be seen directly but the actions displayed by the consumer as a result of the learning can be judged and rated. Learning can be gained experimentally and conceptually. When the consumer has a direct experience that results in a behaviour change then the learning is known as experimental learning. When the consumer learns something as a result of indirect experience that is not his own then it is termed as conceptual learning. Marketers aim to create positive experiences for the consumer in order

to change the perceptions, emotions and impressions with respect to the product selected.

Beliefs and Attitudes: Belief for a consumer refers to the conviction or knowledge held by the individual with respect to any given subject or product. Belief leads to the formation of an attitude with respect to the particular predict or services. An attitude is a very powerful emotion that influences the behaviour of an individual to a very large extent. Beliefs and attitudes are formed as a result of the value system that the individual is exposed to in their environment. Experiences both direct and indirect contribute to the formation of beliefs and attitudes. Brands focus on developing a positive attitude with respect to their product in the minds of the consumer in order to enlarge the customer base. Data collected with respect to the buying patterns of the two wheeler industry have shown that attitude is a very strong factor which influences the buying behaviour in consumers.

II) PRODUCT CHARACTERISTICS

1. **Product Brand Image**: A product is differentiated from its competitors by its unique selling point which is highlighted by the manufacturer at the time of branding. This USP becomes the face of the particular product and customers automatically associate the brand with the USP.
2. **Price:** The price associated with the product is the key attractive feature for customer during the decision making process. The purchase decision is made after allocation of a budget within the family. The budget decides the vehicle models that are considered. Companies try to reduce the price of the vehicle through various means in order to attract the customer.
3. **Fuel Economy/ Mileage:** The main selling point of any two wheeled vehicle is the fuel economy that it offers to the customer. Geared two wheelers offer more mileage as compared to non-geared vehicles. This is one of the most important features that a customer considers while making the purchase decision.
4. **Driving Comfort:** Customers using the vehicle to travel long distances desire the ride to be comfortable. Various features like the suspension, etc are looked at in order to determine the comfort level. Most customers take the vehicle for a test drive before making the actual purchase.

5. **Safety:** Customers safety is a priority for all vehicle manufacturers. A lot of care and thought is put into the design of the vehicle in order to make it safe on the roads during the travel. Feedback obtained from the customers is also taken into consideration.
6. **Pick- up:** While starting the bike, the engine must be able to pick up fast. Acceleration must be good in order for the bike to pick up fast. The quality of fuel used in the bike also contributes towards the bike's pick up.
7. **Colour:** The vehicle product available in the market comes in a wide variety of colours that is eye catching and trendy. The colours are eclectic and attract both the genders, irrespective of the age. College students and youngsters who are the primary users of two wheelers are attracted by the various options available. Some companies also customize the colour based on the requirement of the customer.
8. **Latest Technology:** In today's fast paced environment technology has advanced rapidly. Companies have cashed in on the technological advances and have incorporated many of them in the vehicle deigns. The gadgets used also attract the youngsters who are technologically connected.
9. **Reliability:** The performance of the two wheeler must be consistent. The consumer looks at purchasing a vehicle which has already been established in the market. The number of negative incidences which highlight the problems of the bike must be very minimal. Customers look at the two wheeler product as a long term investment which should run well with minimum setbacks.
10. **Internal / storage space:** A bike is compact but manufactures have designed storage spaces in scooterettes segment which are mainly used to keep either the helmet, documents or small bags. This feature is especially attractive to women riders who can utilize this space for their purses and phones also.
11. **Style and Aesthetics:** Gender and age play a huge role in the selection of the various two wheeler styles. While young teenage boys are attracted towards sleek designed bikes, teenage girls prefer colourful two wheeler. Companies incorporate the various preferences of the customers in order to target the various demographic groups.
12. **Maintenance Cost:** The annual cost of maintaining a bike must not exceed the actual cost of the bike. This is a very significant part as it plays a part in the

consumer deciding whether it is worthwhile to keep the bike, sell it or exchange it.

13. **Resale Value:** With the number of new products being introduced at regular intervals with better features, customers may be tempted to exchange their current vehicle. Based on the age of the vehicle, customers expect a good resale value for their vehicle at the time of selling or exchange.
14. **Service Network:** The easy availability of service centres is a predominant factor that most customers look for when purchasing a bike. Service centres that are located nearby and are easily accessible are often sought after by the customer.
15. **Accessories:** The freebies and extra accessories offered by the companies and dealers at the time of bike purchase is another factor that increases the brand value of the product in the eyes of the customer.

III) COMPANY CHARACTERISTICS:

1. **Company Image and Reputation:**- The brand name of a company makes a huge impact in the minds of the consumer while considering the purchase of a two wheeler. The reputation of a company precedes it in the market thereby attracting customers just by the name. Hence it absolutely crucial that every company ensures that the brand name is always associated with positive emotions in the minds of the customer.
2. **Product Portfolio:-** Most companies have more than one product associated with their brand name in the same segment targeting various demographic profiles. Giving the customers a wide variety of choices enhances the interest of the customer to be brand loyal while purchasing a two wheeler.
3. **Company policies:**- Policies framed by the company with respect to customer sales, product sales, after sales service details, discounts, parts replacement, etc help in attracting the customer towards a particular brand while narrowing down the two wheeler choices.
4. **Promotional Efforts:-** Marketing strategies have evolved a lot over the past few years and companies have various options in their hand in order to better promote their product to the masses. Word of mouth, digital marketing, online presence, print media, social media, radios, TV's, etc are some of the avenues available to companies to effectively promote their product.

IV) DEALER CHARACTERISTICS

1. **Dealers Image:** The brand image carried by the dealer of two wheelers is a very important factor which is considered by buyers when choosing the place of purchase. Word of mouth is a very important aspect here as buyers normally tend to choose the closest dealer near their residence or work place. Gathering information regarding the services offered by the dealer is extremely important and this influences the customer's decision.
2. **Location of Dealer Outlet:** The place which the dealer chooses to set shop is also an important factor which is considered by prospective buyers. The place must be easily accessible, readily locatable, possess adequate place to accommodate service vehicles, etc.
3. **In-House dealer environment:** The dealer showrooms must be attractive to the customers who visit the dealership. The external and internal environment within the dealership must be clean, tidy with proper product display and enough physical space for the customer to feel comfortable. The pleasant atmosphere with good aesthetics with respect to furnishings, colour combinations, lighting, music, dress and behaviour of sales person are extremely significant. Customers are influenced to a large extent by these nonverbal cues that are displayed. Customer service provided by the various personnel employed within the premises.
4. **Sales Staff:** The enthusiasm with which the sales people interact with the customers also serve to make a positive impact. Displaying good etiquette while helping the customers is the key to retaining and engaging customers. Taking time to explain the various technical and non-technical aspects of the product under consideration along with the benefits offered will help the customer in making the best choice.
5. **Facilities:** The sales personnel offer the option of test rides to the customer in order to help the customer in making the decision. The customer is able to get a feel of the bike while taking it for a test drive within a specified radius. Offering various finance options to the customers will help them with the cost of the two wheeler is definitely a good way of attracting the customer.
6. **Commitment by Dealer:** The customer is offered various promises and is persuaded to buy by the dealer. The dealer must ensure that all commitments made must be honoured. Once the two wheeler is selected, the dealer must

expedite the sales transaction and ensure that the vehicle is delivered to the customer at the promised time.

7. **Exiting offers**: Dealers must entice customers by offering attractive discounts, financing schemes and exchange offers in order to convert a passive customer to an active one. A good offer can be a trigger for the customer to either exchange his old vehicle or invest in a brand new one.
8. **Servicing of Vehicle**: Customers are very interested in the after sales service that a dealer provides. Typically every two wheeler has to be serviced at least once a year in order for the performance to be effective. The various features associated with service like the cost, time taken, the quality of service provided, the mechanics, amenities provided in the waiting area, response time in case of emergencies, etc.
9. **Spare parts:** Every brand of product has their own set of parts that are used in the vehicle manufacture and they stress the importance of using original parts in case of replacement. Easy availability of the spare parts, the cost associated and the performance of the vehicle is very important to the customer.
10. **Insurance:** While purchasing a vehicle, every customer is offered is offered various insurance options that may be used in case of any untoward incidents. Settlement of these claims efficiently by the dealer and the help extended by them in times of need is definitely a positive factor for the dealer.

1.12 CONCLUSION

This first chapter gives a clear outline of the Global Automobile Industry and Indian Automobile Industry with regards to the structure, size and growth factors. The pre and post sales practices of selected two wheeler companies in Indian two wheeler industry is studied in detail.

It has been observed that two wheeler segment has registered significant growth during the last two decades. An extension of this growth has been an enormous growth in demand for the sector that offers right mix of pre and post sales service to this segment. The Chapter highlighted the importance of two wheeler companies whose crucial job is not only sales of two wheelers and on the other hand they need to aggressively be involved in after sales service. The two wheeler companies need an exact and in-depth understanding of the customer's behaviour which in turn tells the company about the customers attitude, procedure of purchase and activities.

CHAPTER 2
REVIEW OF LITERATURE

2.1. INTRODUCTION

This part of the Chapter covers the study related with Automobile industry and reviews are likewise displayed to characterise the nature of the problem. The most vital part of any research is the literature as it is a basic and foundation part of the investigation since it covers all past research done on the subject and sets the platform on which the flow of current research and study is based.

A literature assessment done has gone beyond the look for information and includes the identification and articulation of relationships among the literature and the area of research. The study is based on the inferences drawn from research articles and books with respect to the research topic. This part contains review of research articles, review of books, Thesis and survey of other related published or unpublished literature accessible on the concerned subject.

The subject area of present research is connected with two wheeler industry and its effect on different gatherings or areas of economy. In the 21st Century, we are seeing a progression of changes in two wheeler industry with foreign players entering the market Ducati, Harley and Triumph. Market stability is the ruler of the past as innovation advances and business need to spread out to increase the value of their services. There are numerous contemporary changes that are occurring in and around the economy which are in charge of changes in the two wheeler industry as a monetary movement. The present review manages to understand the growth of two wheeler industry, its implications on economy, identify factors influencing the two wheeler customer behaviour, the responses of consumer and how two wheeler industry sales practices has influenced the overall economic growth of service sectors in particular as well as the economy in general.

From the above factor of view the researcher has identified following as the basic purpose of research.

i. To study the growth and development of Indian two wheeler companies

ii. To study the factors influencing customer's buying decisions of a two wheelers
iii. To analyse the buying process for a two wheeler
iv. To study the pre and post sales practices of two wheeler companies
v. To study and analyze the impact of factors influencing customer buying behaviour on sales practices

2.2. PURPOSE OF REVIEW

The purpose of the prevailing overview of literature is enlisted as follows:

1. To recognize the overall trend in the automobile enterprise round the globe
2. To identify the reasons of development of two wheeler automobile industry at large and its impact on advertising of offerings.
3. To discover the constituents of marketing environment that includes the two wheeler automobile industry.
4. To find out how the consumers have changed their perception about two wheeler industry, about new sales practices in two wheeler industry and how the customers are responding to the techniques adopted by two wheeler companies
5. To identify what are the contemporary areas of research in two wheeler industry and how the researchers have studied different dimensions of two wheeler industry.
6. To know what are the observations of different expert, marketers and researchers regarding development in two wheeler industry and its impact on consumer response, economic development as well as competitive changes that have taken place in sales practises of different two wheeler companies.

From this point of view the researcher has made this review in a particular chronological order, comprising of the review of various books regarding Marketing, Consumer Behaviour and research material at national and international level.

2.3. OBJECTIVES OF REVIEW

Major objectives of review are as follows:

1. To examine the trends and changes in the field of two wheeler industry in India as studied by different experts.
2. To find out new growth patterns in two wheeler marketing in India as noticed by different authors.

3. To understand the developments and changes noticed via extraordinary authors and researchers within the subject of two wheeler purchaser behaviour.
4. To find perspectives and viewpoints of experts at national and worldwide level concerning sales practices adopted by various two wheeler companies.

2.4. REVIEW OF BOOKS AT NATIONAL AND INTERNATIONAL SCENARIO

The researcher has referred to a number of reference books for the research work. Some of the important books are as follows:-

(Philip T. Kotler & Gary Armstrong, 2011)[1] in their book 'Principles of Marketing Management' have given a bits of knowledge on marketing management. The author has used various case studies and examples from the real market for each chapter making it more practical oriented. He has also explained the importance and usefulness of Marketing Management for various products and services across the markets. The book is organized into four portions: Defining Marketing and Marketing Process; Understanding the Market Place and Consumers; Designing a Customer-Driven Strategy and Mix; Extending Marketing. The fourteenth release incorporates scope on supportability and an attention on marketing in today's difficult financial atmosphere. This book gives an impeccable mix of hypothesis and reasonable application for its readers. This book offers a short, brief insight of important concepts and cases.

(C.B.Mamoria, R.L.Joshi, & M.I.Mulla., 2005)[2] The book "Principles and Practice of Marketing in India" is exceptionally valuable to comprehend the idea of Marketing System and Marketing Mix. The book gives wide data about the marketing of consumer products, Industrial goods and agricultural goods. It is like way throws light regarding the matter Market Segmentation, Consumer Behavior and Product Planning and Development. It additionally clarifies the idea of Service Marketing, Pricing Policies and Strategies.

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1 Philip T. Kotler, & Gary Armstrong. (2011). Marketing Management. Pearson.

2 Dr. C.B.Mamoria, R.L.Joshi, & Dr. M.I.Mulla. (2005). Principles and Practice of Marketing In India. Kitab Mahal.

(Rajgopal, 2005) [3] The book ‘‘Marketing Management – Text and Cases” is exceptionally helpful as it gives noteworthy data on Attributes and Thrust Areas in Marketing, Marketing Environment and Process, Contemporary Lessons in Customisation, Selling Concept and Marketing Concept. The book in addition a wires case identified with marketing approaches. This book talks about the center topics of promoting from a more extensive point of view and is set against the setting of changing business hones, super rivalry, global markets, tailor-made procedures and every other issue of working together in the present setting.

(Adcock, 2000) [4] in his book “Marketing Strategies for Competitive Advantage” considers methods for accomplishing a competitive edge and how to conquer the top position in the market place. The author investigates vital basic leadership from two points: he demonstrates different ways to build relations and create skills that will strengthen these relationships and he likewise analyses how to create and own new markets. The author focuses on developing and maintaining relationship with customers as he considers it as very noteworthy while planning and executing of a marketing plan. The author tries to explain relationship marketing and competitive advantage with real time examples. The author considers the advantages of significant worth of value added association and the long term management of customers.

(Cassell, 2009)[5] his book “Brilliant Selling: What the Best Sales People Know, Do and Say” gives a strong foundation of sales practices to guarantee success. The author discusses the key selling skills and investigates the requirements to develop the mindset and attitude of a excellent sales person. It also discovers that anything can be sold and targets are always achievable. The book gives a road map to achieve the selling skills by emphasising the Knowledge to Plan, Persuade, Negotiate, Collaborate and Sell. The book truly helps to understand what the customer wants and how to put this into practice.

[3] Rajgopal. (2005). ‘Marketing Management – Text and Cases. Vikas Publishing House Pvt. Ltd.
[4] Adcock, D. (2000). Marketing Strategies for Competitive Advantage. John Wiley and Sons Ltd.
[5] Cassell, J. (2009). Brilliant Selling: What the Best Sales People Know, Do and Say. Pearson Education Limited.

(R K Srivastava, Ernest Cyril de Run, & Kim Shyan Fam, 2008)[6] describe in their book "Sales Management" the different aspects of Marketing and Sales Management. The book opens up the importance of Sales management in changing times and how it is the nerve of each and every organisation. The book covers the following topics like Sales Planning, The Selling Process, Territory Management, Sales Control, Sales Training, Role of an Area Sales Manager, How can First Line Sales Managers be more effective, How to Build Team Spirit, Get Best Sales Performance and Sales Incentives. The book develops a correct perception about Sales Management by incorporating research based articles throughout the book.

(Phadtare, 2012)[7] in his book "Marketing of Two-Wheelers in Liberalized India" describes the two wheeler industry in India which has now ventured to every part of the transform from the seller's market to the purchaser's market. The book explains in detail the issues and problems related to product mix, target segments, technology level and environment. Rating of 23 factors is discussed in relation to inclinations of aspirant male and female towards experienced male and female. A correlation of nature of services of three sorts of specialist organizations is made. Approaches for product and service advancement are pondered. Dyadic models, feature mapping, evaluation criteria for an objective and systematic selection of dealers were determined a formulated by using simple tools. The subjective modern changes prone to occur will be customer based, maker based, dealer based and environment based.

(Michael A. Belch, Keyoor Purani , & George E. Belch, 2013)[8] in their book "Advertising and Promotion: An Integrated Marketing Communications Perspective (SIE)" revealed the change from the traditional advertising methods to the more widely recognized approach of implementing an integrated marketing communications (IMC) strategy. Built around an integrated marketing communications planning model, it recognizes the importance of coordinating all elements of the promotional mix to develop and implement an effective communications program.

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6 R K Srivastava, Ernest Cyril de Run, & Kim Shyan Fam. (2008). Sales Management. Excel Books.

7 Phadtare, M. (2012). Marketing of Two-Wheelers in Liberalized India. VDM Verlag.

8 Michael A. Belch, Keyoor Purani, & George E. Belch. (2013). Advertising and Promotion: An Integrated Marketing Communications Perspective (SIE). McGraw Hill Education.

(Sandra Moriarty, Nancy D Mitchell, & William D. Wells, 2012)[9] in their book "Advertising and IMC: Principles and Practice" tracks the changes in today's dynamic world of media and marketing communication–as well as the implications of these changes to traditional practice–and presents through an accessible, well-written approach. The ninth edition highlights the increasing importance of consumers as the driving force in today's advertising strategies, social media and the Internet evolution/ revolution. It also includes an increased IMC and brand focus. Although the marketing communication environment is ever-changing, this text also highlights the basic, timeless principles of advertising and marketing communication. These enduring principles are woven throughout this text.

(Lenon G Schiffman & Leslie Lazar Kanuk, 2006)[10] in the book 'Consumer Behaviour' have recommended customer behaviour as individual varies as from group. The household choice for a purchase is totally not quite the same as individual purchase decision. The authors discussed about different factors that influence buyer purchase choice. The book concentrated on family life cycle and different needs of customer amid various life cycle stages. The family decision making process as a collective choice making process is expounded and it is suggested for market segmentation as indicated by family need hierarchy. The book illustrates the interrelationships between consumer behaviour concepts through a Simple Model of Consumer Decision Making. A concise structural framework is presented in the first chapter to enhance understanding and application of consumer behaviour principles to marketing strategy. The book's final chapter ties all of these concepts together into a fine-tuned, detailed model that helps to retain the interrelationships and relevance of individual concepts to consumer decision-making. Market segmentation approach throughout introduces to the practical issues that the real business world interacts with. This popular, real-world approach of market segmentation provides with the structure and direction for successful market practice. The book illustrates the enhanced global outlook through examples and by addressing cultural differences in both domestic and multinational marketing. It helps to understand the dynamics of cultural differences.

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[9] Sandra Moriarty, Nancy D Mitchell, & William D. Wells. (2012). Advertising & IMC: Principles and Practice (9 ed.). Pearson.

[10] Lenon G Schiffman, & Leslie Lazar Kanuk. (2006). Consumer Behaviour. (9 ed.). Prentice Hall of India.

(Del I Hawkins, , Roger J Best,, Kenneth A Coney,, & Amit , 2007)[11] discussed in their book "Consumer Behaviour" about different variables influencing purchaser for purchasing, such as, demographic and social impacts (family and household), group impact, effect of advertising and internal influences (learning, perception, attitude and so forth.). The book explains the various types of buying decisions, buyer's involvement in purchase and product involvement. The book additionally stressed on the search process for gathering information and different mediums through which information can be acquired and assessed by the customers are prescribed in this review. The book additionally accentuated on individual perception and judgement. They also recommended that the capacity of a person to recognize comparable boosts is called sensory discrimination which could include numerous factors identified with individual inclinations.

(Loudon David L. & Bitta Albert J. Della, 2004) [12] in their book "Consumer Behaviour**"** mentioned that consumer behaviour studies assume an imperative part in segmenting the markets and planning focussed marketing strategies. The authors advocated consumer behaviour as applied science as the customer is frequently considered as a subject matter of study as certain considerations are significantly influenced by their behaviour or expected activities. The authors suggest firms how it's important to consider the core marketing activities in outlining successful and effective marketing strategies. The authors highlighted the elements influencing customer behaviour at micro and macro level for settling on a purchase choice.

(Satish K. Batra, & S. H. H. Kazmi, 2008)[13] in their book "Customer Behaviour" demonstrate an all-around examination of purchaser conduct through a couple of relevant examinations in their book. They revealed that, client conduct is a connected science and furthermore the examination of client conduct goes well past the simple demonstration of procuring or the use of the administrations or items. The book has depicted buyer fundamental purchasing conduct, purchaser's black box and noteworthiness of client conduct considers for advertisers in order to fathom what satisfy a complete purchaser.

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[11] Del I Hawkins, Roger J Best, Kenneth A Coney, & Amit. (2007). Consumer Behaviour. Tata McGrawhill.

[12] Loudon David L., & Bitta Albert J. Della. (2004). Consumer Behaviour (2 ed.). Mc-Grawhill.

[13] Satish K. Batra, & S. H. H. Kazmi. (2008). Consumer Behavior. Excel Books.

(Dr. Kerav Pandya, 2011)[14] has elaborated the Indian two wheeler industry with special reference to motorcycle users in his book "Consumer Behaviour in Two wheeler Industry". In India, those who use private transportation, majority of them depend on two-wheelers due to convenience, less traffic problems, less price compared to four wheelers, less running and maintenance cost etc. In two-wheeler industry, a large number of Indian and foreign players are competing for higher market share. They focus on consumer psychology for providing the required features in two wheelers, for designing their advertisements and for identifying better ways of communication to the consumers. This book contains the research study on understanding the consumer behaviour of motorcycle users of Gujarat, India. Extensive data analysis has been carried out using various statistical tools. The study identifies some factors and features of motorcycle that are relatively more important to consumers. The book is helpful in better understanding of behaviour of motorcycle users in the developing countries like India and it provides a great help to two-wheeler marketers.

(Zeithaml , Bitner, & Gremler, 2012)[15] in their 6th edition "Services Marketing" have discussed on various aspects of services marketing such as consumer behaviour in services, services designs and standards, delivering and performing service and managing service promises. The book focused on various challenges and issues of service marketing, the GAPS model of service quality and customer defined service standards. The book discussed service quality models and service preference models in detail. The book also recommended uniformity in quality standards should be implemented.

(Krishna K. Havaldar & Vasant M. Cavale, 2011)[16] in their book "Sales and Distribution Management", talk about the sales and distribution aspects of a marketing venture. Since the marketing industry in itself is quite vast with its various parts like

[14] Pandya, K. (2011). Consumer Behaviour in Two wheeler Industry. LAP LAMBERT Academic Publishing AG & Co KG.

[15] Zeithaml, V., Bitner, M., & Gremler, D. (2012). Services Marketing 6/e (6 ed.). Mc Graw Hill Education.

[16] Krishna K. Havaldar, & Vasant M. Cavale. (2011). Sales & Distribution Management (2 ed.). Tata McGraw Hil.

advertising, promotion and shipping of the ultimate product. The book makes a clear understanding of the intricacies involved in marketing research and overall logistics. This book seeks to establish a link between the concept of sales and distribution and their effective management. The role of sales managers in this context becomes relevant and the authors emphasize on that, along with analyzing sales objectives, strategies, control and general understanding of sales management. The book gives a clear understanding of all the main components of sales and distribution management with its practical orientation.

(Sheth & Parvatiyar, 2000)[17] in the book "Handbook of Relationship Marketing" stress the importance of cooperation and collaboration with suppliers and customers, relationship marketing is emerging as the 'core' of all marketing activity. In recent years, there has been an explosive growth in business in relationship marketing and this book has presented the key concepts, theories and applications. The authors of this book have assembled an authoritative and global cast of chapter contributors and crafted a volume that will become the seminal, founding work in this growing field. Their approach is eclectic, including a broad coverage of topics, diverse theoretical and conceptual paradigms and global viewpoints.

(Ramana & G. Somayajulu., 2003)[18] book on 'Customer Relationship Management' attempts to give the nature, conception as well as execution of CRM practices and techniques applicable to various associations The book is partitioned into three sections: Part I of the book gives a calculated structure, use of CRM in manufacturing and service sectors. Part II manages the e-CRM ideas and execution issues required in its importance to various sectors. Part III comprises of case studies of associations which have executed CRM.

(Shajahan, 2004)[19] in his book "Relationship Marketing: Text and Cases" explained the fundamental principles of customer relationship building and their applications through suitable case studies. This book focuses on the power of customer relationship

[17] Sheth , J. N., & Parvatiyar, A. (2000). Handbook of Relationship Marketing. Sage Publications India Pvt Ltd.

[18] Ramana, V., & G.Somayajulu. (2003). 'Customer Relationship Management'. Excel Books.

[19] Shajahan, S. (2004). Relationship Marketing: Text and Cases. New Delhi: Tata McGraw-Hill Publishing Company Limited.

management. Customer Relationship Management (CRM) is growing in importance due to the challenging business environment faced by organisations throughout the world today. The book discusses on customer acquisition, retention, measuring profitability from relationship, CRM, customer loyalty and so on. The book covers the technology issues and internet applications and it also exclusively discuss the application of technology in relationship marketing.

(Alvin C. Burns & Ronald F. Bush, 2014)[20] in their book "Marketing Research" gives a "nuts and bolts" understanding of marketing research and provides with extensive information on how to use it. The text is in simple language which provides the fundamentals of the statistical procedures used to analyze data. The authors has given good knowledge of statistical analyses The authors have added guidelines to help and write reports after conducting a statistical analysis using SPSS. By integrating SPSS 17.0 into the text, the researchers was at eased into understanding the software what the analysis technique is, when to use it and how to interpret it.

(Scott M. Smith & Gerald S. Albaum, 2005)[21] in their book "Fundamentals of Marketing Research" covers all facets of marketing research including method, technique and analysis at all levels. The methodological scope regarding research design, data collection techniques and measurement is broad with three chapters devoted to the critical area of measurement and scaling. The presentation is from primarily a pragmatic and user-oriented perspective which aids to evaluate the research. The book explores cutting-edge technologies and new horizons through a grasp of research fundamentals.

(Nair, 2016)[22] book on "Consumer Behaviour and Marketing Research" combines two vital aspects of the field of marketing therein. The book is divided into two parts: Consumer Behaviour and Marketing Research, covering the various facets of consumer behaviour and the steps involved in the marketing research process, respectively. It is an effort on the part of the author to cover the subject matter with a blend of the

[20] Alvin C. Burns, & Ronald F. Bush. (2014). Marketing Research (7 ed.). Pearson.

[21] Scott M. Smith, & Gerald S. Albaum. (2005). Fundamentals of Marketing Research. SAGE Publications. Inc.

[22] Nair, S. (2016). Consumer Behaviour and Marketing Research (2 ed.). Himalaya Publishing House Pvt. Ltd.

important aspects related to the fields of Consumer Behaviour and Marketing Research. Most of the important concepts and variables involved in consumer behaviour and marketing research are explained citing real and practical examples to facilitate the link with actual situations.

2.5 REVIEW OF RESEARCH PAPERS IN NATIONAL AND INTERNATIONAL JOURNALS

A large number of authors have contributed by undertaking different research projects regarding customer behaviour, factors affecting customer behaviour, various sales practices followed by companies for promotion, distribution as well as to understand consumer behaviour. There are even researches regarding display arrangement, discount and price off as they influence consumer behaviour as well as consumer response to different types of competitive strategies adopted by companies. It is worth understanding how the researchers have identified, understood and analyzed different facets of consumer behaviour in two wheeler industry.

2.5.1 REVIEW ON INDIAN AUTOMOBILE AND TWO WHEELER INDUSTRY

(Dr. Govind P. Shinde & Dr. Manisha Dubey, 2011)[23] analysed the figures of the Indian Automobile segments comprising of passenger vehicle, commercial vehicle, utility vehicles, multi-purpose, two wheelers and three wheelers during the period 2005 to 2010. The review is conducted to study the performance and trend of key players of Indian automobile Industry. The study is based on secondary data and statistical tools such as the excel software is used to analyse the data. The authors have portrayed every segment briefly describing the present and future market patterns and developments in the Indian automobile industry. The study takes into account the past and current trends in an economy and identifies immense opportunities for various industry players including automobile manufacturers and players of automobile components. The position of Indian automobile industry is revealed by using swot analysis. Notwithstanding economic slowdown, the Indian automobile industry has demonstrated high growth and shows a bright coming future due to economic sustainability and increasing living standards and purchasing powers of the Indian

[23] Dr. Govind P. Shinde, & Dr. Manisha Dubey. (2011). Automobile Industry and Performance of Key Players. Asian Journal of Technology & Management Research, 1 (2).

customer's. Despite the fact that the Automobile industry is recording expanding development rate in sales, yet in the meantime there are grey areas in the automobile business and these should be considered by the auto versatile industry to overcome.

(Amarjit Singh & Dr. Vinod Gupta, 2012)[24] gives a holistic view of Indian Automobile Industry by conducting the research on secondary data which was collected from the books, magazine, in-house materials and websites of automobile industry. Quantitative approach is used for this study. The research examines the market percentage of Indian automobile industry, forecast for Indian automobile industry and swot analysis of Indian automobile industry. The working system is based on open market for automobile industry in India and hence several joint ventures have up springed in India with foreign collaboration. The study concludes that the Indian automobile industry holds huge scope for expansion in domestic and international market thereby helping the Indian economy to proceed with this development.

(Upadhyay, 2013)[25] witnessed the huge growth opportunities for manufactures and service providers in Indian rural two -wheeler market. This paper goals at an empirical study of rural customers and relationship of environmental factors affecting the people's preference on purchasing two wheelers in rural India. The authors predict the short to medium term outlook of the industry will stay healthy, majorly driven by rising demand from rural areas and smaller towns. According to the review the rural two wheeler market will be enhancing in future and hence the competitors can utilise this opportunity via more and high-quality infrastructure in the form of just good roads and using brand new technology and can provide an edge over competitors throughout the country.

(.V, 2015)[26] observed the two wheeler market strategy and segmentation in India. Available secondary data is explored to delve about two wheeler players selected for the study. The study examines the strategies and segments of Bajaj, TVS, Royal Enfield, Mahindra & Mahindra, Suzuki, Yamaha, HMSI and Hero MotoCorp. The

[24] Amarjit Singh, & Dr. Vinod Gupta. (2012). Indian Automobile Industry: A Review. Indian Automobile Industry International Journal of Research in Mechanical Engineering & Technology, 2 (2), 22-24.

[25] Upadhyay, A. (2013). Indian two wheeler market: rural India shines-A case study on the sales of two wheelers in rural India. Masters International Journal of Management Research and Development, I (I), 52-65.

[26]. V, S. (2015). Study on Two Wheeler Market Segmentation and its Strategy in India. International Journal of Science and Research, 4 (10), 1103-1105.

study reveals in motorcycle sub-segments, Vehicle pricing and power is directly proportional but mileage is inversely proportional. TVS MOTORS appreciates monopoly market in the Moped section with mileage of 60 km/litre also, the power of 50 to 70 cc. Rivalry is high between the selected two wheeler players and thus change of plan is attempted like development with new tie ups to investigate in rural area and also in the premium sections and the two wheeler players eye on consumer satisfaction and loyalty and after sales service. The exploration infers that Technology assumes an extraordinarily significant part for product differentiation, quality improvement, new product development, add value creation to customers and key players in the market along these lines extending the improvement of the business and relative market share of the key players in the business.

(Sharma, 2016)[27] provides attention on market share of major two wheelers brand in Jaipur city and also identifies the market leader among major brands of two wheeler companies namely Hero Moto Corp, Honda, TVS and Bajaj. The scholar thinks that customer have a criteria of inclination towards purchase a two wheeler before they decide to purchase a vehicle. The author has endeavoured to summate a portion of the components which people evaluate before the genuine purchase. The review uncovers the different choice a customer evaluates at the time of purchasing a two wheeler however the choice relies on upon different elements like product properties, price, credit assistance and brand. The research inferred that Hero Moto Corp is the main brand of bike in Jaipur city followed after by Honda, TVS and Bajaj.

(Pradeepta K. Sarangi, , Shahin Bano , & Megha Pant , Future Trend in Indian Automobile Industry :A Statistical Approach, (2014)[28] made an attempt to figure out the growth of Indian automobile industry and to report the forecasted values for the next three years (2013-14 to 2015-16) using statistical technique like Graphical method with linear trend line. The secondary data from websites is used to study the Indian automobile industry from the period 2001-02 to 2012-13 for the segments of production trend, domestic sales trend and export trend for two categories: passenger

[27] Sharma, N. (2016). Customer perception towards major brands of two wheelers in Jaipur city and its impact on buying decision. Abhinav International Monthly Refereed Journal of Research in Management & Technology, 5 (2), 9-15.

[28] Pradeepta K. Sarangi, Shahin Bano, & Megha Pant. (2014). Future Trend in Indian Automobile Industry : A Statistical Approach, Journal of Management Sciences And Technology, 2 (1), 28-32.

and commercial vehicles. An entry has been made to realize and analyze the present and future pattern in Indian automobile industries. Regardless of quite a lot of ups and downs prior to now years, the experiments show confident progress in above two segments of automobile industry.

(L Nanda Gopal, 2013) [29] attempted the study and investigate the impact of globalization on Indian two wheeler market and analyze the advantages from globalization in this industry. The study has been explored through secondary sources such as reports, books, journals, articles and access through websites etc. It discovered globalization approach has affected the sector in the entire areas of production, sales, financing, research and development. Globalization has marked a positive influence on the growth of two wheeler industry and thereby highlighting a huge potential for new entrants models. Keeping in mind the end goal to meet the difficulties postured by globalization the Indian two wheeler producers need to guarantee the technological development, appropriate marketing strategies and satisfactory customer care feedback method of their companies to compete with foreign manufacturers.

(**George Sunila, Jha Raghbendra, & Nagarajan Hari K., 2002)** [30] explored the competitive structure of two wheeler industry by using Kendall's Index of Rank Concordance and the Evans-Karras test of convergence. The study is based on secondary sources acquired from Info point, Center for Monitoring Indian Economy. The period of ten years i.e. 1988-1998 was selected as it traversed all major structural moves that had occurred in India. .The industry is described by oligopoly with the onset of monetary changes not having much effect to modern industrial structure. The estimations of the Herfindahl Index exhibited that the three segments of the industry have different reactions towards the continuous changes from the rival firms. Post liberalisation opened doors for unequal number of entries in each segment and it revealed that the motorcycle segment has a greater number of entries than did the scooter or moped segments. From the consequences of the Evans and Karras convergence test it can be concluded that in the scooter and motorcycle segments inter-brand transmittal of information through promotion, product development, pricing etc.

[29] L, N. (2013). The Impact of Globalisation on Indian Market with Special Reference to Two Wheeler Industry – An Overview. Indian Journal Applied Research, 3 (11), 274 - 278.

[30] George Sunila, Jha Raghbendra, & Nagarajan Hari K. (2002). The Evolution and Structure of the Two-wheeler Industry in India. International Journal of Transport Economics, 28 (1).

is probably going to be successful in affecting the development rates of different firms in these segments. The firms in the moped segment on other hand, probably compare themselves with firms in another segment (such as motorcycles) or with other modes of transport and are therefore not inter-dependent. This would explain why convergence is conditional in this segment.

(Salwan Prashant, 2007)[31] studied the Indo-Japanese joint ventures – Hero Honda, TVS Suzuki, Bajaj Kawasaki- and have identified and investigated the difference in competitive strategies adopted to emerge as aggressive market leaders. For the domestic market Hero Honda's plan was to manufacture fuel efficient vehicles. Its worldwide plan was to offer the high-quality products to customers with the aid of upgrading technology and to view the world as one marketplace. Bajaj Auto applied a unique strategy by understanding the pulse of customers. Bajaj customize its products as in line with market needs. TVS motors strategy was to reduce price by concentrating on value engineering, global sourcing, lean manufacturing, waste elimination and continuous reduction in cost and securing product leadership by delivering customers good brands, innovative packages and developing energy efficient technologies to become competitive. The study concluded that each venture has its dominance in different two wheeler segments.

2.5.2 REVIEW ON CONSUMER BEHAVIOUR

(Rajesh Mahrotra & Sachin Kumar Sharma, 2012)[32] evaluated and measured the elements with a five point scale and its effect on the two wheeler consumers purchasing behaviour. This research also concentrates on the market size of different two-wheeler producers those offering distinctive product portfolios to the customers. Hence customer has a wide choice for purchasing a two wheeler brand, but the buying decision depends on various aspects like mileage, engine power, model, price and weight of the two-wheeler. The exploration finds that Hero MotoCorp Ltd. is a main player in Jaipur city, trailed by Bajaj Auto because of its assortment of bike model offerings to the customers. The research highlights mileage and power as most

[31] Salwan Prashant. (2007). Going Global Building Competitiveness Through Internationalization – A Study Of The Indian Automobile Sector. The ICFAI Journal of International Business, 2 (1).

[32] Rajesh Mahrotra, & Sachin Kumar Sharma. (2012). An Empirical Study Of Buying Behaviour Of The Two-Wheeler Users In Jaipur district. Asian Journal of Research in Marketing, 1 (5), 24 - 35.

influencing factors whereas price is least influential as per customers requirement. This study suggests that marketers must offer more varieties of two wheelers to their prospective customer.

(K.Vidyavathi, 2012)[33] the paper deals with perceptions and behaviour of the various consumers of Automobile owners of Chennai. The author studied how perception of the customer influences the consumers mind and how this information can be used successfully by marketers to gain entry into the minds of the consumers. Data was collected from 300 automobile users. The satisfaction level, preferred product attributes and customer profile has been represented through Descriptive statistical tools. The study also focuses on different characteristics that the Marketers should focus on to pull in the prospective purchasers and increase the sales. The respondents recognizes that driving comfort and mileage are the most vital elements considered while deciding on the purchase of an automobile followed by accessibility of spare parts and Price. The researcher suggests through the study to the manufacturers as considering the above important factors while manufacturing automobiles. Respondents expressed their responses towards their change over to another brand due to problems faced with the existing brand and for want of highly technological automobile. Another problem revealed was the change in the hospitality of the dealer before and after purchase. Therefore, it is suggested that the offerings rendered or to be rendered need to be properly defined, friendly method and reliability in pre and post sales need to be upgraded and monitored. The study summarises that all the automobile manufacturers who understands their consumer and produce products as per the needs and desires of consumers will succeed in long run. As consumer behaviour plays a vital role there is need to conduct proper and continuous research in this field as behaviour changes with time.

(S.Saravanan, , N.Panchanatham,, & S.Pragadeeswaran, 2009) [34] proposes a research with a sample of 200 respondents in Cuddalore area. They attempted to decide

[33] K.Vidyavathi, M. (2012). Consumer lifestyle influence of consumer behaviour with reference to automobile industry in Chennai Vol.Issue. ZENITH International Journal of Multidisciplinary Research, 2 (4).

[34] S.Saravanan, N.Panchanatham, & S.Pragadeeswaran. (2009). Consumer behavior towards show-room Services of two wheelers with reference To Cuddalore district. Perspectives of Innovations, Economics & Business, 3, 71-75.

the purchasing behaviour of motorbike buyers in the direction of showroom offerings by using technique for the utilization of consumer stress, emotional competence as independent variable and demographic variable like sex, age, marital status and the size of the family. The study used F-test and correlation to get the desired outcomes which portray higher satisfaction level of students and employees about showroom services. Fundamental a part of the respondents rank their bike at a the higher perspective on brand image. The investigation prescribes the associations to buckle down on building up a decent brand image

(Dr. Raj A. Jesu Kulandai, & Prof. Kaviarasu S. John, 2015)[35] found in his study that the Indian two wheeler industry is expanding and growing up each year and the motorcycle segment is governed by genuine players viz. Hero, Honda, Bajaj, TVS, Royal Enfield. The study discovers that buying behaviour of two-wheelers in Chennai city is significantly influenced by a number of marketing stimuli offered by the manufacturers. It also reveals the people from low and middle class prefer two wheeler as it matches with their individual and family requirements. Majority of the respondents have claimed that Fuel-efficient, reliable brand and availability of spare parts are the most preferential factors for buying g of a two wheeler. The findings revealed the Pre-Purchase Analysis, Factors influencing brand preferences, Brand wise ownership of the sample respondents and Post-Purchase analysis.

(Kulandairaj, 2013)[36] tried to build better perception of buyer information search, their interest and decision-making process. The researcher tried to analyse and study the consumer exposure, information gathering knowledge and consumers perceived value perception. The researcher inspected the impact of information gathered and customer behaviour, on data assembled from purchasers who possessed cars and found that commercial sources, personal sources and technical sources are the persuading factors on consumer decision-making. Personal sources such as family, friends, neighbours and relatives assume a vital part in car purchasing. The study concludes

[35] Dr. Raj A. Jesu Kulandai, & Prof. Kaviarasu S. John. (2015). Household Characteristics and Buying Behaviour of Two-wheeler Consumers in Chennai City - A Study. Asian Journal o Research in Business Economics and Management, 5 (4), 109-121.

[36] Kulandairaj, A. (2013). Information Search and Consumer Decision-Making Vol. 3, No 1, pp. IPE Journal of Management, 3 (1), 157-1672013.

search for information about the two wheeler will definitely help the customer's selection of the right product.

(Balakrishnan Menon & Dr. Jagathy Raj V.P , 2011)[37] has undertaken this study to examine and conceptualize various parameters and develop a model, which influence the purchase patterns of passenger cars in the State of Kerala. The study is based on secondary data and an in-depth interview has been done through a structured questionnaire and information has been collected from the car dealers, car financing agencies and car owners in the city of Cochin, Kerala. Hence, the researcher finds and identifies various parameters which influences the consumer purchase behaviour of passenger cars and also formulates a model which will be the basis for the further research. This paper will be absolutely valuable to the existing and new car manufacturers both indigenous and foreign, to formalize and strategies their policies towards an effective marketing strategy, so as to market their models in the State, which is known for its high literacy, consumerism and higher educational penetration.

(Ramarao, 2009)[38] examined the necessity for changes in the motorcycle section to face challenges in the bike aggressive market. Two wheeler manufacturers are adjusting and improving their product features, productivity, look, appearance and style. Nowadays a two wheeler is pleasant technique for conveyance. There are many players in two wheeler market like Hero Honda, Yamaha, Bajaj, TVS but Hero Honda is an established player. The review identifies and recognizes the difference in consumer behaviour within two time frames, i.e., 2004 and 2008. The research suggest the manufacturers to concentrate and direct their focus towards the non-stop behavioural changes in the purchaser and thereby making upgrades of their vehicles to reap competitive position.

(R.Renuka & Dr. M. K. Durgamani, 2012)[39] have attempted the review to know the elements which actuates the customers to buy and its effect on purchase choice of TVS

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[37] Balakrishnan Menon, & Dr. Jagathy Raj V.P. (2011). Conceptualisation of model for studying consumer purchase behaviour of passenger cars. International Journal of Research in Finance & Marketiing, 1 (5).

[38] Ramarao, B. S. (2009). Factors Influencing the Purchasing Decisions of Motor Bike Consumers: A Comparative Study of Popular Brands. The ICFAI Journal of Management Research, 8 (4), 54 -67.

[39] R.Renuka, & Dr. M. K. Durgamani. (2012). A Study On Customer Satisfaction Towards Tvs Scooty In Thanjavur District Of Tamilnadu. International Journal of Scientific Research, I (III).

Scooty. The data was collected by applying judgemental sampling approach from a hundred and five users of Thanjavur. The review propose appearance, graphic, colour and design are the most affecting factors while making a purchase decision for TVS Scooty. Factors with highest customer's satisfaction were price, break, safety, price-up, Tyre quality and factors with lowest satisfaction were Insurance facility, convenience to handle, engine power, self-starter facility, brand name, design. Respondents have opined that engine capacity, safety, new technology, product design, warranty period are the five top most important characteristics. Hence, the TVS Company should give special consideration to the above product characteristics to keep-up sales and its reputation.

(T.Devasenathipathi & S.Saravanan, 2013)[40] highlighted the issue in the matter of why buyers delay their purchase decisions. It likewise investigated whether factors of gender and age are connected with purchase procrastination. A survey was managed from 219 two wheeler users who had made the purchase of their vehicles within two years of the review. The findings of the result discovered two major reasons for purchase procrastination, one was the confusion created in the minds of the customers due to a huge presence of two wheeler variants in the market and another was the insufficient information given at the sales counter of the dealers. The consumer segment which was highly affected by the above reasons was from the age group 31 to 45 years. Further the one way ANOVA test results showed a partial connection between the factors of gender and age of respondents with purchase procrastination.

(S. Franklin John & J. Anand Christopher, 2013)[41] investigated the influence of peers in purchase decision with reference to the age of two wheeler users. Convenient sampling technique was employed to get the sample size of 85 respondents from Coimbatore city. The questionnaire developed by the researchers namely Clement. S. and Venkatapathy. R (2005) has been used to acquire the information. It involves three segments each part is planned to measure the unmistakable parameters of and

[40] T.Devasenathipathi, & S.Saravanan. Influence of gender, age and marital status on factors of purchase procrastination with special reference to two wheeler market. Abhinav National Monthly Refereed Journal Of Research In Commerce & Management, 2 (3), 28 - 40.

[41] S. Franklin John , & J. Anand Christopher. (2013). Influence of Peer in Purchase Decision Making of Two-Wheelers: A Study Conducted in Coimbatore. European Journal of Commerce and Management Research, 2, 1 - 5.

companion impact and decision making process of two-wheeler purchasing. A descriptive research methodology was adopted and statistical tools were applied to get the results for the study. The discoveries of the review prompt to the conclusion that Peer impact appears to affect the purchasing behaviour of the two wheeler buyers but more in particular consumers belong to the age group of 40-50 years. The study discovers a favourable impact of peers on the purchase decision making process.

(M. Sathish & A. Pughazhend, 2011)[42] have undertaken the study to know the buying motives of consumers and their behaviour towards two wheelers. Sample size of 125 from Tirunelveli city, Tamil Nadu were selected for the study The decision of the customers is highly based upon the need, purchasing power and the price of the two-wheeler product. The research has discovered that though the customers are not having the purchasing power they are most in favour of costly bikes as the customer's expectations about advanced features are in the costly bike like aesthetic and value addition in the vehicle. The research study recommends the two wheeler corporations to provide customers with new versions and unique design.. It was observed that consumer favour two-wheeler because of its utility, easy handling in the heavy rough traffic. According to the review Hero-Honda, Bajaj and TVS rule the bikes business and different players Suzuki, Yamaha and LML are furthermore endeavouring to opponent them by acquiring new variations in the bike segments.

(Kumari Santosh A., Reddy Raghunatha D. , & M L Kameshwari, 2005) [43] examined the buying behaviour of Hero Honda Motorcycles users in the city of Hyderabad. The study attempted to know the major influence in purchase decision of motorcycle. Friends and Associates were the most preferred sources of information for buying a two-wheeler. Findings of the research disclosed that 90% of the respondents have been satisfied with the performance, maintenance and after sales provided by the dealers. It also additionally discovered that 93.35% of the respondents could remember the advertisements of motorcycle that they had seen as of late on TV or read in the

[42] M. Sathish, & A. Pughazhend. (2011). iA study on consumer behaviour of automobile products with special reference to two-wheeler in Tirunelveli City Tamil Nadu. Indian Journal of Applied Research, I (3), 161-163.

[43] Kumari Santosh A., Reddy Raghunatha D., & M L Kameshwari. (2205). Consumer buying behaviour in two-wheeler industry with special reference to Hero Honda Motorbikes. Indian Journal of Marketing, XXXV (10), 12-18.

newspaper or magazines. From this it was shown that the promoting effort was effective and accomplished. The study disclosed the most favoured and preferred motorcycle by way of majority of the respondents was Hero Honda Splendor due to its brand image

(Dr. Ronald Mani & Mr. Debasis Tripathy, 2013)[44] assessed and perceived the behavioural variables and their effect on the customers buying behaviour of the 300 two wheeler bike owners from Allahabad, Lucknow and Varanasi cities of Uttar Pradesh. The study is centered on the purchasing behaviour of the customer that provokes them to buy the two wheeler bike. The bike associations decided for study were Bajaj Auto, Hero Motocorp, HMSI, Yamaha Motors and TVS Motors. The promotion was an exceptionally affecting variable for the Bajaj two wheeler customers, family members were exceedingly impacting element for the Honda two wheeler customers and friends were profoundly impacting component for the Yamaha two wheeler customers. Most influencing factor is Design for Yamaha followed by Bajaj, Honda, Hero MotoCorp and TVS. Mileage as a influencing factor was dominated among motor bike owners of Bajaj and Hero MotoCorp. For Yamaha bike owners speed and technology was the influencing factor to purchase. All the motor bike owners were happy and satisfied about their purchase decision and the study concludes that Honda and Bajaj shows maximum satisfaction whereas TVS remains last.

(Clement Sudhahar J. & R. Venkatapathy, 2005)[45], highlighted the significance of peer group in the purchase behaviour of vehicle relating to Coimbatore District. It also discovered the effect of peer which is greater for the acquisition of small sized and midsized automobiles. Among peer group, friends have been rated as the most influencing source in the consumer purchase decision process. So, unique schemes may be devised to tap this effective source of have an effect on purchase decision process. Other factors like, brand image, after sales service, automobile overall performance and many other were additionally crucial factors in selection of passenger cars. Dealer Image also played a significant role making a choice of an automobile. Consequently,

[44] Dr. Ronald Mani, & Mr. Debasis Tripathy. (2013). A study on consumer buying behavior towards Two wheeler bikes in context to Indian market. International Journal of Advanced Research in Management, 4 (1), 65 - 73.

[45] Clement Sudhahar J. , & R. Venkatapathy. (2005). (2005), "Automobile purchase – Peer influence in decision making", Indian Journal of Marketing, XXXV (6), 3-9.

the research suggests a unique program on approaches like 'Relationship Management' may be conducted to continuously upgrade the dealer's service standards.

(A.Jesu Kulandairaj,Information Search and Consumer Decision-Making,, 2013)[46] tried to build better perception of buyer information search, their interest and decision-making process. The researcher tried to analyse and study the consumer exposure, information gathering knowledge and consumers perceived value perception. The researcher inspected the impact of information gathered and customer behaviour, on data assembled from purchasers who possessed cars and found that commercial sources, personal sources and technical sources are the persuading factors on consumer decision-making. Personal sources such as family, friends, neighbours and relatives assume a vital part in car purchasing. The study concludes search for information about the two wheeler helps the customer's selection of the right product.

(Dr V.K.Kaushik & Neeraj Kaushik, 2008)[47] investigated the study of the customer's preference towards a passenger car brand in South West Haryana which consists of Bhiwani and Mahendragarh districts. Pre-purchase and post-purchase behaviour of the customers have been evaluated and factors influencing the customers have been decided by using Perceptual mapping acquired from Multi-dimensional scaling. The result explores that customers are more influenced by friends and relatives than dealers and salespersons in South West Haryana region. The study concluded by identifying the important determinants for buying car that are Brand name, fuel efficiency and price.

2.5.3 REVIEW ON FACTORS INFLUENCING THE PURCHASE

(Kathiravana, C., , Panchanathama, N., , & Anushan, S. , 2010)[48] have exactly tried the conceptualization of buyer evaluation of brand image, brand attitude and perceived quality of a two-wheeler. The study lays its focus to identify the different influential variables that guides the consumers to choose a durable product .This study considered

[46] A.Jesu Kulandairaj,Information Search and Consumer Decision-Making, (2013). IPE Journal of Management, 3 (1), 157 -167.

[47] Dr V.K.Kaushik, & Neeraj Kaushik. (2008). Buying Behaviour of Passenger Cars: A study in south west Haryana. Indian journal of Marketing, Xxx viii (5), 34 - 39.

[48] Kathiravana, C., Panchanathama, N., & Anushan, S. (2010). The competitive implications of consumer evaluation of brand image, product attributes, and perceived quality in competitive two-wheeler markets of India. Serbian Journal of Management, 5(1), 21-38.

the impact of intangible and tangible attributes on brand image development and additionally its relationship to consumer preferences. Thus, the study indicates that there is a strong relationship between brand image and each of the preference measures utilized in the study.

(Shaikh, 2012) [49] focuses on distinguishing the most preferred two wheeler manufacturing companies, the most sellable brands, purchaser inclination along with the marketplace challenge of the two wheelers. The studies underlines on proper and right expertise of customers' want and desires by the manufacturers because it leads to fulfilment and gain a robust function on this competitive automobile industry. Non probability convenient sampling method was used to record the responses of 60 potential two wheeler buyers) from Ahmednagar city. The analysis of data indicates that Hero Motor Corp. and Honda Motorcycles and Scooters India Pvt. Ltd. are the most preferred manufacturers in the two wheeler segment. The findings represent the various factors affecting the two wheeler consumer behaviour and also revealed the strong correlation between sales and age group of the consumers. Interestingly the purchase of two-wheeler is independent of the annual income of buyer; this could perhaps be due to the easy loan available and customer friendly marketing strategies adopted by the dealers.43.33% consumers happen to have vehicle that is 1 to 5 years old indicating old two wheeler vehicles are rapidly being replaced. Colour of the vehicle also triggers the purchase decision and hence the manufacturers need to take into account all the needs and preferences of consumer.

(Dr. Duggani Yuvaraju & Prof. S. Durga Rao, 2014) [50] conducted a study in Tirupathi with a sample size of 100 Honda two wheeler users which were selected by a convenient sampling technique. The study is descriptive in nature based on empirical evidence. The promotional medium of awareness for customer was Television medium followed by friends, newspapers and dealers. The most influential factors while making the purchase decision were Quality service and brand image. The statistical test revealed respondents highest satisfaction level towards the factors like mileage,

[49] Shaikh, F. A. (2012). A Critical Analysis of Consumer buying behaviour of two wheelers (observations pertinent to Ahmednagar city, Maharashtra). Indian Streams Research Journa, 2 (7), 1-7.

[50] Dr. Duggani Yuvaraju , & Prof. S. Durga Rao. (2014). Customer Satisfaction towards Honda Two Wheelers: A Case Study in Tirupati. IOSR Journal of Business and Management, 16 (5), 65-74.

performance of the bike, pick up, explanation given by the dealer staff and quality of service whereas satisfaction declined towards price and design. The study suggests the company to direct activities towards the satisfied customers as will be the brand ambassadors of the product itself.

(Dr.K. Lakshmi Priya, 2016)[51] perceived the factors that incite to customers inclination for a specific brand. A convenient sampling method was used for this descriptive analysis and the study was conducted in Palakkad District through 250 respondents as the sample. The sample comprises of three categories, they were employees, students and professional. The review concentrates on consumer loyalty and uncovers the impacting variables like availability level of products, quality of the products, customer's expectations towards the products and problems faced by customers. In this survey, most of the respondents hold a good brand image about the Honda bike and the proposals of this review will bolster the organization in an effective and beneficial way. Most respondents gave reactions towards higher satisfaction level for the Honda bike prompting to high customer conviction and in this way making a satisfied customer as a benefit for the organization. This study would be profitable for the organization to know the intentions behind the customer preference inclination towards Honda bike.

(Rajini G. & A. Poornima, 2011)[52] brings up the colossal decision in the two wheeler segment, as there are various vehicles accessible from everywhere throughout the globe and over all fragments appropriate from entry level to premium segment. The researchers have tried to discover the demographic profile and factors influencing the buying decision of the typical two-wheeler customer. Respondents from Vellore locale, using TVS Brand two wheelers were the sample frame and sample size was 184.The survey instrument consisted of 48 items designed to collect the demographic detail, two-wheeler model possessed and attributes influencing purchase. Likert-Five point rating scale was used to measure their cognition regarding performance, perception, beliefs, values, sales, service of the two-wheelers. The demographic profile is unique and the customer is likely to be salaried and young in the age group of 21-30 years,

[51] Priya, D. L. (2016). Customer Satisfaction Towards Honda Two Wheeler-A Study In Palakkad District, Kerala. International Journal of Advance Research and Innovative Ideas in Education, 1 (3), 81-89.

[52] Rajini G., & A. Poornima. (2011). factors influencing purchase decision of Two-wheelers. International Journal of Management Research and Technology, 5 (1), 35 - 43.

Male, from urban location, possessing U.G degree and with monthly income Rs.5001-10,000. The authors applied Varimax with Kaiser Normalization to find out commonalities. Affordability, comfort, customer care and external influence were significant factors influencing the customer's choice to buy.

(Mallikarjuna, 2006)[53] conducted a study through a structured questionnaire in the twin cities i.e. Hyderabad and Secunderabad with a sample of 100 two wheeler motor bikes users of Hero Honda, Yamaha and TVS. The researcher studied the behavioural factors and analyzed the influence of behavioural factors on selecting a particular brand of motor bike. The analysis revealed the supremacy of Hero Honda followed by Yamaha and TVS due to mileage factor. The study also shows that Yamaha technology and speed factors are marginally superior compared to Hero Honda and TVS. As indicated the purchasers of Hero Honda are the students, TVS are the employees whereas purchasers of Yamaha are the Businessmen. According to the results Yamaha satisfaction was highest and the least is for TVS bikes.

(Mohanram A. S. & Mahavi C, 2007)[54] assesses the factors affecting in teenagers confining their choice to purchase a two-wheelers in Chennai (TN, India). Upgraded information about price and technology of the product and peer motivation and sales talk of the dealers are influencing factors which affect the purchase decision of the Teenagers. Teenagers make use of two types of strategies like emotional and logical thinking to persuade their parents whereas parents apply general thinking. Logical teenagers provide significance to product image. Emotional teenagers try and positioned forth their significance by various product value attributes like utility, quality, features, durability, long term benefit and service warranty of the two-wheeler. In regard of promotion mix, various sales initiatives like store visit, stores display, multi-level marketing and sale promotion efforts like test ride, free offers; finance scheme and other sales promotion techniques are influencing the logical teenagers. Additionally promotion in TV and print media likewise add to some degree. To conclude emotional teenagers give least important to sales promotion factors like offers

[53] Mallikarjuna, R. K. (2006). Consumers Behaviour Towards Two-wheeler Motor Bikes. Osmania Journal of Management, II (2), 1 - 9.

[54] Mohanram A. S., & Mahavi C. (2007). Product related characteristic, promotion and marketing mix as key tools in determining purchase behaviour and purchase decision by teenagers – An Empirical Study", Vol. XXXVII, No. 2. Indian Journal of Marketing, XXXVII (2), 03 - 10.

and schemes; whereas logically approaching teenagers even consider such factors with importance.

(D.V.Ramana & Dr. Para Subbaiah, 2013)[55] conducted a descriptive study and investigated the most influencing factors for purchasing the motorcycle and to understand their perceptions about different motorcycle brands in the market. The researcher used a structured questionnaire to collect data from 252 respondents from Nellore District in Andhra Pradesh selected through convenience sampling method. Respondents were divided into three parts consisting of three revenue divisions. The data was analyzed by using percentage, factor analysis and ANOVA. The chi-square test showed a significant effect of occupation on the choice of the vehicle brand. The study reveals the impact of demographic factors over the purchase decision of customers. 104 respondents bought Hero Honda and 74 bought Bajaj motorcycles and 32 bought TVS the outcomes finds that Hero Honda is the most favoured brand took after by Bajaj and TVS. From the Chi-Square test it is evident that buyers are not giving equal priority to all the product attributes. Accordingly producers and marketers need to give careful consideration on those factors which connect to the buyer and influence their purchase decision, consumers give importance to style, promotional offers, price, capacity of engine, manoeuvrability, fuel economy, service availability, maintenance cost and brand ambassador.

(Dr.M.Vijay Kumar , Dr.S.Chand Basha , & Dasari.Pan, 2015)[56] evaluated the influence of price on consumer buying behaviour in motorcycle industry**.** An exploratory research was conducted by studying the responses of 1300 bike owners in the 9 districts of coastal Andhra Pradesh through a well-designed questionnaire. The information was gathered from the respondents and in light of their opinions, percentages, averages and chi- square values were calculated for the purpose of the analysis. Keeping the fixation of price of a product in view, the manufacturer has to think over the price of the product at four levels .i.e. reasonable price, high price, low

[55] D.V.Ramana, & Dr. Para Subbaiah. (2013). A Study On Consumers Perception Towards The Purchase Decision Of Two Wheeler Motorcycles In Nellore District, Andhra Pradesh. International Journal of Research in Commerce, IT and Management, 3 (9), 9 - 14.

[56] Dr.M.Vijay Kumar, Dr.S.Chand Basha , & Dasari.Pan. (2015). Influence of Price on Consumer Behavior in Motor Cycle Industry (With Special Reference to Hero Honda, Bajaj and TVS Companies, Andhrapradesh, India. Journal of Marketing and Consumer Research, 9, 95 - 101.

price and resale value of the product and hence the researchers have taken into consideration to know their influence on the behaviour of two wheeler owners. An effort is made to know whether the behaviour of the bike owners is influenced by the 4 Ps of the Marketing Mix or not. The study has interpreted that according to the respondents Bajaj bikes are priced at reasonable level and in some segment they are available in low prices also when compared with Hero Honda and TVS bikes. But the resale value of Hero Honda bikes is very good in all segments. The consumer's socio-economic conditions study has found that socio-economic factors and elements of price are dependent on each other. As far as the research is concern it discovers that consumers across ages, income groups, education, family size and area of living felt that, even though the Hero Honda bikes price are very high, in any case if they want to resale it they fetch a good price for the Hero Honda bike. To summarise To summarize with the recommendation for the marketers is that a customer would not fret paying more for a product which meets his basic needs first and then supplementary needs, any other benefits from such a product is looked at as a bonus which will result in for dominating market share or having loyal customers who would stick to them through most times.

(Dr. Sardar Gugloth & Margani Soma Sekhara, 2012)[57] conducted a study on decision-making process of purchasing two-wheeler's in rural area of Andhra Pradesh. The study focuses on the demand of two-wheelers in rural area and the factors influencing like family, friends, dealers, service and mileage for the process of purchasing a two-wheeler.

(Bhattacharjee, 2014)[58] studied the socio-economic changes occurring in Indian culture by means of consumerism through a contextual analysis of automobiles commercials and by comparing the magazine promotions of two diverse eras against each other – 1995 and 2012.The major conclusion of this paper is that although information content (or type of cues) varied greatly between 1995 and 2012, there are nonetheless certain product attributes identified in the study as influencing consumer purchase decision and these have remained relatively constant. The findings of both

[57] Dr. Sardar Gugloth , & Margani Soma Sekhara. (2012). Gobal Journal of Commerce & Management Perceptive, 1 (2), 14 - 18.

[58] Bhattacharjee, A. (2014). Advertising Strategies in Emerging Economies : The Case of the Indian Automobile. IPE Journal of Management, 4 (1).

years indicate that Indian consumers consistently value quality, performance, economic factors and status appeals as content attributes while making purchase decisions.

2.5.4 REVIEW ON CUSTOMER SATISFACTION

(Vadde, 2012)[59] raises the importance of consumer loyalty in an aggressive market where business fights for market share, consumer loyalty is seen as a key differentiator and logically has transformed into a vital element of automobile industry. The study throws light on the difference in two wheelers users' satisfaction level in the rural and urban areas of Warangal district. A well administered survey was conducted to incorporate the views of respondents through a well-designed questionnaire. The study suggested that two-wheelers users of Warangal were influenced by the brand image, mileage, price, passion and pick-up.

(M.Gomathi & R.Gomathi, 2013)[60] the customer preference and satisfaction level with reference to two wheelers users from RG Motors Perundurai. The study has made an endeavour to concentrate the variables impacting consumer loyalty like mileage, good features, pickup, speed and resale value. A sample of 400 two wheeler users was selected through a stratified random sampling technique. Various statistical tools and test like Chi- square and factor analysis were conducted to know the respondent's preference and satisfaction level about the two wheelers. The study reveals those respondents are satisfied with the two wheelers they were using and also about the overall performance of the dealer.

(Jain, 2015) [61] explores through online mode, the satisfaction of the 100 Delhi customers towards Yamaha two wheelers. The analysis reflects the inclination of the customers and means the significance of family and friends impacting their purchase decision, the further amenities expected. It has been suggested that the Company should focus on mileage along with free service as satisfaction is high towards all other factors studied.

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[59] Vadde, S. (2012). Customer satisfaction towards two-wheeler automobiles-An empirical study. The Journal of Indian Management & Strategy, 17 (3), 39-45.

[60] M.Gomathi, & R.Gomathi. (2013). A study on customer preference and satisfaction towards two wheelers with special reference to RG Motors, Perundura. Intercontinental Journal of Marketing Research Review, 1 (8), 1-8.

[61] Jain, P. (2015). A Study of Customer Satisfaction of Two Wheelers on Yamaha Volume, Issue 8.Ver. II. Journal of Business and Management, 17, 08-19.

(D.Vijayalakshmi, M. Shantha Kumari, & S. Deepika, A study on customer satisfaction of a selected branded two wheelers in south Coimbatore, 2015)[62] studied the stiff competition between different two wheeler companies in the vibrant automobile industry. The review studies the satisfaction level of the customers towards five brands of two wheelers, such as Hero, Honda, TVS, Bajaj with Yamaha in South Coimbatore city. It likewise attempts to look at the relationship between the socio economic profile of the respondents and the decision of brand. By applying Quota Sampling Technique a sample of 250 respondents were selected for the study. The respondents are very happy with the quality of brand owned. The sexual orientation has had a high association with Brand possessed. The individual variables, specifically, the age, educational qualification, occupation and monthly income has not had a high association with Brand owned. Price is termed high for all the selected manufacturers by the respondents. As per the recent trends the customers expects the additional accessories like baby carrier, mobile charger, matching helmets and side box for the two wheelers. The findings suggest that any customer complaint must be resolved quickly to gain trust from the customers. The extent of pride toward the selected five brands is quite excessive as a result, the businesses ought to focus on measuring the variables, which influence customer loyalty, therefore goes lengthy manner building time-honoured brand for the selected brand of wheelers.

(Dr. Mrs. Punithavathy Pandian & A.Arunachala Rajan , 2014)[63] have embraced the exploration to recognize the buyer satisfaction level in the direction of the Bajaj bikes customers. The area and scope of study was with reference to Tirunelveli town, Tamilnadu. Survey through a questionnaire is essentially done for gathering information and Percentage Analysis method was used to analyse and record the information. The research recommends for advancing the offers of Bajaj two wheelers. The studies uncover the dis-satisfaction caused to the customers for the factors related to after sales service. Promoting exercises must be carried by means of pamphlets etc..

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[62] D.Vijayalakshmi, M. Shantha Kumari, & S. Deepika. (2015). A study on customer satisfaction of a selected branded two wheelers in south Coimbatore. International Journal of Multidisciplinary Research and Development, 2 (4), 260-264.

[63] Dr. Mrs. Punithavathy Pandian, & A.Arunachala Rajan. (2014). A Study on Analysis of the Customer Satisfaction Level Towards the Use of Bajaj Bikes with Special Reference to Tirunelveli Town, Tamilnadu. PARIPEX - Indian Journal Of Research, 3 (1).

The research findings would help the associations to center their techniques to fill the crevices and upgrade the consumer loyalty level.

(**Dr. Kerav Pandya & H J Jani,** Customer Satisfaction among Two-Wheeler Users An Indian experience - with special reference to motorcycle users, 2011)[64] composed an evaluation of cognitive process of two-wheeler users within the nation Gujarat in India. By employing convenience sampling method information was gathered from 450 motorcycle users, from five noteworthy urban areas of moderately wealthy western State of Gujarat. The researcher used an organized questionnaire to extract the primary data. The findings revealed that the satisfaction level of the respondents were on the higher side for all features of the motorcycle. The study positively contributed closer to better know-how of consumer's mind-set and thereby successfully designing promotional strategies for Indian motorcycle corporations.

(R. Amsaveni & R. Kokila, 2014)[65] attempts to focus on the attributes that influence working women satisfaction towards two wheelers. The study was conducted with working women of Coimbatore, Tamil Nadu. Statistical tools were used to analyse the data and understand the satisfaction level of the respondents. The findings revealed that majority of the respondents were happy with the vehicle they possessed; the respondents expected performance, cost effectiveness, appearance and re-deal value while buying two wheelers. The review additionally uncovers that the respondents were confronting tribulations like successive breakdown and low mileage.

(Thiru. P. Nayagam , Dr. G. Gurusamy, & Dr. V. Sangeet, 2015)[66] undertakes the research to recognize the customer satisfaction level closer to the usage of the Bajaj motorcycles owners covering urban areas in Nagercoil town. 50 respondents were selected for the study and a descriptive approach was applied to achieve the objectives. The outcome of the study shows that majority of the respondents are satisfied with the

[64] Pandya, K., & Jani, H. J. (2011). Customer Satisfaction among Two-Wheeler Users An Indian experience - with special reference to motorcycle users. SIES Journal of Management, 7 (2), 74.

[65] R. Amsaveni , & R. Kokila. (2014). (2014) A Study on Satisfaction Levels of Working Women Towards Two Wheelers in Coimbatore, Tamil Nadu,. Indian Journal of Marketing, 44 (5), 44-55.

[66] Thiru. P. Nayagam, Dr. G. Gurusamy, & Dr. V. Sangeet. (2015). (2015),A Study on the Customer Satisfaction Level towards the Use of the Bajaj Bikes With Special Reference to Nagarcoil Town. International Journal In Management & Social Science, 3 (2).

Bajaj brand. The study concludes that Bajaj promotes their product and service offerings very successfully in coming days.

(Mahalakshmi, 2014) [67] explored the level of the customer satisfaction directed towards TVS XL bikes of the Theni metropolis. Sample of 240 respondents were selected for the study through a random sampling approach. Appropriate statistical tools were utilised to analyse the responses to reach at the realization of the objectives of the study. The majority of the respondents highly favoured the TVS XL for their riding comfort and were happy and satisfied with the services provided. Larger number of the respondents was in the class of the non-partisan at the price factor. The inclinations of the customers plainly demonstrate their significance of promotions affecting their purchase, the additional facilities expected, improvement expected in dealing defective goods and many.

(R. Renganathan , C. Vijayabanu , V. Srinivasakuma, & V. Vijayanand,, 2016)[68], investigated the attitude and satisfaction of the consumer towards Honda two wheelers and showroom services. The study also finds out the factors influencing consumer behaviour of Honda two wheelers. Primary and secondary sources of data were used for the study. Structured questionnaire was constructed for collecting primary data and it was collected from 230 two wheeler Honda customers. The respondents' opinion about awareness, models, celebrity endorsement, price, employee behaviour in the showroom and level of services at the showroom of Honda two wheelers was studied and analysed by using Software package SPSS. Statistical techniques revealed that majority of the customers were highly loyal as the customers were highly satisfied with Honda two wheelers and with the services at the Honda showroom. The results of the study recommended the dealers to educate the customers towards handling and maintenance of two wheelers. Significant worry of the customers was the dealers need to keep sufficient accessibility of spare parts at the showroom.

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[67] Mahalakshmi, M. (2014). Customer satisfaction on two wheelers a special reference with TVS XL in Theni district. International Research Journal of Management And Commerce, 1 (8), 29-41.

[68] R. Renganathan, C. Vijayabanu, V. Srinivasakuma, & V. Vijayanand, (2016). Rural Customers' Attitude and Satisfaction towards Honda Two Wheelers and Showroom Services, Tiruvarur. Indian Journal of Science & Technology, 9 (27), 1-6.

(Cronin, Michael K. Brady, & G. Tomas M. Hult, 2000)[69] described empirically that service quality, service value and satisfaction when all of these variables are considered collectively it may all be directly related to behavioural intentions Additionally the study proposes that the backhanded impacts of the service quality and value constructs improved their effect on behavioural expectations. The article helped to better understand empirical relationship among service quality; service value and customer satisfaction. The study concludes on developing recommendations to improve after sales services in two-wheeler industry.

(Malik, 2015)[70] has drawn interest on the impact of various dimensions of customer relationship management to client loyalty. A stratified non-probability sampling technique was used, to record the responses from one hundred twenty car owners of NCR (countrywide Capital area) of India. Companies need to concentrate on retaining their loyal customers instead of increasing new as companies must view customer loyalty as competitive factor. In comparison to other product merchandise automobile vehicles does no longer have a non-stop substitution cycles it become for a span of three to four or even longer. The research has revealed that it cost less to satisfy the existing customer and retain them but the cost is high to acquire new customers The factors such as trust and on time delivery and promptness in handling repair work were important to increase the level of satisfaction thereby impacting the loyalty of the customer. The study also specifies that if a customer is highly satisfied with the usage of an automobile he recommends it to others. So the automobile industry should focus and pay more attention towards the above stated variables, thereby increasing customer loyalty.

(Hess R L , Ganesan S , & Klein N M , 2003)[71] comprehends the response of customers when a service displeasure happens, despite when the recovery is seen as adequate this will affect relationships between customers and the company. The study

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[69] Cronin, J. J., Michael K. Brady, & G. Tomas M. Hult. Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioural Intentions in Service Environments. Journal of Retailing, 76 (2), 193-218.

[70] Malik, D. G. (2015). Impact of Customer Relationship Management on Customer Loyalty and Customer Retention with reference to Automobile Sector. University Journal of Research, 1 (1), 70-87.

[71] Hess R L, Ganesan S, & Klein N M. (2003). "Service failure and recovery: the impact of relationship factors on customer satisfaction. Journal of the Academy of Marketing Science, (USA), 31 (2), 127 - 145.

constructs a conceptual framework based on past encounters with the company and quality of past performance aids to shape the severity of the failure and the quality of recovery performance. The exploration infers that great associations with customers can shield an organization from the antagonistic impacts of disappointment on consumer loyalty. The review uncovers that women had higher desires of relationship coherence than men that customers with involved acquaintances had higher resistance about disappointment and saw reparation over the more term and that such customers expected more loyalty from the organization. The research raises the challenge to managers that they need to know what customers regard as 'adequate' action for recovery. Hence the study is to review these service failures and derive recommendations for elevator after sales service.

(A.M.Suresh, 2006)[72] This research reports and measures customer satisfaction with small cars in Bangalore city. The research identified sales support, vehicle design, purchase support, cost of ownership and delight features as underlying factors of customer satisfaction. The research tries to rank small cars on these factors. The study also tries to find out whether customer satisfaction varies among customers on the basis of demographics.

2.5.5 REVIEW ON SALES PRACTICES

(Amechi & Long , 2013)[73] examined the queries verged with respect to advertising clutters, medium, message, method, timing and their effect on attaining marketing and sales objectives. Extensive literature review facilitated to establish the cause and effect relationship between point of purchase (POP) advertising and consumer purchase behaviour. The suggestions would encourage corporate organisations to enhance their point of purchase (POP) advertising and marketing strategies towards escalating the overall sales.

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[72] A.M.Suresh, — Measuring Customer Satisfaction For Small Cars - An Empirical Study , Indian Journal of Marketing, Volume XXXVI, Number 2, February 2006, 33-37.

[73] Amechi, U. C., & Long , C. S. (2013). The impact of point of purchase advertising on consumer buying behaviour. Interdisciplinary Journal of Contemporary Research in Business, 4 (10), 84 - 91.

(Mohd. Talha Khan & R.S. Jadoun, 2015)[74] made use of SERVQUAL model to measure and identify the gap between the service quality offered by the selected two wheeler automobile industries (Hero, Bajaj and Honda). The data was collected through questionnaire from users of Hero, Bajaj and Honda residing in Lucknow, Moradabad and Noida. The study states that Bajaj with overall perceived service quality level 2.972 provides the best after sales service followed by Hero with 2.869 and Honda with 2.822. The research recognized the gap between expectation and perception in case of customers of Hero and Honda. No such gap was found in Bajaj service industry.

(Muruganantham G. & Kaliyamoorthy S., 2006)[75] uncovered the role of celebrities in two-wheeler advertisement. The review studied that celebrities entice the eye, create interest to see the particular advertisement, can provide a factor of differentiation, increase the advertising impact and if message delivered in correct manner, can be quite effective and profitable. The most significant issue identified by the research was with right celebrity selection as there should properly match with the audience. For a fruitful and successful celebrity advertisement, the marketer should focus on celebrity and the brand together.

(Nath, 2006) [76] reviewed the impact of advertising and other promos on buying behaviour and brand preference of 294 motor bike users of upper Assam. The analysis explored age as an important factor for brand choice ,youthful people indicated attention towards premium brand though old people look for economy and basic brand. The analysis, also exhibited lack of relationship between the choice of different motorcycles and the income level of the respondents. The review uncovered that 45% of the rural and 62.86% of urban respondents are influenced by advertisement and other promos revealed finance as the major factor influencing purchase decision. Hero-Honda was regarded as the most preferred brand due to the product characteristics like comfort, fuel economy, price etc. According to the study motorbike consumers are not

[74] Mohd. Talha Khan, & R.S. Jadoun. (2015). Evaluation of Service Quality in Two Wheeler Automobile Industries Using Servqual Model. International Journal of Innovative Research in Science, Engineering and Technology, 4 (5), 3451 -3462.

[75] Muruganantham G., & Kaliyamoorthy S. (2006). Role of celebrities in two-wheeler advertisements. Indian Journal of Marketing, XXXVI (12), 20 - 25.

[76] Nath, C. K. (2006). Impact of Advertising and Other promos on Buying Behaviour and Brand Preference of Motor Bikes- A Study of Rural – Urban Consumer Matrix Volume: 8, Issue: 1. Business Perspective, 8 (1), 83 - 90.

easy to predict and they cannot be limited to a fixed strata hence two wheeler companies should concentrate and focus on organising advertising and other promos to attract different strata of the consumers.

(Prof. Pradeep Biradar & Prof. K.M.Prashan, 2014)[77] This study deals with the impact of ads in purchasing decisions of two wheelers among men and women customers and advertising strategy to address, attract and induce people to decide on purchase of a branded product. This review portrays the central point, which affects and influences the customer's decision. The review achieves that better mileage, price and engine power will influence the buyer's choices of consumers with appropriate publicizing media support to make mindful about presence of product in market. Consequently it's an incredible test for a marketer is to make the bits of knowledge about product more appealing, particular and recognizable for customers. Accordingly this paper reasons that Integrated Marketing Communication programs assume a noteworthy part in target investigation, situating of the brand in market with proper positioning strategy and advancement of the product towards customer.

(Atkin Charles & Block Martin, 1983)[78] Now a day, celebrity endorsement is an important part in advertisement of any durable product and two-wheeler is one of them. There is no doubt about a celebrity's power in popularizing brands. Atkins and Block performed a research on effectiveness of celebrity endorsement and found that celebrities may be influential because they are viewed as dynamic with both attractive and likeable qualities. In addition to this, their names and fame are thought to attract attention of the product or service they are endorsing.

(Agrawal Jagdish & Wanger A. Kamatura, 1995)[79] The dimensions of a celebrity endorser's credibility, along with consumer demographics and psychographics, can be used as potential predictors of attitude toward and intention to purchase a specific product. A study by Agrawal Jagdish and Wanger A. Kamatura on "The economic worth of celebrity endorsers" focused on theories explaining how celebrity

[77] Prof. Pradeep Biradar, & Prof. K.M.Prashan. (2014). An Empirical Study on Effectiveness of Advertising on Purchase Decision of Two Wheeler Vehicles with Special Reference to Bengulureans". Asia Pacific Journal of Management & Entrepreneurship Research, 3 (1), 247 - 256.

[78] Atkin Charles, & Block Martin. (1983). "Effectiveness of Celebrity Endorsers". Journal of Advertising Research, 23 (1), 57 - 62.

[79] Agrawal Jagdish, & Wanger A. Kamatura. (1995). The Economic Worth of Celebrity Endorsers: An Event study analysis. Journal of Marketing, 59, 56 - 62.

endorsements influence consumers' attitude and intentions. The authors assess the impact of celebrity endorsement contracts on the expected profitability of a firm by using event study methodology. The study also highlighted that celebrity endorsement has become a prevalent form of advertising in the USA.

(Katarne & Sharma, 2010)[80] This paper aimed at the measurement of current service quality level of a typical automobile dealership in an Indian city. The study was conducted using a representative survey of respondents, the owners of one of the popular brand vehicles. In this paper, satisfaction/dissatisfaction of the customer has been measured using standard statistical tools and an attempt has been made to find out reason(s) for dissatisfaction by applying the root cause analysis. The current performance of a service centre was not found up to the mark. Necessary suggestions have been made and the service centre has started executing them for the improvement in the current service quality level.

2.6. RESEARCH GAPS

Based on the review of literature, research gaps have been identified where less research study has been done on the following areas:

2.6.1. There are many studies which have been concluded so far on Indian Automobile industry and two wheeler industry. Very few attempt has so far been made for the study of two wheeler industry in Maharashtra state in Pune city in particular. Hence, the present study is a sincere effort to fill up this gap.

2.6.2. Many authors have focussed on influencing factors for purchase which are based on product but the dealer related factors influencing a customer's purchase is not much attempted by authors.

2.6.3. In India, very few researches have being conducted to know about sales practices adopted in two wheeler industry.

2.6.4. Study of the two wheeler distribution system through dealership is not undertaken by many researchers.

2.6.5. Only customer's point of view is studied by many authors but the side of dealership is not much focussed and studied by the author.

[80] Rajnish Katarne, and Satyendra Sharma, — Measurement of Service Quality of an Automobile Service Centre , Proceedings of the 2010 International Conference on Industrial Engineering and Operations Management, Dhaka, Bangladesh, 9-10.

2.6.6. Very less study is done in the field of customer relationship practices in the two wheeler industry.

2.7 CONCLUSIONS BASED ON THE REVIEW

Review of past literature on consumer behaviour and factors affecting the consumer behaviour has helped in the generation of idea, formulation of hypotheses and selection of various tools for analysis and to arrive at meaningful conclusions. There are many studies available on consumer behaviour and automobile industry. No doubt, all these studies have stimulated and encouraged to chalk out a design for this study, which encompasses a wider field than any of the studies referred to this topic. Factors influencing two wheeler customer behaviour and its impact on the sales practices of two wheeler companies with special reference to Pune city in Maharashtra.

The researcher got insights into how the study needs to be conducted in the given scenario. The opinions, comments and work achieved by others lead the researcher to arrive at gaps and design a research methodology for the study, which is discussed in the next chapter.

CHAPTER 3
RESEARCH DESIGN AND METHODOLOGY

As per the previous chapter of Literature Review, it highlighted the theoretical concepts which formed the basis for the research approach and design in this study. This chapter presents and highlights the objectives of research work undertaken and the procedure followed for research. It includes the overall research approach, research design, sampling technique used, sources of data collection, scope of the study, data analysis methods and statistical tools used to find the results. The objective is to presents data as per the proposed study and also design the research questions to achieve the objectives, develop hypothesis supporting the study and fulfill the purpose of this study.

3.1 STATEMENT OF THE PROBLEM

After developing a theoretical framework, efforts were made by the researcher to review the literature related to the study to develop a research base for the study. To meet the objective, an analytical study of factors influencing the customer buying behaviour and its impact on the major two wheeler companies operating in Pune city with a wide product profile of motorcycle and scooterettes and their pre and post sales practices was undertaken in Pune city. The present review puts forward an understanding of the position of Indian automobile industry with special reference to two wheeler companies and also how the Indian buyers react towards the pre sales practices of two wheelers companies. All the factors like consumer, product, company and dealer related characteristics were termed as the key factors for influencing the customers buying behaviour and also analysing its impact on pre and post sales practices designed by two wheeler companies.

The researcher has planned to embark on a research titled:

'AN ANALYTICAL STUDY OF FACTORS INFLUENCING CUSTOMER BUYING BEHAVIOUR OF TWO WHEELERS AND THEIR IMPACT ON PRE AND POST SALES PRACTICES OF SELECTED TWO WHEELER COMPANIES IN PUNE CITY'

The two wheeler industry has seen many changes and as of now, the Indian customers has a wide choice to select their desired two wheelers from two wheeler companies including the domestic and foreign players

Proper and systematic understanding of customers buying behaviour towards a two wheeler is important as it highlights the important influencing factors which impact the purchase decision of the customers. The success or the failure of the two wheeler companies depends on the buying behaviour of customers. In the era of modern marketing, customer is the center of attention and it is the need of the hour for every two wheeler companies to understand the dynamic customer behaviour. Indian two wheeler industry is driving the pinnacle of the country's monetary growth. The Indian two wheeler industry showcases the noticeable figures due to extensive use of two wheeler and the market is driven by youthful masses due to access to highly dispensable income and easily available finance. The introduction of distinctive types of two wheelers has also introduced out many tremendous alterations within the tastes and preferences of customers in contemporary years.

Thus, the present research has recognized the need to study the different factors influencing the customer behaviour in Pune city. Accordingly, the two wheeler companies who know the behaviour of the customers and factors influencing the behaviour can plan in a better way their pre and post sales practices to suit the requirements of the customers and will have favourable position over their rivals. Thus, the study is conducted to understand the factors affecting customer's buying behaviour and its impact on the pre and post sales practices.

3.2 SIGNIFICANCE OF THE STUDY

The importance of the study can be described as follows:

1. **Significance in the field of Academic**: The research conducted by the researcher has an educational importance and academic value in view that the brand new and emerging tendencies within the area of marketing, sales, relationship marketing and customer behaviour, in particular in two wheeler industry. The two wheeler companies peculiarly have acquired a first-rate significance in phases of contribution to economic system, new release of

employment, as just right as growth of marketing and sales practices. This research of two wheeler industry shall help to know about new conception and improvements in revenue and advertising, their purposes in Indian context and implementation in Indian scenario.

2. **Significance for Customer:** The review will be useful to customers as they will get updated to the progressions and advancements in the field of two wheeler industry, new models, their unique features and the competition.

3. **Significance for Two-Wheeler Companies**: The research motive behind the study to be conducted is to closely understand the various factors that influence and motivates a customer to purchase. The study shall help the two wheeler companies to retain their existing customer as well as attract new one. This study will help the two wheeler company to know the wants and desire of customers and customers responses and satisfaction about the two wheelers offered by the companies. Thus helping the two wheeler company to rightly design pre and post sales practices successfully. The Company can use the data for product design and development.

4. **Significance for the Dealers**: As the dealers are the touch points for pre and post sales practices this study will provide valuable inputs to the dealers about various factors considered by customers during their purchase decision making process. Hence it will help dealers to focus on pre and post sales factors responsible and thereby satisfying customers as it plays a vital role in a competitive market. The feedback will help the dealer to know about customer expectations and thereby improve pre and post sales services as it will help the company to retain their customer base.

5. **Significance for the Professionals:** The managers will be able to understand and recognize the new facets of competition, customers reaction to developments in sales and marketing and also the developments in customers buying behaviour with reference to two wheeler industry.

3.3 OBJECTIVES OF THE STUDY

This research provided an understanding about the growth and progression of Indian automobile industry and also emphasized the exceptionally aggressive business environment for two wheeler companies. The review is in like manner to make an examination of the pre and post sales practices for achievable outcomes in two wheeler manufacturing companies. The present study has following objectives:

i. To study the growth and development of Indian two wheeler companies.
ii. To understand the buying process for a two wheeler
iii. To study the factors influencing customer's buying decision vis-à-vis two wheelers.
iv. To know through the dealers the pre and post sales practices adopted by the two wheeler companies.
v. To analyse the impact of factors influencing customer buying behaviour on sales practices of companies

The objectives for the study are explained in brief:

i. To study the growth and development of Indian two wheeler companies.

   Since liberalisation of Indian economy, there is a great push to free market and open economy system. This in turn has resulted in a vast advancement of the market driven economic activities. Two wheeler industry is an offshoot of this market driven economy. Critical development is seen in the two wheeler industry, particularly improvement of Scooterette sector and top of the line motorcycles. As such it is necessary to know about the trends regarding two wheeler industry developments in India.

ii. To understand the buying process for a two wheeler

   Understanding of the consumer buying process is very essential for designing any sales practice. Knowledge and adapting to buyers inspiration and behaviour is impossible yet it has turned into a need for competitive survival. Hence the study tries to understand the buying process in detail for a two wheeler.

iii. To study the factors influencing customer's buying decision vis-à-vis two wheelers.

   Social, cultural, personal and psychological factors along with the product and dealer related factors are the major aspect that influences the customers buying

behaviour towards two wheelers. The study tries to evaluate all such factors that influence buying decisions of the customers.

iv. To know through the dealers the pre and post sales practices adopted by the two wheeler companies.

The two wheeler companies sell their vehicles through dealership and adopt a mix of diversified sales techniques to attract and retain its sales. They attract the customers by adopting different and innovative after sales activities and also aim for high customer satisfaction. This study aims at inspecting these pre and post sales practices adopted by selected two wheeler companies through their dealership.

v. To analyse the impact of factors influencing customer buying behaviour on sales practices of companies.

The sales practices adopted by the two wheeler companies should be in line with the customer buying behaviour. The study aims to find out the perception of dealer managers towards customers buying behaviour. The study investigates the gap between customer's expectations and offerings of the two wheeler companies and their dealers.

3.4 HYPOTHESES FORMULATION

The researcher was once fully aware that hypotheses remain the guiding force for the researcher in her endurance to entire the mission below taken. For a study to be in the right direction the researcher has formulated the below hypotheses and validated them with statistical tools. The researcher had framed the following hypotheses and validated them in the later a part of the research. Based on the research objectives, the following working hypotheses were framed:

Hypotheses

H_1 – Brand name, price and fuel economy have a major impact on sales of two wheelers.

H_2 – There is a positive change in customer's satisfaction level with regards to brand name, price and fuel economy after purchasing two wheelers

H_3 – Internal storage space and comfort of driving influence purchase decision of a two wheeler of female customers

H_4 – Pickup, colour and latest technology are the major criterion in purchase decision making of a two wheeler amongst youngsters.

H_5 – There is a positive impact of dealer's image, commitment for delivery time and helpful and courteous trained sales staff on purchase decision of customers of two wheelers

H_6 – There is a positive change in the level of satisfaction with regards to dealer's image, commitment for delivery time and helpful and courteous trained sales staff after purchasing the two wheelers

H_7 – There is a gap between customer and dealers perception on factors influencing customer buying behaviour.

3.5 RESEARCH APPROACH

According to **(Alan Bryman & Emma Bell, 2007)**[1] research is done to get an answer to a particular research question or hypothesis based on previous theories. This study takes a deductive approach where the researcher has assumed the hypothesis based on previous theories, collected data and accepted or rejected the hypothesis (ibid). The deductive approach for the study will explore the existing theories in new frameworks. A right research approach is needed to be defined and decided before carrying out the research. Quantitative research approach has been adopted by the researcher as a deductive approach was needed for the study to quantify the collection and analysis of data. For this study there is a need of accurate and deeper understanding of customer behaviour hence the data collection is more in-depth to get defined characteristics.

(Neuman, 2008) [2] The approach lays emphasis on detail planning prior to data collection and analysis. The approach was apt as the researcher wanted to draw conclusions from the selected sample size. The researcher recorded the responses

[1] Business Research Methods. (2007). Alan Bryman, & Emma Bell. Oxford University Press.

[2] Neuman, W. L. (2008). Social Research Methods: Qualitative and Quantitative Approaches. In W. L. Neuman, Social Rese

through a survey and for conducting the survey a structured questionnaire was used. The study collected primary data through the questionnaire as the study required to have an overview through the selected sample.

For this study a research approach was adopted by the researcher and is mentioned below:

a. Research Design
b. Data Sources
c. Universe And Survey Population,
d. Sample Area
e. Sample Design and Survey Sample
f. Selection of Respondents
g. Structure of the Research Instrument
h. Data Analysis
i. Scope of the Study
j. Limitations of the study

3.5.1 RESEARCH DESIGN

(Ramamurthy, 2011)[3]Research design can be described as a framework for executing the research and answering the research objectives. It provides the plan, structure and strategy to a research study to resolve the identified research problem. The research design acts as a holistic guideline for the researchers to collect, analyze and interpret information collected. The research design depends upon the type of research and the three different types of research methods are descriptive, exploratory and experimental. The researcher studied the various research methods and understood the advantages and drawbacks of each and every research method. The researcher after proper evaluation came to a conclusion of adopting a descriptive research approach through a quantitative analysis. Descriptive research design aims to describe the facts and situations and are concerned about 'What' and not with 'How' and 'Why' of a research problem

The researcher has focused on the following points before finalising the research design:

[3] Ramamurthy, G. C. (2011). Research Methodology. Dream tech Press, New Delhi.

a. Objectives of the research study
b. Techniques of data collection
c. Type of data required
d. Place and time period of data
e. Analysing data
f. Presentation of report

The researcher was clear about the type of study undertaken and reason behind the study. The researcher had the clarity of research objectives and also selected the techniques of data collection to define the present situation in the automobile industry with a special reference to the selected two wheeler companies prevailing in the Indian market, the pre and post sales practices being followed by these companies in the context of two wheeler business environment. The present study also describes the factors influencing the customer buying behaviour and then tries to analyze the impact of these factors on pre and post sales practices of selected two wheeler companies in Pune city. Hence, descriptive research design is the most appropriate form of study for this research. On the basis of literature review, the research problem was conceptualized and hypotheses were framed for the study.

3.5.2 DATA SOURCES AND DATA COLLECTION

Data is the foundation and an important need for every research. Every type of research needs to collect data that is relevant, reliable and valid as to have a valuable outcome. For research the process of collecting data is called as Data Collection. The researcher for the study collected data from two major sources, primary and the secondary sources.

The two major sources of data for the study are:

a. **Primary Data:** It refers to the data which does not have a previous existence. It is directly collected from the respondents and hence it is a first-hand information. The researcher could understand the real situation of the problem as it presents the current scenario. For the study the primary data was collected from the responses of two wheeler users and dealer managers of two wheeler companies.

The two wheeler customers were the first set of respondents for the study who provided information related to their demographic profile, the factors influencing the purchase decision and buying process of a two wheeler. The research instrument was developed which inculcated the thirty one closed ended questions to record the responses.

The two wheeler dealer managers were identified as the second set of respondents. They were the key personnel in making sales decisions, drawing and implementing plans to achieve the sales goals for their organizations. Their experience and interaction with customers is an important source of information to understand how different classes of customers respond, react and reciprocate to pre and post sales practice adopted by two wheeler companies. A well-structured and comprehensive questionnaire was prepared to collect data from these respondents. The questionnaire consisted 33 closed ended questions and one more open ended questionnaire was designed to collect the detail information of sales practices adopted by two wheeler dealers. As it was thought to be appropriate for an in depth interviews of the two wheeler dealer managers in order to have a detailed view of their vision about the pre and post sales practices of the two wheeler companies selected for the research.

Table 3.1: Data Collection Justification Process

Sr. No.	Respondent Class	Technique used	Justification
1	Consumers	Questionnaire	a. To collect primary information as to perception towards two wheeler companies as a sales activity centre. b. Evaluation of responses of consumers towards pre and post sales practices. c. Understanding as to what extent of satisfaction derived from these sales practices.
2	Two Wheeler Dealer Managers	Questionnaire and Structured Interview	a. To understand different pre and post sales practices adopted by two wheeler companies. b. To examine the utility and effectiveness of pre and post sales practices. c. Response of dealer managers towards consumer expectations in two wheeler dealerships.

b. **Secondary Data:** It refers to the data which is collected in the past, but can be utilised to understand the present research study. The secondary data provided

the researcher a good reference of facts and figures, views and understanding of other authors and researchers which added value to the research.

The researcher has collected the secondary data from following sources:

a. Books on Marketing, Consumer Behaviour, Sales Management, Customer Relationship Management, Advertising and Promotion, Services Marketing and Marketing Research.
b. National and International Research Journals
c. Magazines and Periodicals.
d. Newspapers and two wheeler company annual reports.
e. Website of two wheeler companies and governing bodies for Indian Automobile Industry.

3.5.3 UNIVERSE AND SURVEY POPULATION

The study defined Pune city as the universe of the study where there are two wheeler users and the major two wheeler companies who are offering Motorcycles and Scooterettes in Product Portfolio of the two wheeler segments. The survey population included the two wheeler users who know their buying behaviour and factors influencing their purchases, their brand preferences, customer satisfaction towards pre and post purchase. The second part of the survey includes the survey of dealers of two wheeler companies undertaken for the study to understand how two wheeler companies design and implement their pre and post sales practices through dealerships for customer satisfaction and loyalty. An interview of the dealers was also conducted to understand dealer's perception towards behaviour and purchase pattern of two-wheelers users.

After understanding the nature of the research, two tier universe was set by the researcher

i) **Territorial Universe: (Pune Dairy)**[4]: The territorial universe selected for the study is the city of Pune with 700 sq.km geographical area. **(Pune Vehicle**

[4] Pune Dairy. (n.d.). Retrieved December 12, 2011, from http://www.punediary.com/: http://www.punediary.com/html/aboutpune.html

Registration Report, 2014)[5] The population of two wheeler (Motorcycle and Scooterette) registered users of Pune from 1999 to 2014 is 16, 92,787**.**

ii) **Special Universe:** This special universe comprises of the major two wheeler companies operating their sales through dealership in Pune city. The researcher has projected to study the major two wheeler company dealers as a part of the research.

Table 3.2: Special Universe Study Process

Respondent Class	Type of study	Special universe	Non respondents	Total respondents for the study
Two wheeler Dealer managers	Census study	85	11	74

3.5.4 SAMPLE AREA

The sample area for the study is Pune city and primary data has been collected through questionnaire from Pune city. The population of Pune city is very heterogeneous, with respect to religion, caste, social hierarchy, language, customs, traditions, occupation, income, literacy, education, etc. **(Indiaonlinepages)**[6] Population of Pune in 2016 is estimated to be 5,926,606 (5.9 million). Pune has the highest two-wheeler population in Maharashtra, with over 1.69 million.

3.5.5 SAMPLE DESIGN

Sampling is a process in which the sufficient number of elements is selected from the population for the study. The characteristics and properties of the selected sample are generalised for the whole population. Hence the researcher has taken care and selected the sampling techniques to make it representative of the whole population. As the researcher is aware that a representative sample results in better accuracy and precision of results.

Knowing the nature of study and after defining the Territorial Universe, Special Universe and the Sample area for the study the researcher has selected a sample frame as per the need of the study. Appropriate sampling technique was selected after

[5] Pune Vehicle Registration Report. (2014). Pune city.

[6] Indiaonlinepages. (n.d.). Retrieved from www.indiaonlinepages.com: http://www.indiaonlinepages. com/ population/pune-population.html

studying the advantages and drawbacks of different sampling techniques. After considering the universe, the researcher has completed the sample selection process by considering the following factors.

i) Type of the Research.

ii) Appropriate Sampling Technique

iii) Possibility of assessing data.

iv) Respondent willingness to answer.

v) Determining Sample size

Considering the above factors the sample selection process is completed as follows:

Table 3.3: Sample Size Selection Process

Sr. No.	Respondent Class	Sample size selection method	Sample size
1	Consumers	Non-probability Convenience Sampling	755

Justification for sample size determination

The researcher while deciding the appropriate sample size for the study has considered the basis of the results of the following research paper 'Determining Sample Size for Research Activities', by **(Krejcie & Daryle W. Morgan, 1970)**[7]. Both the authors in their research paper have given an concrete solution to many researchers and helped them in deciding the appropriate number of respondents to be sampled for the study. The researcher has selected two set of universe, one is Territorial Universe comprising of two wheeler users of Pune city and another is Special Universe comprising of the major two wheeler companies operating their sales through dealership in Pune city. It may be noticed from the table 3.4 given below; the authors recommend that optimal number of respondents for a population of 17 lacs is 384 for 95% level of confidence. However the researcher has collected information through personal interviews from 755 two wheeler users by completely filling the questionnaire.

Table 3.4: Sample Size for Research Activities

Population	Confidence = 95%	Confidence = 99%

[7] Krejcie, R. V., & Daryle W. Morgan. (1970). Determining Sample Size for Research Activities. Educational and Psychological Measurement, 607 - 610.

Size	Margin of Error				Margin of Error			
	5.0%	3.5%	2.5%	1.0%	5.0%	3.5%	2.5%	1.0%
10	10	10	10	10	10	10	10	10
20	19	20	20	20	19	20	20	20
30	28	29	29	30	29	29	30	30
50	44	47	48	50	47	48	49	50
75	63	69	72	74	67	71	73	75
100	80	89	94	99	87	93	96	99
150	108	126	137	148	122	135	142	149
200	132	160	177	196	154	174	186	198
250	152	190	215	244	182	211	229	246
300	169	217	251	291	207	246	270	295
400	196	265	318	384	250	309	348	391
500	217	306	377	475	285	365	421	485
600	234	340	432	565	315	416	490	579
700	248	370	481	653	341	462	554	672
800	260	396	526	739	363	503	615	763
1000	278	440	606	906	399	575	727	943
1200	291	474	674	1067	427	636	827	1119
1500	306	515	759	1297	460	712	959	1376
2000	322	563	869	1655	498	808	1141	1785
2500	333	597	952	1984	524	879	1288	2173
3500	346	641	1068	2565	558	977	1510	2890
5000	357	678	1176	3288	586	1066	1734	3842
7500	365	710	1275	4211	610	1147	1960	5165
10000	370	727	1332	4899	622	1193	2098	6239
25000	378	760	1448	6939	646	1285	2399	9972
50000	381	772	1491	8056	655	1318	2520	12455
75000	382	776	1506	8514	658	1330	2563	13583
100000	383	778	1513	8762	659	1336	2585	14227
250000	384	782	1527	9248	662	1347	2626	15555
500000	384	783	1532	9423	663	1350	2640	16055
1000000	384	783	1534	9512	663	1352	2647	16317
2500000	384	784	1536	9567	663	1353	2651	16478
10000000	384	784	1536	9594	663	1354	2653	16560
100000000	384	784	1537	9603	663	1354	2654	16584
300000000	384	784	1537	9603	663	1354	2654	16586

3.6 SELECTION OF RESPONDENTS

3.6.1 SELECTION OF CUSTOMERS

The users of selected two wheelers companies under the scope of study were approached for collecting data. Customers were selected and allowed to participate in the study on the basis of following criteria:

a. Customers who are first hand buyers
b. Customers who currently owned a two wheeler
c. Customers who made the purchase decisions

All these three criteria's were needed to be fulfilled to be the sample for the study. As lot of interaction and deeper understanding was needed to identify and define the sample, hence the sampling technique employed by the researcher was non-probability convenience sampling. This technique helped the researcher to collect and record the responses of the two wheeler users who were ready to give information. The two wheeler users are identified as follows:

a. Through the dealers and unorganised service centers
b. Based on the convenience and accessibility

Survey was conducted through a research instrument by a proper structured interview method. To get a high response rate, the questionnaires were personally administered, further constant follow-up was done and it was ensured that the respondents filled up all the questions. For further analyses, only the correctly and completely filled questionnaires were used for this study.

1555 Two-wheeler users from Pune city under the scope of study were contacted and interviewed. However the researcher was able to collect required data from 755 respondents as many customers did not fulfill the above three conditions of selection, others were reluctant to share the information and many did not wanted to spare time to fill the questionnaire. The main objective was to reach to all parts of Pune city and collect responses of two wheeler users. The researcher interacted with the respondents in a variety of locations, times and days of the week.

3.6.2 SELECTION OF TWO WHEELERS COMPANIES

Due to the increase in the number of foreign players and introduction of new technology, the two wheeler industry witnessed the proliferation of brands. There is fierce competition in two wheeler market to acquire handsome market share. All Companies are taking efforts for highest level of customer response and satisfaction by designing of pre and post sales practices and maintaining it through a vast network of more dealers and service outlets spread across the country.

The interviews were conducted with managers of dealers of:

i. Hero Moto Corp
ii. Bajaj Auto Ltd.
iii. Honda Motorcycle and Scooters India Pvt. Ltd.
iv. Yamaha Motors India
v. TVS Motors Company Limited
vi. Mahindra Two Wheelers Limited
vii. Suzuki Motorcycle India Pvt. Ltd.

The Managers of Dealers are the respondents who formulate, implement and revise the marketing policies through different innovations and practices at front level. Their experience and interaction with customers is an important source of information to understand how different classes of customers respond, react and reciprocate to pre and post sales practices adopted by two wheeler companies.

85 Two-wheeler dealers from Pune city comprising of different manufacturers under the scope of study were contacted and interviewed. However the researcher was able to collect required data from 74 respondents as managers of 11 two-wheeler dealers were reluctant to share the business information.

3.7 STRUCTURE OF THE RESEARCH INSTRUMENT

3.7.1 QUESTIONNAIRE DEVELOPMENT

The research instrument used for Pilot Study was a well-structured questionnaire. The questionnaires were then administered on both the set of respondents. One set of close ended questionnaire was used to collect data from the two wheeler users. Two set of questionnaires was used to get a detail views of two wheeler dealer managers. The

responses of the respondents were recorded. The research instrument was slightly modified for the final survey. A significant effort was put to develop the questionnaire so that the researcher is able to abstract the relevant information from the respondents and make appropriate conclusions. Two wheeler companies dealer managers were interviewed to study their views on two wheeler buyers' preferences, buying pattern and factors influencing customer's decision, customer satisfaction about the sales practices being adopted in two wheeler companies to attract, acquire and retain their customers. The researcher has discussed the two set of questionnaires with few Statisticians to ensure that the questions and the scales that are used are valid, different statistical tests and tools can be applied on the data, objectives can be answered and hypothesis can be tested. Their inputs were also incorporated in the questionnaires.

This discussion has helped the researcher to minutely understand the process, measure the research instrument's reliability and validity and errors, if any were identified were omitted. The advice was beneficial for modifying, filtering and improving the experimental items, as many were found to be repetitive in nature. Some things were changed in light of the fact that the semantics seemed uncertain or superfluous to the research context. Lastly, items were revised and new items were added to the list if they were significant to the buying behavioural issues or the two wheeler companies sales practices. This method helped the researcher to understand the dynamic customer behaviour and its impact on the sales practise and activities of two wheeler companies. This likewise encouraged in legitimizing some of incidental variable and useful checks to be levied.

.**(Aaker, V. Kumar, George S. Day, & Robert P. Leone, 2010)**[8] The researcher has used close ended questions in the questionnaire as it was easy for respondents to record their responses with less time. The question of ambiguity was also reduced. The closed ended questions are prone to less errors and the researchers job to record, tabulate and analysis becomes easy and time saving**.**

5-point Likert-type scale was used by the researcher to record the responses.

[8] Aaker, D. A., V. Kumar, George S. Day, & Robert P. Leone. (2010). Marketing Research. John Wiley and Sons.

Overall, the self-administered questionnaire for two wheeler users included of three sections:

Section-I concerned about the demographic profile of the respondents. To record the demographic profile, the respondents were asked about their age, gender, marital status, education level, occupation, family income and number of family members.

Section-II included four sections and these sections examined the customers two wheeler usage process, purchase pattern, the impact of consumers, product, company and dealer related factors on the purchase behaviour, customers buying habits, brand preferences and post sales factors influencing the two wheeler buyers. Section II comprised of four parts.

Part-A was concerned with multiple choice questions to know the respondents adoption, usage behaviour and their purchase pattern.

Part-B was aimed on investigating the impact of customer related factors on the buying behaviour of two wheeler customers. The factors influencing the customers to persuade to buy, like the sources of information were ranked on a scale of 1 to 7, where 1 is Least influential and 7 is Most Influential. Various promotional elements that impulses customers to buy, were ranked on a scale of 1 to 6, where 1 is Least influential and 6 is Most Influential. It also added the other characteristics like product, company and dealer related factors that influence the brand choice of the two wheeler buyers. Here the factors were rated on a scale of 1 to 5 on the level of importance before buying and level of satisfaction after buying. The measurement scale used is the Interval Scale where 1 represents lowest level and 5 represents the higher level.

Part-C This part included statements to know the buying trends of two wheeler customers. Statements were framed to delve and extract more information related to factors influencing the buying behaviour of the customers. The responses were sought by using a five point Likert scale with "1" representing "Strongly Disagree" and "5" representing "Strongly Agree". A blend of both positive as well as negative worded questions was used in the questionnaire. This part also added questions to extract information from the respondents with regards to the decision maker, influence of other

members in purchase decision, number of days taken to decide a brand, comparative analysis done for different brands and number of dealership visited before purchasing.

Part-D investigated the post sales factors with regards to Servicing, Spare Parts and Customer Relationship Management. Here the post sales factors were rated on a scale of 1 to 5 on the level of importance and level of satisfaction. The measurement scale used is the Interval Scale where 1 represents lowest level and 5 represents the higher level.

Section-III covered the factors to evaluate the importance of level of satisfaction and associate it with loyalty with the dealers.

Overall, the self-administered questionnaire for two wheeler dealer managers comprised of two sections:

Section I questionnaire were framed to understand the Sales Process, the Customer Segments, Sales pattern, Promotion, Staffing, Finance Facility, CRM and the post sales practices related to servicing, insurance and spare parts. It included 33 closed ended questions.

Section I covered four parts as mentioned below:
Part A- this section was concerned about the dealers, their business type, number of years in business and information related to their branches, sub dealers and service station. This part covers the profile of all the two wheeler companies dealers selected for the study.

Part B- questionnaire were framed to understand the Sales process, Sales patterns, Promotion, Staffing and Finance Facility. The influence of various promotion tools during the regular and festive period was also covered in the section. This section covers all the pre sales practices adopted by two wheeler companies through dealers.

Part C- considers the product related factors which are important while selling. The researcher identified a ranking scale of 1- 8 where 1- is not at all important and 8- is

extremely important. The factors were to be ranked on the scale prescribed by the researcher.

Part D- questionnaire were framed to have a detailed view of post sales practices related to servicing, spare parts and Customer Relation Management.

Section II questionnaire were framed to have a detailed view of the two wheeler companies, their dealers network, staffing, product profile, sales process, promotion activities and customer relationship activities. For getting in-depth knowledge the researcher designed and preferred open ended questions for this Section.

3.7.2 VALIDITY AND RELIABILITY OF THE INSTRUMENT

Good measurement tool should clearly and accurately indicate what the researcher intends to measure. The basic criterion of a good measurement tool includes validity and reliability. Validity refers to the ability of an instrument to measure what it is expected to measure. A measuring instrument must be reliable, if it produces consistent outcomes. A reliable instrument is not necessarily a valid instrument. However a valid instrument must be reliable. Mainly reliability is a measure of how a scale can be relied on to produce similar measurements every time we used the scale. The researcher has used SPSS, which offers measure of reliability, The Cronbach's Alpha.

1. Customer (Two wheeler users) Questionnaire:

A pilot study was conducted with 50 sample size during the period, 1st October 2012 – 31st March 2013 and this was done to examine the validity of the instrument. The responses were properly recorded, coded and tests were conducted to check for the validity and reliability of the instrument.

The researcher has used SPSS, which offers measure of reliability, The Cronbach's Alpha. The researcher conducted this test to check and calculate the internal consistency and reliability of the instrument. The value of Cronbach's Alpha for the scale is 0.897 as shown in table 3.5, thus it is considered a good scale and the instrument was considered reliable for the study.

Table 3.5: Tests of Validity of the Customer Questionnaire

Reliability Statistics	
Cronbach's Alpha	**Number of Items**
.897	127

2. Two wheeler Dealers Questionnaire

A pilot study was conducted with 7 dealers as sample size during the period, 1st April 2013 – 30th September 2013 and this was done to assess the validity of the instrument. The responses were properly recorded, coded and tests were conducted to check for the validity and reliability of the instrument.

The researcher has used SPSS, which offers measure of reliability, The Cronbach's Alpha. The researcher conducted this test to check and calculate the internal consistency and reliability of the instrument. The value of Cronbach Alpha for the scale is 0.779 as shown in table 3.6, thus it is considered a good scale and the instrument was considered reliable for the study.

Table 3.6: Tests of Validity of the Two wheeler Dealer Questionnaire

Reliability Statistics	
Cronbach's Alpha	**Number of Items**
.779	73

As the test of validity and reliability of the instrument was measured with favourable results the researcher floated both the instrument for data collection.

3.8 DATA ANALYSIS

The researcher collected the data in the form of filled up questionnaires. The collected data is in raw form. Data processing is the next step to make the data fit for analysis. The researcher checked that questionnaire are complete and do not have any omissions or partial responses. The filled in questionnaires were numbered serially by the researcher.The data was coded and recorded in excel sheet for analysis. The data is presented in tabular and graphical form wherever appropriate so that it can be easily analysed. The researcher has used two types of frequency distribution namely one way and cross tabulation. After the processing of data the researcher carried out the analysis to draw conclusions. The data is analyzed to form the profile of the respondents. The

customer's behaviour aspect is also analyzed in detail. Descriptive Analysis is done to study relationship pattern among the variables and Inferential Analysis in which the researcher has performed various types of test of significance used to check the validity of the hypothesis for a studying problem. In inferential Analysis, the validity of conclusion is determined. Correlations and coefficients were calculated using non-parametric techniques. The different techniques were used like, Percentages and Means. The Chi-Square test has been used to test the association between the customer demographic profile and the product, dealer, after sales factors and satisfaction. Mean Gap Analysis is also done to identify the difference between how important product and dealer related factors are to the respondents before purchasing a two wheeler and how satisfied they are with those factors.

Hypotheses formulated were validated at a certain level of significance to draw an appropriate statistical decision, involving the acceptance or rejection of the null hypothesis. The hypothesis were tested through statistical techniques like Cross tabulation and Chi-Square Test. Data analysis was carried out using SPSS (Statistical Package for Social Science for Windows 17.0 Version). The researcher is able to get answers to the objectives of the study. The researcher made a proper presentation of the data collected and this helped the researcher to interpret and draw logical conclusions and this is presented in the chapter IV and V of the study.

3.9 SCOPE OF THE STUDY

The present study defines the scope of study related to factors influencing the customer buying behaviour and their impact on pre and post sales practices of selected two wheeler companies in Pune city.

The scope of the study is limited to only seven major two wheeler companies namely Hero MotoCorp Ltd., Bajaj Auto Ltd., Honda Motorcycle and Scooters India Pvt. Ltd., Yamaha Motors India, TVS Motors Company Limited, Mahindra Two Wheelers Limited and Suzuki Motorcycle India Pvt. Ltd.

The study is limited to two segments of two wheeler industry namely the motorcycle and ungeared scooters called as scooterette. The first hand two wheeler users are

considered for the study and they constitute to being the respondents for the study. The study is for the period 2010 to 2015.

3.10 LIMITATIONS OF THE STUDY

1. The study was restricted to only seven two wheeler companies dealers in Pune city.
2. The study is limited to only two-wheeler vehicle users in Pune city.
3. It is limited to the category of privately owned personal mobility vehicles as two-wheelers are generally not owned for commercial usage.
4. Dynamic change in Consumer Behaviour becomes very difficult to record.
5. The period of study is limited.

3.11 CONCLUSION

The research approach and design has been presented in the Chapter by the researcher. For the study, the researcher has used a quantitative approach. Descriptive survey design is used with the help of structured questionnaire. Three set of questionnaire were administered by the researcher. The researcher collected the data by the use of convenient sampling method. The set of questionnaire included closed ended questions, one set of questionnaire was for customers and another was for the dealer managers of two wheeler companies. One set of questionnaire was an open ended to know the detail sales practices of selected two wheeler companies dealers.Reliability and validity of the questionnaire was accessed through pilot study. The scope of the study was Pune city. The formulations of hypotheses are also highlighted. The next Chapter describes the data analysis in detail.

CHAPTER 4
ANALYSIS AND INTERPRETATION OF DATA

As discussed in Chapter 3, the researcher had devised the tool to collect the data, which guided the researcher to arrive at the outcomes of the study. This data was further utilized to validate the hypothesis

4.1. DEMOGRAPHIC PROFILE OF THE RESPONDENTS

The term demography specifies the common and related information about population, its structure and composition in a particular area or territory more in particular the socio-economic factors. The demographic factors that influence customer purchase decision are considered for this study. In research personal characteristics of respondents have very significant role to play in expressing and giving the responses, keeping this in mind, in this study a set of personal characteristics namely, they are: age, Income, gender, qualification, occupation, annual family income and family size of the 755 respondents have been examined and presented here.

4.1.1 Age and Gender wise composition of respondents

The respondents were from Pune city and they differed in demographic aspects such as Income group, Educational qualifications, Occupation. Of the total sample of 755 respondents, 632 (83.7%) were males and remaining 123 (16.3%) were females. Table no. 4.1 shows the distribution of the respondents according to their age and gender.

Table 4.1: Age and Gender wise composition of respondents

Gender	Age Group					Total
	18-21	21-25	25-35	35-50	50 and above	
Male	85 (11.3%)	251 (33.2%)	206 (27.3%)	74 (9.8%)	16 (2.1%)	632 (83.7%)
Female	21 (2.8%)	54 (7.2%)	36 (4.8%)	9 (1.2%)	3 (.4%)	123 (16.3%)
Total	106 (14.0%)	305 (40.4%)	242 (32.1%)	83 (11.0%)	19 (2.5%)	755 100.0%

There were 33.2% males belonging the age between 21-25 yrs. and 27.3% males belonging the age between 25 - 35 yrs. There were 7.2% females belonging to the age between 21-25 yrs. and 4.8% females belonging the age between 25-35 yrs. There were only 19 respondents (16M, 3F) who were above the age of 50 yrs. and 11% were in age group of 35–50 yrs. consisting of 74 (9.8%) males and 9 (1.2%) females.

4.1.2 Marital status of the respondents

The following table shows the marital status of the respondents

Table 4.2: Marital status of the respondents

	Frequency	Percent
Married	486	64.4
Single	269	35.6
Total	755	100.0

It has been observed that the 486 number of the respondents (64%) were married and remaining (35.6%) were unmarried. Majority of the respondents were married since the average respondents were from late adolescent age group.

4.1.3 Occupation of the respondents

An individual's occupation influences the buying behaviour. The nature of occupation has a significant impact on the consumption pattern of a customer as they differ in lifestyle and buying consideration. A customer's financial position is gauged by the occupation. The response an individual exerts to a situation depends on the occupation the customers are involved and henceforth the factor occupation was explored by the researcher and information relating to occupation is introduced in table below.

The following table shows the occupation of the respondents

Table 4.3: Occupation of the respondents

	Frequency	Percent
Student	241	31.9
Professional/Business	195	25.8
Salaried	298	39.5
Housewife	17	2.3
Retired	4	.5
Total	755	100.0

From the above table it is inferred that the 39.5% of the respondents are salaried, 31.9% of respondents are students, 25.80% of the respondents are professionals or businessmen, 2.3% of the respondents are housewife and remaining 0.5% of the respondent are retired. It can be inferred that the highest group using two wheeler is the one who belong to salaried class.

4.1.4 Qualification and Annual Family Income of the respondents

The following table depicts the educational qualification and annual household income of the respondents.

Table 4.4: Qualification and Annual Family Income

Qualification	Annual Family Income (Rs.)					Total
	Less than 1,50,000	1,50,000 to 2,50,000	2,50,000 to 5,00,000	5,00,000 to 10,00,000	10,00,000 and above	
High School	2	4	2	0	7	15
SSC	1	20	9	4	9	43
HSC	5	33	25	17	15	95
Graduation	11	83	144	96	53	387
Post-graduation	4	35	73	62	41	215
Total	23	175	253	179	125	755

It has been observed that 144 (19.1%) respondents were found to be graduates with an earnings between Rs. 2.5 – 5 lacs as annual household income. There were only 11 (1.1%) respondents who had low educational qualification as well as low income (HSC and below HSC with less than Rs. 1.5 Lacs annual income). So, it may be concluded that majority of the two wheeler respondents are well educated and highly qualified and the annual average income household income is above Rs. 1.5 Lacs.

4.1.5 Number of members in the family

Table 4.5: Number of members in the family

	Frequency	Percent
Not responded	53	7.0
0 member in the family	31	4.1
1 member in the family	108	14.3
2-3 members in the family	265	35.1
4-5members in the family	234	31.0

More than 5members in the family	64	8.5
Total	755	100.0

From the above table, it is inferred that 35.1% of the respondents are having 2-3 members in their family, 31% of the respondent's family are having 4-5 members and 14.30% of the respondents are having only one member. It can be inferred the highest group of two wheelers users is the smaller size of family, 53.5% of respondents have zero to three members in the family.

4.2. PURCHASE PATTERN

To purchase is to buy. The purchase pattern has its roots in sociological context of marketing. A customer purchases a two wheeler not simply out of liking to meet his very own wishes but the customer has to remember the contextual components of social structure wherein the customer is living. Each customer has his or her own purchasing pattern. Purchasing behaviour patterns represent the intention of behaviour of a large number of customers. Customer purchasing habits or behaviour patterns are not permanently fixed and certainly not sacred even though some habits tenaciously resist change. Customer buying behaviour patterns can be grouped in relation to:

1. Purpose of Purchase
2. Vehicle Purchased
3. Time of Purchase
4. Average daily travel
5. Repeat Purchase

A proper study of the two-wheeler purchase pattern of the 755 two-wheeler users (respondents) surveyed here are as below:

4.2.1 Purpose for purchasing a two wheeler

The purpose of purchasing a two wheeler is very important consideration for every customer. The purpose may be commuting to office, buying groceries and daily needs, dropping children to school etc. Having an intention is the basic motivation behind purchasing, customer gets some kind of creative impulses to purchase the right two wheeler. The researcher tried to investigate the purpose behind purchasing a two

wheeler and to do so multiple choice question were designed to record the responses from the customers.

Table 4.6: Purpose for purchasing a two wheeler

	Responses	
	N	**Percent**
Commuting to office/college	544	53.1%
Buying groceries and daily needs	223	21.8%
Dropping children to school	86	8.4%
Others	172	16.8%

From the above table, it is inferred that the 53.1% of the respondents are using their vehicle daily to commute to office or college, 21.8% of the respondents are using their vehicle very often to buy groceries and daily need, 8.4% of the respondents are using to drop children to school and 16.8% of the respondents are using their vehicle for other reasons. The researcher could found out through interviewing the respondents the other reasons were like passion and enjoyment, status, long ride, participate in rally, recreation/shopping trips, business purpose etc.

4.2.2. Reason for preferring a two wheeler

Possessing a two wheeler can be a solace on Pune's over crowded streets and highways. As customer differs in their preference hence there may be different reasons to purchase a two wheeler. Majorly two wheeler is preferred as it is economic compared with other transport facilities available, convenient, it helps to manoeuvre the heavy traffic, better choice to public transport, can find parking easily in busy streets and travel short distances without spending too much money. In the last decade large scale of two wheeler utilization signifies a fast development in Indian two wheeler markets.

Table 4.7: Reason for preferring a two wheeler

	Frequency	**Percent**
Economic	176	23.3
Convenient	377	49.9
Lack of public transport	131	17.4
Others	71	9.4
Total	755	100.0

From the above table it can be inferred, 49.9% of respondents consider that convenience is the major reason while purchasing the two wheeler, 23.3% of the respondents prefer a two wheeler for an economic reason, 17.4% of the respondents prefer a two wheeler due to lack of public transport and 9.4% of the respondents prefer a two wheeler for other reason. The researcher could discovered through meeting the respondents alternate reasons were like manoeuverability, ease of parking, shorter distances, to avoid traffic jam, lower tax rates compared to four wheeled vehicles, more comfortable, saves time as faster mode of transport as compared to other and the unavailability of proper cycling and pedestrian facilities in many places. One such astounding response given by the respondent for mentioning the other reason for preferring a two wheeler was no toll tax for two wheeler.

4.2.3 Average daily travel

Table 4.8: Average daily travel

	Frequency	Percent
0-5 (km)	25	3.3
5-20 (km)	263	34.8
20-40 (km)	292	38.7
40-60 (km)	137	18.1
60 and above (km)	38	5.0
Total	755	100.0

From the above table it is observed that 38.70% of the respondents are travelling around 20-40 (km) in a day, 34.80% of the respondents are travelling around 5-20 (km) per day and 5% of the respondents are covering around 60 (km) and above every day.

4.2.4 Type of two-wheeler currently owned

The Indian two wheeler industry is witnessing a persistent growth and the two wheeler companies have recognized the market's needs and are delivering the different models of motorcycles and scooterettes to different target segments. The two wheeler industry is dominated by these two segments. Data related to type of two wheeler possessed by 755 respondents is presented in the table

Table 4.9: Type of two-wheeler currently owned

	Frequency	Percent
Scooterette	222	29.4
Motorcycle	533	70.6
Total	755	100.0

Based on the observation of the above table, 70.6% of respondents own a motorcycle while 29.4% own a Scooterette.

4.2.5. Time of purchase

Customers are at the beneficiary end and are having a wide range of products to select from. The festive season is considered as an auspicious time to purchase two wheelers in India. This gives an adequate source to the two wheeler companies and that is why maximum range of launches is seen throughout this festive time of the year.

Table 4.10: Time of purchase

	Frequency	Percent
Festive Period	317	42.0
Regular Period (Non-Festive)	438	58.0
Total	755	100.0

From the above table it is inferred that 58% of the respondents have purchased vehicle in regular (non-festive) period and 42% of the respondents have made their purchases during festival seasons. It can be inferred that festive time gives a sequential growth in volumes of two wheelers.

4.2.6 Duration of usage

Table 4.11: Duration of usage

	Frequency	Percent
<1 years	339	44.9
1-2 years	156	20.7
2-4 years	232	30.7
4-6 years	28	3.7
6-8 years	0	0
8-10 years	0	0
>10 years	0	0
Total	755	100.0

From the above table, it is inferred that 44.9% of the respondents are using the vehicle not more than one year, 20.70% of the respondents are using the vehicle for the past 1–2 years, 30.7% of the respondents are using the vehicle for the past 2–4 years and 3.7% of the respondents are using the vehicle for the past 4-6 years.

4.2.7 Two wheeler brand currently used

The two-wheeler market is a popular segment in the Indian market. Every company is planning or is already with their offering. As of now, India is one of the great destinations for a two wheeler enthusiast, who want to be spoiled through preference. The two wheeler companies are constantly impelling a couple of new models in the country. Customers now, are more brands conscious.

Table 4.12: Two wheeler brand currently used

	Frequency	Percent
Bajaj	161	21.3
Hero Motors	172	22.8
TVS	87	11.5
Yamaha	68	9.0
Honda	224	29.7
Suzuki	29	3.8
Mahindra & Mahindra	14	1.9
Total	755	100.0

From the above table, it is inferred that the 29.7% of the respondents are using Honda brand, 22.8% of the respondents are using Hero Motors brand, 21.3% of the respondents are using Bajaj brand, 11.5% of the respondents are using TVS, 9% of the respondents are using Yamaha, 3.8% of respondents are using Suzuki and 1.9% of the respondents are using Mahindra & Mahindra two wheelers. This implies that the two wheeler market is dominated by Honda, Hero Motors and Bajaj.

4.2.8 Repeat purchase

The ownership of two wheeler brands and repeat purchase by the respondents was studied by the researcher.

Table 4.13: Ownership of two wheeler brands and repeat purchase by the respondents

Two wheeler brand being used currently	Purchased same Brand		Total
	Yes	No	
Bajaj	62	99	161
Hero Motors	53	119	172
TVS	27	60	87
Yamaha	35	33	68
Honda	84	140	224

Two wheeler brand being used currently	Purchased same Brand		Total
	Yes	No	
Suzuki	10	19	29
Mahindra & Mahindra	5	9	14
Total	276 (36.6%)	479 (63.4%)	755 (100.0%)

From the above table, it is inferred that 36.6 % of the respondents have made the purchases of the same brand of two wheeler. Brand loyalty can be measured through repeat purchase of the brand. The table depicts the Yamaha respondents are 68 and out of which 35(50%) are repeat buyers hence Yamaha customers are very much brand loyal whereas the market leaders Honda, Hero and Bajaj need to pay more attention to customers than competition then only repeat purchases can be garnered. Due to the customer database available and a relationship that has been made due to earlier purchase, it requires sincere effort to be in contact with the current existing customers. Since the customers are continuously and positively engaged with the two wheeler brand the customers have a tendency to react more effectively to marketing activities and make repurchase decisions.

4.2.9 Ownership of another two wheeler

Table 4.14: Ownership of another two wheeler

	Frequency	Percent
Yes	342	45.3
No	413	54.7
Total	755	100.0

From the above table it is inferred that 45.3 % of respondents did possess another two-wheeler whereas 54.7 % did not possess another two wheeler. It can be stated that due to convenience factor another two wheeler is preferred by the respondents

4.2.9.1 Ownership of another two wheeler brand

Table 4.15: Ownership of another two wheeler brand

	Frequency	Percent
Bajaj	46	13.5
Hero Motors	72	21.0
TVS	56	16.4
Yamaha	25	7.3
Honda	106	31.0

	Frequency	Percent
Suzuki	28	8.2
Mahindra & Mahindra	9	2.6
Total	342	100.0

From the above table it is inferred that 45.3% of respondents did possess another two wheeler and Honda has a major share of 31%, followed by Hero Motors with 21%, TVS by 16.4% and Bajaj by 13.5%. Another two wheeler in the house may be for a female member or a senior citizen to commute for daily needs.

4.3 CUSTOMERS RESPONSE TOWARDS PRE SALES FACTORS INFLUENCING THE CUSTOMERS PURCHASE DECISION

Two wheelers stay the essential choice of transport for commuters over India due to increasing traffic jam and poor road infrastructure. The prime purposes for proudly owning a two wheeler are convenience, simplicity of usage, economical, mobility and hassle free parking. The Indian two wheeler marketplace is wherein the customers are spoilt. In every two wheeler segments, there are large numbers of two wheeler brands available for the customers to evaluate before buying. The customer's confused state is mounted by continuous and creative advertising and promotions campaigns by the two wheeler companies. This turns into an overwhelming test while purchasing a two wheeler. This is a technological age where customers are very careful while making their purchase decision. They choose a brand through systematic evaluation methods. The two wheeler industry is made out of an extensive variety of competitors and customers need to choose unquestionably one of all. It is interesting to figure out which factors initiate customers to decide a particular two wheeler brand over the alternative The researcher, along these lines in this review attempted to examine the factors considered by the respondents while deciding on the purchasing choice.

4.3.1 SOURCE OF INFORMATION

The most important ingredient in the buying process is information. No buyer can actually buy a product without having sufficient and adequate information. Acquisition of information is the first step in the buying process. In a normal buying process, acquisition of information is a multifarious task which is completed by using various formal and informal sources. What sources of information buyers use for collection of information and how they process this information is studied by the researcher. The

questionnaire has incorporated a scale, where in the respondents were requested to rank the identified sources (TV, Friends/Relatives, Displays, etc) that registered the brand while making buying decision. The respondents were requested to rank these parameters on a seven point scale, where 1 meant least influential and 7 meant most influential. The data collected is shown in table below:

Table 4.16: Influence of various Sources of Information

Responses	Friends / Relatives	TV	Local Mechanic	Displays	Internet/ Social Media	Hoardings/ Banners	Newspaper/ Magazine
Least Influential	6.1	6.1	21.1	9.0	22.9	13.2	20.5
2	5.4	8.2	13.6	15.9	11.7	23.4	20.8
3	6.6	9.1	14.6	14.7	18.4	18.4	16.6
4	10.3	12.5	12.7	20.4	12.7	16.8	15.4
5	10.5	17.5	16.3	15.0	15.6	15.5	10.9
6	15.8	24.5	14.2	13.4	10.6	9.9	11.9
Most Influential	45.3	22.1	7.5	11.7	8.1	2.6	4.0
Total	100%	100%	100%	100%	100%	100%	100%

From the above it is observed that influence of friends/relatives is ranked highly 61.1% to register the brand in customers mind followed by Television (46.6%). Whereas local mechanics, hoardings/ banners, newspaper/ magazine and paper insertions are not so influential to register the brand in customers mind. Product display shows a neutral influencing balance on registering the brand.

4.3.1.1 ASSOCIATION OF INFORMATION SOURCE WITH AGE

Table 4.17: Association of Information source with Age

		Friends / Relatives	TV	Local Mechanic	Displays	Internet/ Social Media	Hoardings/ Banners	Newspaper / Magazine
Age	Pearson Correlation	-.095**	-.027	.054	.032	-.082*	.014	.099**
	N	755	755	755	755	755	755	755

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

From the table it can be observed that there is a negative association between Age of respondent and friends / relatives, internet / social media and newspaper / magazine. This implies that lower the age of respondent, higher is the rating given by them towards the sources of information from friends / relatives, internet / social media and newspaper / magazine vice versa.

4.3.2 PROMOTIONAL ELEMENT

Basic requirement and desire of a two wheeler company is to communicate information about a product to potential customers and influence customers to buy. To convey a message about the product information, such as features, benefits, quality, usage and price a variety of promotional elements are used. The informational cognizance depends on the response of the target customers that the two wheeler is attempting to reach with its message. The researcher has incorporated a scale, where in the respondents were requested to rank the identified promotional tools (Advertisements, Celebrity Endorsement, Finance schemes, etc.) that triggered the buying decision. The respondents were appealed to rank these parameters on a six point scale, where 1 meant least influential and 6 meant most influential. Table 4.18 shows their responses in this regard.

Table 4.18: Ranking of different promotional elements

Responses	**Celebrity Endorsement**	**Advertisement**	**Finance Schemes**	**Attractive Discount Offers**	**Promotional Campaign**	**Contest / Sweepstake**
Least Influential	16.8	3.0	9.1	7.5	8.9	54.0
2	17.5	10.2	12.2	10.2	28.9	20.7
3	17.4	9.9	16.4	18.1	25.8	11.8
4	15.8	12.1	20.4	23.2	20.0	9.8
5	17.6	22.0	23.7	23.2	11.1	3.0
Most Influential	15.0	42.8	18.1	17.7	5.3	.7
Total	100%	100%	100%	100%	100%	100%

Form the above table it is inferred that 62.8% of the respondents have ranked advertisement as influential promotional element that persuade the customer to buy followed by finance schemes 41.8% as second influential factor and attractive discount

offers 40.9% as third influential factor. Form the above table the respondents are neutral with impulse to buy the brand due to the influence of celebrity endorsement. Form the above table 74.7% of the respondents are not influenced to buy due to contest or sweepstake.

4.3.3. MAJOR INFLUENCE ON PURCHASE DECISION

An individual tends to discuss with his immediate family members, relatives, friends, colleagues and may be his local mechanics before purchasing a particular product or service. All these members might support an individual's decision to buy a particular product, stop him from purchasing it or suggest few other options. They influence the purchase decision of a customer.

Table 4.19: Major influence on purchase decision regarding the brand/model

	Frequency	Percent
Self	275	36.4
Family Members	257	34.0
Friends / Relatives	189	25.0
Colleagues	20	2.6
Local Mechanic	14	1.9
Total	755	100.0

From the above table, it is inferred that the 36.4% of the respondent's decision is self-made, 34.0% of the respondents choose the brand by the influence of family members wish and 25.0% of the respondents choose this brand by the influence of their friends. Colleagues and local mechanics have very negligible influence on purchase decisions regarding the brand.

4.3.4 BUYING PREFERENCE GIVEN TO A VEHICLE WHICH IS USED BY FRIEND/ RELATIVES/ COLLEAGUES

Table 4.20: Preference given to a vehicle which is used by friend/ relatives/ colleagues

	Frequency	Percent
Yes	534	70.7
No	221	29.3
Total	755	100.0

From the above table, it is inferred that 70.7% of the respondents give preference in buying a vehicle used by their friends/relatives/ colleagues and 29.3% respondents do

not prefer to buy a vehicle used by any of their friends/relatives/ colleagues. Customers change as per their associations with the different individual i.e. the extended family individuals like the relatives, friends and colleagues providing them with information and support. The customers offer inclination to the perspectives of these individuals to lessen the risk and uncertainty they associate with the purchasing task.

4.3.5 IMPORTANCE OF FACTORS IN PURCHASE DECISION

The respondents were also requested to rate identified factors (Brand Image, Company Image, Price, Mileage, Driving Comfort, etc.) that had a consideration on their purchase decision. The respondents were requested to rank these factors on a five point scale, where 1 meant not at all important and 5 meant extremely important. Further this data was analysed to find any correlations between the demographic variables and the affecting variables.

The researcher has used different parameters to analyse and establish association between different variables. These different parameters are taken considering their role in the buying pattern and sales practices of the two wheeler companies. The parameters are Age Gender, Occupation and Annual Family Income.

When it comes to choosing one product versus another, customers whether consciously or subconsciously assess a variety of factors. The customers were also enquired about the degree of importance they give to various factors of attraction compelling them for purchase decisions. The information in this regard is shown in Tables below.

4.3.5.1 BRAND IMAGE

Brand image is nothing but the customer's perception about the product. It is the approach in which a specific brand is positioned in the market. Brand image is nothing but an organization's character. The brand image is purely an impression of the brand created over a timeframe in the consumer's mindset by the two wheeler companies.

Table 4.21: Rating of Brand Image as an influencing factor

	Frequency	Percent
Not at all important	24	3.2
2	12	1.6
3	57	7.5
4	244	32.3

	Frequency	Percent
Extremely important	418	55.4
Total	755	100.0

This image of a brand is ultimately a deciding factor that determines the product sales. From this point of view when one analyses the responses, it is noticed that 87.7% of respondents considers brand image as important determinant of buying decision.

4.3.5.1.1 CUSTOMER SATISFACTION WITH REGARDS TO BRAND IMAGE

Table 4.22: Rating of Brand Image as per Customer satisfaction

	Frequency	Percent
Highly dissatisfied	9	1.2
Dissatisfied	8	1.1
Neither satisfied nor dissatisfied	78	10.3
Satisfied	368	48.7
Highly satisfied	292	38.7
Total	755	100.0

From the table above it depicts that 87.4% of respondents are satisfied with the brand image after purchasing the two wheeler. It can be concluded that majority of the customers who rated brand images as an important factor while purchase consideration are satisfied with the brand image.

4.3.5.1.2 ASSOCIATION OF BRAND IMAGE WITH AGE OF THE RESPONDENT

Table 4.23: Rating of Brand Image Age wise

Age	Brand Image					Total
	Not at all important	2	3	4	Extremely important	
18-21	3 (.4%)	4 (.5%)	4 (.5%)	30 (4.0%)	65 (8.6%)	106 (14.0%)
21-25	9 (1.2%)	0	33 (4.4%)	92 (12.2%)	171 (22.6%)	305 (40.4%)
25-35	6 (.8%)	2 (.3%)	17 (2.3%)	89 (11.8%)	128 (17.0%)	242 (32.1%)
35-50	5 (.7%)	6 (.8%)	3 (.4%)	25 (3.3%)	44 (5.8%)	83 (11.0%)
50 and	1	0	0	8	10	19

Age	Brand Image					Total
	Not at all important	2	3	4	Extremely important	
above	(.1%)			(1.1%)	(1.3%)	(2.5%)
Total	24 (3.2%)	12 (1.6%)	57 (7.5%)	244 (32.3%)	418 (55.4%)	755 (100.0%)

Symmetric Measures			
		Value	Asymp. Std. Error[a]
Ordinal by Ordinal	Spearman Correlation	-.047	.037
N of Valid Cases		755	
a. Not assuming the null hypothesis. b. Using the asymptotic standard error assuming the null hypothesis. c. Based on normal approximation.			

The association between Brand Image as an important factor with Age of respondents was studied by using Spearman's Correlation Coefficient. The value of Spearman's rho is -0.047 and p value is 0.037, which indicates that there is a negative association between Brand Image and Age of respondent. This implies that lower the age of respondent, higher is the rating given by them towards brand image and vice versa.

4.3.5.2 COMPANY IMAGE

The image of a company has an enormous effect as it signals the brains of the customer while considering the purchase of a two wheeler. The reputation of a company goes before it in the market in this manner drawing in customers just by the name. Consequently it's essential that each company guarantees that the company image is constantly connected with positive feelings in the brains of the customers.

Table 4.24: Rating of Company Image as an influencing factor

	Frequency	Percent
Not at all important	22	2.9
2	79	10.5
3	354	46.9
4	298	39.5
Extremely important	2	0.3
Total	755	100.0

The data presented in the above table indicates that company image is rated important as a basic consideration for buying a particular vehicle. 39.8% of the respondents have rated company image as important factor. The reputation of a company is essential to

its survival. The trust and confidence of the consumer can have a direct and profound effect on a company's image.

4.3.5.2.1 CUSTOMER SATISFACTION WITH REGARDS TO COMPANY IMAGE

Table 4.25: Rating of Company Image as per Customer satisfaction

	Frequency	Percent
Highly dissatisfied	15	2.0
Dissatisfied	14	1.9
Neither satisfied nor dissatisfied	110	14.6
Satisfied	396	52.5
Highly satisfied	220	29.1
Total	755	100.0

From the above table it depicts that 71.6% of respondents are satisfied with the company image after purchasing the two wheeler.

4.3.5.2.2 ASSOCIATION OF COMPANY IMAGE WITH GENDER

Table 4.26: Rating of Company Image Gender wise

Gender	Company Image					Total
	Not at all important	2	3	4	Extremely important	
Male	19 (2.5%)	63 (8.3%)	292 (38.7%)	258 (34.2%)	0	632 (83.7%)
Female	3 (.4%)	16 (2.1%)	62 (8.2%)	40 (5.3%)	2 (.3%)	123 (16.3%)
Total	22 (2.9%)	79 (10.5%)	354 (46.9%)	298 (39.5%)	2 (.3%)	755 (100.0%)

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.486[a]	4	.009

The relationship between company image and gender was assessed. It was noticed that there is an association between company image and gender of the respondents (Chi square value 13.486 and p value 0.009 with df 4, at 5% level of significance).

4.3.5.3 PRICE

Price is the first consideration, for initial affordability for a customer. When buying a two wheeler, many customers determine the value that a vehicle offers by comparing the price with the features and benefits

Table 4.27: Rating of Price as an influencing factor

	Frequency	Percent
Not at all important	41	5.4
2	108	14.3
3	256	33.9
4	348	46.1
Extremely important	2	0.3
Total	755	100.0

As per the responses Price is important. The information presented above indicates that, 46.4% of respondents have rated Price as an important factor when it comes to purchase decision towards a particular brand. Thus, Price is certainly the most significant and important influencing factor for customer during the basic decision making process.

4.3.5.3.1 CUSTOMER SATISFACTION WITH REGARDS TO PRICE

Table 4.28: Rating of Price with regards to customer satisfaction

	Frequency	Percent
Highly dissatisfied	13	1.7
Dissatisfied	22	2.9
Neither satisfied nor dissatisfied	149	19.7
Satisfied	372	49.3
Highly satisfied	199	26.4
Total	755	100.0

The above table shows 49.3% are satisfied with the price and 26.4% of respondents are highly satisfied with the price of the two wheeler purchased.

4.3.5.3.2 ASSOCIATION OF PRICE WITH AGE

Table 4.29: Rating of Price Age wise

Age	Price					Total
	Not at all important	2	3	4	Extremely important	
18-21	6 (.8%)	26 (3.4%)	29 (3.8%)	45 (6.0%)	0	106 (14.0%)

Age	Price					Total
	Not at all important	2	3	4	Extremely important	
21-25	18 (2.4%)	37 (4.9%)	107 (14.2%)	142 (18.8%)	1 (.1%)	305 (40.4%)
25-35	14 (1.9%)	37(4.9%)	75(9.9%)	115 (15.2%)	1(.1%)	242 (32.1%)
35-50	3(.4%)	8(1.1%)	36(4.8%)	36 (4.8%)	0	83 (11.0%)
50 and above	0	0	9 (1.2%)	10 (1.3%)	0	19 (2.5%)
Total	41 (5.4%)	108 (14.3%)	256 (33.9%)	348 (46.1%)	2 (.3%)	755 (100.0%)

Symmetric Measures					
		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Ordinal by Ordinal	Spearman Correlation	.048	.036	1.319	.188[c]
N of Valid Cases		755			

The association between Price as an important factor with age of respondents was studied by using Spearman's Correlation Coefficient. The value of Spearman's rho is 0.048 and p value is 0.036, which indicates that there is a positive association between Price and Age of respondent.

4.3.5.3.3 ASSOCIATION OF PRICE WITH OCCUPATION

Table 4.30: Rating of Price Occupation wise

Occupation	Price					Total
	Not at all important	2	3	4	Extremely important	
Student	15 (2.0%)	40 (5.3%)	7 (10.1%)	110 (14.6%)	0	241 (31.9%)
Professional/ Business	7 (.9%)	36 (4.8%)	63 (8.3%)	8 (11.5%)	2 (.3%)	19 (25.8%)
Salaried	19 (2.5%)	29 (3.8%)	108 (14.3%)	142 (18.8%)	0	298 (39.5%)
Housewife	0	3 (.4%)	5 (.7%)	9 (1.2%)	0	17 (2.3%)
Retired	0	0	4 (.5%)	0	0	4 (.5%)
Total	41 (5.4%)	108 (14.3%)	256 (33.9%)	348 (46.1%)	2 (.3%)	755 (100.0%)

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.731[a]	16	.058
N of Valid Cases	755		
a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .01.			

The relationship between Price and Occupation was assessed. It was noticed that there is a significant association between Price and Occupation of the respondents (Chi square value 25.731 and p value 0.058 with df 16, at 5% level of significance).

Symmetric Measures					
		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Ordinal by Ordinal	Spearman Correlation	.037	.036	1.025	.306[c]
N of Valid Cases		755			
a. Not assuming the null hypothesis. b. Using the asymptotic standard error assuming the null hypothesis. c. Based on normal approximation.					

The association between Price as an important factor with Occupation of respondents was studied by using Spearman's Correlation Coefficient. The value of Spearman's rho is 0.037 and p value is 0.036, which indicates that there is a positive association between Price and Occupation of respondent.

4.3.5.3.4 ASSOCIATION OF PRICE WITH ANNUAL FAMILY INCOME (Rs.)

Table 4.31: Rating of Price Annual Family Income wise

	Price					Total
Annual Family Income (Rs.)	Not at all important	2	3	4	Extremely important	
Less than 1,50,000	2 (.3%)	3 (.4%)	6 (.8%)	12 (1.6%)	0	23 (3.0%)
1,50,000 to 2,50,000	8 (1.1%)	29 (3.8%)	52 (6.9%)	86 (11.4%$_a$	0	175 (23.2%)
2,50,000 to 5,00,000	15 (2.0%)	40 (5.3%)	97 (12.8%)	99 (13.1%)	2(.3%)	253 (33.5%)
5,00,000 to 10,00,000	10 (1.3%)	10 (1.3%)	58 (7.7%)	101 (13.4%)	0	179 (23.7%)
10,00,000 and above	6 (.8%)	26 (3.4%)	43 (5.7%)	50 (6.6%)	0	125 (16.6%)

	Price					Total
Annual Family Income (Rs.)	Not at all important	2	3	4	Extremely important	
Total	41 (5.4%)	108 (14.3%)	256 (33.9%)	348 (46.1%)	2 (.3%)	755 (100.0%)

Chi-Square Tests			
	Value	**Df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	30.393[a]	16	.016
N of Valid Cases	755		
a. 7 cells (28.0%) have expected count less than 5. The minimum expected count is .06.			

The relationship between price and annual income was assessed. It was noticed that there is an association between price and annual income of the respondents (Chi square value 30.393 and p value 0.016 with df 16, at 5% level of significance).

4.3.5.4 FUEL ECONOMY/ MILEAGE

With increasing petrol costs, the mileage component is an influencing factor while buying a two wheeler. The main selling point of any two wheeled vehicle is the fuel economy that it offers to the customer. A smaller-sized engine capacity two wheeler will give great fuel economy whereas a bigger engine capacity will have more power and will get low fuel economy. Mileage of a two wheeler may differ from consumer to consumer due to the vehicle riding method, petrol used and addition of extra accessories or custom made modifications inside the two wheeler.

Table 4.32: Rating of fuel economy/mileage as an influencing factor

	Frequency	**Percent**
Not at all important	43	5.7
2	89	11.8
3	286	37.9
4	335	44.4
Extremely important	2	0.3
Total	755	100.0

In this study, it is observed that fuel economy emerged as the important factor while making the purchase decision. In purchasing a two wheeler vehicle, 44.7% respondents have rated fuel economy important factor while making the purchase decision.

4.3.5.4.1 CUSTOMER SATISFACTION WITH REGARDS TO FUEL ECONOMY/ MILEAGE

Table 4.33: Rating of fuel economy/mileage with regards to customer satisfaction

	Frequency	Percent
Highly dissatisfied	11	1.5
Dissatisfied	45	6.0
Neither satisfied nor dissatisfied	150	19.9
Satisfied	342	45.3
Highly satisfied	207	27.4
Total	755	100.0

As the table above depicts 72.7% of the respondents were satisfied with the fuel economy provided by the two wheeler owned.

4.3.5.4.2 ASSOCIATION OF FUEL ECONOMY/ MILEAGE WITH OCCUPATION

Table 4.34: Rating of Fuel Economy/ Mileage Occupation wise

Occupation	Fuel Economy/ Mileage					Total
	Not at all important	2	3	4	Extremely important	
Student	13 (1.7%)	29 (3.8%)	95 (12.6%)	104 (13.8%)	0	241 (31.9%)
Professional/ Business	15 (2.0%)	30 (4.0%)	6 (8.5%)	84 (11.1%)	2 (.3%)	195 (25.8%)
Salaried	15 (2.0%)	30 (4.0%)	119 (15.8%)	134 (17.7%)	0	298 (39.5%)
Housewife	0	0	4 (.5%)	13 (1.7%)	0	17 (2.3%)
Retired	0	0	4 (.5%)	0	0	4 (.5%)
Total	43 (5.7%)	89 11.8%)	286 (37.9%)	335 (44.4%)	2 (.3%)	755 (100.0%)

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.648[a]	16	.046
N of Valid Cases	755		
a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .01.			

The relationship between fuel economy / mileage and occupation was assessed. It was noticed that there is an association between mileage and occupation of the respondents

(Chi square value 26.648 and p value 0.046 with df. 16, at 5% level of significance). There is a significant association of fuel economy and occupation of the respondents.

4.3.5.5 DRIVING COMFORT

Comfort is the factor which while driving a two wheeler makes the journey a pleasure and not a hardship. An ergonomically designed seat assumes a significant part to improve the driving solace. Self-start eases customers from the pressure of kicking and thus adding to the driving solace.

Table 4.35: Rating of driving comfort as an influencing factor

	Frequency	Percent
Not at all important	38	5.0
2	114	15.1
3	317	42.0
4	285	37.7
Extremely important	1	.1
Total	755	100.0

In this study, it is observed that driving comfort is also an important factor considered while purchasing. In purchasing a two wheeler vehicle, 37.7% respondents have rated driving comfort as an important factor while making the purchase decision. Neutral response is from 42% of the respondents where as 20.1% respondents have rated driving comfort as not important factor while considering a two wheeler for purchase.

4.3.5.5.1 CUSTOMER SATISFACTION WITH REGARDS TO DRIVING COMFORT

Table 4.36: Rating of customer satisfaction with regards to driving comfort

	Frequency	Percent
Highly dissatisfied	12	1.6
Dissatisfied	30	4.0
Neither satisfied nor dissatisfied	138	18.3
Satisfied	361	47.8
Highly satisfied	214	28.3
Total	755	100.0

From the table presented above it reflects that 76.1% respondents are satisfied with the important factor driving comfort. In this study, it is observed that driving comfort is an important factor considered while purchasing and 37.7% respondents have rated

driving comfort as an important factor. 42% of the respondents were with neutral response towards importance of comfort and may be the customers have not considered its importance level while purchasing and after purchasing may be the customer have experienced the comfort level and are satisfied after purchase of the two wheeler.

4.3.5.5.2 ASSOCIATION OF DRIVING COMFORT WITH GENDER

Table 4.37: Rating of Driving Comfort Gender wise

Gender	Driving Comfort					Total
	Not at all important	2	3	4	Extremely important	
Male	34 (4.5%)	101 (13.4%)	274 (36.3%)	223 (29.5%)	0	632 (83.7%)
Female	4 (.5%)	13 (1.7%)	43 (5.7%)	62 (8.2%)	1 (.1%)	123 (16.3%)
Total	38 (5.0%)	114 (15.1%)	317 (42.0%)	285 (37.7%)	1 (.1%)	755 (100.0%)

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.027[a]	4	.003
N of Valid Cases	755		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is .16.			

The relationship between driving comfort and gender was assessed. It was noticed that there is an association between driving comfort and gender of the respondents (Chi square value 16.027 and p value 0.003 with df 4, at 5% level of significance).

4.3.5.6 SAFETY

Table 4.38: Rating of Safety as an influencing factor

	Frequency	Percent
Not at all important	35	4.6
2	91	12.1
3	292	38.7
4	335	44.4
Extremely important	2	.3
Total	755	100.0

44.4% customers have rated that safety features as the important factor considered while preferring a two wheeler and 38.7% customers have given neutral response to the

level of importance for safety features considered while preferring a two wheeler. Thus, it is inferred that majority of the customers agreed that they give importance to safety features while preferring a two wheeler but they also consider other factors like Price, Mileage and Brand Image more important to Safety.

4.3.5.7 PICK UP

Pick up means power, speed, acceleration and brakes of the two wheeler. Today, many people, mostly youngsters are fascinated by the word "cc". The customer believes that higher the cc, better the two wheeler is. Two wheeler with higher cc (cubic centimeter) are good as they produce more pick up and power and go faster. The two wheeler has consistently increased the power output of its engines while emphasizing fuel economy

Table 4.39: Rating of Pick up as an influencing factor

	Frequency	Percent
Not at all important	44	5.8
2	122	16.2
3	293	38.8
4	294	38.9
Extremely important	2	.3
Total	755	100.0

Pick up is the factor considered while purchasing a two wheeler. Thus, it is inferred that 38.9% of the customers feel that pick up is an important factor whereas 38.8% respondents are neutral to their response. 22% of the respondents feel pick up as not so important factor to consider while purchasing a two wheeler.

4.3.5.7.1 ASSOCIATION OF PICK UP WITH OCCUPATION

Table 4.40: Rating of Pick up occupation wise

Occupation	Pick up					Total
	Not at all important	2	3	4	Extremely important	
Student	15 (2.0%)	41 (5.4%)	86 (11.4%)	99 (13.1%)	0	241 (31.9%)
Professional/ Business	21 (2.8%)	27 (3.6%)	70 (9.3%)	75 (9.9%)	2 (.3%)	195 (25.8%)
Salaried	8 (1.1%)	51 (6.8%)	128 (17.0%)	111 (14.7%)	0	298 (39.5%)
Housewife	0	2 (.3%)	9 (1.2%)	6 (.8%)	0	17 (2.3%)

Occupation	Pick up					Total
	Not at all important	2	3	4	Extremely important	
Retired	0	1 (.1%)	0	3 (.4%)	0	4 (.5%)
Total	44 (5.8%)	122 (16.2%)	293 (38.8%)	294 (38.9%)	2 (.3%)	755 (100.0%)

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.259[a]	16	.029
N of Valid Cases	755		
a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .01.			

The relationship between pick up and occupation was assessed. It was noticed that there is an association between pick up and occupation of the respondents (Chi square value 28.259 and p value 0.029 with df16, at 5% level of significance).

4.3.5.7.2 ASSOCIATION OF PICK UP WITH GENDER

Table 4.41: Rating of Pick up Gender wise

Gender	Pick up					Total
	Not at all important	2	3	4	Extremely important	
Male	38 (5.0%)	92 (12.2%)	245 (32.5%)	256 (33.9%)	1 (.1%)	632 (83.7%)
Female	6 (.8%)	30 (4.0%)	48 (6.4%)	38 (5.0%)	1 (.1%)	123 (16.3%)
Total	44 (5.8%)	122 (16.2%)	293 (38.8%)	294 (38.9%)	2 (.3%)	755 (100.0%)

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.500[a]	4	.033
N of Valid Cases	755		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is .33.			

The relationship between Pick up and Gender was assessed. It was noticed that there is a significant association between pick up and gender of the respondents (Chi square value 10.500 and p value 0.033 with df 4, at 5% level of significance).

4.3.5.8 COLOUR

Colours play an important role in conscious and unconscious purchasing decisions. Colours focus on the mood of the era. The vehicle product available in the market comes in a wide variety of colours that is eye catching and trendy. The colours are eclectic and attract customers.

Table 4.42: Rating of Colour as an influencing factor

	Frequency	Percent
Not at all important	78	10.3
2	146	19.3
3	317	42.0
4	213	28.2
Extremely important	1	.1
Total	755	100.0

Colour of the two wheeler is the factor considered while purchasing a two wheeler. But as per the information presented in the Figure, it is inferred that majority of the customers 29.6% have not rated colour as an important factor whereas 42% respondents are neutral to their response. Hence Colour is not an extremely important factor while deciding the two wheeler purchase

4.3.5.8.1 ASSOCIATION OF COLOUR WITH AGE

Table 4.43: Rating of Colour Age wise

Age	Colour					Total
	Not at all important	2	3	4	Extremely important	
18-21	9 (1.2%)	23 (3.0%)	38 (5.0%)	36 (4.8%)	0	106 (14.0%)
21-25	41 (5.4%)	54 (7.2%)	124 (16.4%)	85 (11.3%)	1 (.1%)	305 (40.4%)
25-35	13 (1.7%)	44 (5.8%)	119 (15.8%)	66 (8.7%)	0	242 (32.1%)
35-50	13 (1.7%)	21 (2.8%)	32 (4.2%)	17 (2.3%)	0	83 (11.0%)
50 and above	2 (.3%)	4 (.5%)	4 (.5%)	9 (1.2%)	0	19 (2.5%)
Total	78 (10.3%)	146 (19.3%)	317 (42.0%)	213 (28.2%)	1 (.1%)	755 (100.0%)

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.008[a]	16	.041
N of Valid Cases	755		
a. 7 cells (28.0%) have expected count less than 5. The minimum expected count is .03.			

The relationship between colour and age was assessed. It was noticed that there is an association between colour and age of the respondents (Chi square value 27.008 and p value 0.041 with df 16, at 5% level of significance).

4.3.5.9 LATEST TECHNOLOGY

New technologies and trends are driven by changing customer demands as well as government regulations regarding safety and environmental concerns. India is the most competitive two-wheeler market in the world. Here, technologies get outdated in a short span of time. To stay in the quest, all the major two-wheeler companies give their best to update technologies as per the consumers demand.

Table 4.44: Rating of latest technology as an influencing factor

	Frequency	Percent
Not at all important	38	5.0
2	123	16.3
3	292	38.7
4	301	39.9
Extremely important	1	.1
Total	755	100.0

From the data presented above it indicates that the trend is more towards neutral reaction. 38.7% of the respondents have rated latest technology as neutral as non-affecting factor while considering the purchase.

4.3.5.9.1 ASSOCIATION OF LATEST TECHNOLOGY WITH OCCUPATION

Table 4.45: Rating of Latest Technology Occupation wise

Occupation	Latest Technology					Total
	Not at all important	2	3	4	Extremely important	
Student	6 (.8%)	33 (4.4%)	93 (12.3%)	109 (14.4%)	0	241 (31.9%)
Professional/ Business	19 (2.5%)	37 (4.9%)	66 (8.7%)	7 (9.5%)	1 (.1%)	195 (25.8%)

Occupation	Latest Technology					Total
	Not at all important	2	3	4	Extremely important	
Salaried	12 (1.6%)	51 (6.8%)	120 (15.9%)	115 (15.2%)	0	298 (39.5%)
Housewife	1 (.1%)	2 (.3%)	10 (1.3%)	4 (.5%)	0	17 (2.3%)
Retired	0	0	3 (.4%)	1 (.1%)	0	4 (.5%)
Total	38 (5.0%)	123 (16.3%)	29 (38.7%)	301 (39.9%)	1 (.1%)	755 (100.0%)

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.405[a]	16	.049
N of Valid Cases	755		
a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .01.			

The relationship between latest technology and occupation was assessed. It was noticed that there is a significant association between latest technology and occupation of the respondents (Chi square value 26.405 and p value 0.049 with df 16, at 5% level of significance).

4.3.5.9.2 ASSOCIATION OF LATEST TECHNOLOGY WITH GENDER

Table 4.46: Rating of Latest Technology Gender wise

Gender	Latest Technology					Total
	Not at all important	2	3	4	Extremely important	
Male	30 (4.0%)	97 (12.8%)	249 (33.0%)	256 (33.9%)	0	632 (83.7%)
Female	8 (1.1%)	26 (3.4%)	43 (5.7%)	45 (6.0%)	1 (.1%)	123 (16.3%)
Total	38 (5.0%)	123 (16.3%)	292 (38.7%)	301 (39.9%)	1 (.1%)	755 (100.0%)

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.810	4	.066
N of Valid Cases	755		

The relationship between latest technology and gender was assessed. It was noticed that there is no association between latest technology and gender of the respondents (Chi square value 8.810 and p value 0.066 with df 16, at 5% level of significance).

4.3.5.10 RELIABILITY

With recent trends in two wheeler industry it has shown an increasing importance of reliability as a influencing factor while buying. Customers look at the two wheeler product as a long term investment which should run well with minimum setbacks. Reliability means different things to different two wheeler buyers everything from quality to fuel efficiency to utility.

Table 4.47: Rating of Reliability as an influencing factor

	Frequency	Percent
Not at all important	52	6.9
2	145	19.2
3	333	44.1
4	224	29.7
Extremely important	1	.1
Total	755	100.0

From the information presented in table above, it clearly indicates 26.1% of the respondent have rated reliability factor as not so important factor the customer considers while making purchase decision. 44.1% of the respondents have reacted neutrally towards reliability factor.

4.3.5.10.1 ASSOCIATION OF RELIABILITY WITH OCCUPATION

Table 4.48: Rating of Reliability Occupation wise

Occupation	Reliability					Total
	Not at all important	2	3	4	Extremely important	
Student	14 (1.9%)	59 (7.8%)	91 (12.1%)	77 (10.2%)	0	241 (31.9%)
Professional/ Business	23 (3.0%)	42 (5.6%)	78 (10.3%)	51 (6.8%)	1 (.1%)	19 (25.8%)
Salaried	14 (1.9%)	41 (5.4%)	151 (20.0%)	92 (12.2%)	0	29 (39.5%)
Housewife	1 (.1%)	3 (.4%)	10 (1.3%)	3 (.4%)	0	17 (2.3%)

Occupation	Reliability					Total
	Not at all important	2	3	4	Extremely important	
Retired	0	0	3 (.4%)	1 (.1%)	0	4 (.5%)
Total	52 (6.9%)	145 (19.2%)	333 (44.1%)	224 (29.7%)	1 (.1%)	755 (100.0%)

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.707[a]	16	.011
N of Valid Cases	755		
a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .01.			

The relationship between reliability and occupation was assessed. It was noticed that there is a significant association between reliability and occupation of the respondents (Chi square value 31.707 and p value 0.011 with df 16, at 5% level of significance).

4.3.5.10.2 ASSOCIATION OF RELIABILITY WITH ANNUAL FAMILY INCOME (RS)

Table 4.49: Rating of Reliability Annual Family Income wise

Annual Family Income (Rs.)	Reliability					Total
	Not at all important	2	3	4	Extremely important	
Less than 1,50,000	1 (.1%)	4 (.5%)	7 (.9%)	11 (1.5%)	0	23 (3.0%)
1,50,000 to 2,50,000	17 (2.3%)	22 (2.9%)	81 (10.7%)	55 (7.3%)	0	175 (23.2%)
2,50,000 to 5,00,000	19 (2.5%)	63 (8.3%)	106 (14.0%)	64 (8.5%)	1 (.1%)	253 (33.5%)
5,00,00 to 10,00,000	7 (.9%)	25 (3.3%)	92 (12.2%)	55 (7.3%)	0	179 (23.7%)
10,00,000 and above	8 (1.1%)	31 (4.1%)	47 (6.2%)	39 (5.2%)	0	125 (16.6%)
Total	52 (6.9%)	145 (19.2%)	333 (44.1%)	224 (29.7%)	1 (0.1%)	755 (100.0%)

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.972[a]	16	.024
N of Valid Cases	755		
a. 7 cells (28.0%) have expected count less than 5. The minimum expected count is .03.			

The relationship between reliability and annual family income was assessed. It was noticed that there is an association between reliability and annual family income of the respondents (Chi square value 28.972 and p value 0.024 with df 16, at 5% level of significance).

4.3.5.10.3 ASSOCIATION OF RELIABILITY WITH GENDER

Table 4.50: Rating of Reliability Gender wise

Gender	Reliability					Total
	Not at all important	2	3	4	Extremely important	
Male	43 (5.7%)	128 (17.0%)	270 (35.8%)	191 (25.3%)	0	632 (83.7%)
Female	9 (1.2%)	17 (2.3%)	63 (8.3%)	33 (4.4%)	1 (.1%)	123 (16.3%)
Total	52 (6.9%)	145 (19.2%)	333 (44.1%)	224 (29.7%)	1 (.1%)	755 (100.0%)

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.481[a]	4	.050
N of Valid Cases	755		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is .16.			

The relationship between reliability and gender was assessed. It was noticed that there is an association between reliability and gender of the respondents (Chi square value 9.481 and p value 0.050 with df 4, at 5% level of significance).

4.3.5.11 INTERNAL SPACE / STORAGE SPACE

A motorcycle is compact but two wheeler companies have designed storage space in scooterettes segment which are mainly used to keep the helmet, raincoats, documents or small bags. This feature is especially attractive to women riders who can utilize this space for their purses and phones also. Storage space is required by users as small closet for valuables like documents and tool kits.

Table 4.51: Rating of Internal Space / Storage Space as an influencing factor

	Frequency	Percent
Not at all important	140	18.5
2	183	24.2
3	261	34.6

	Frequency	Percent
4	167	22.1
Extremely important	4	.5
Total	755	100.0

As 42.7% of the respondents feel internal storage space is not an important factor while deciding the two wheeler purchase. As there are other factors the customers give importance while deciding the purchase like brand image, price, fuel economy.

4.3.5.11.1 ASSOCIATION OF INTERNAL SPACE / STORAGE SPACE WITH OCCUPATION

Table 4.52: Rating of Internal Space / storage space occupation wise

Occupation	Internal Space / storage space					Total
	Not at all important	2	3	4	Extremely important	
Student	50 (6.6%)	56 (7.4%)	73 (9.7%)	62 (8.2%)	0	241 (31.9%)
Professional/ Business	29 (3.8%)	52 (6.9%)	67 (8.9%)	45 (6.0%)	2 (.3%)	195 (25.8%)
Salaried	59 (7.8%)	72 (9.5%)	113 (15.0%)	53 (7.0%)	1 (.1%)	298 (39.5%)
Housewife	2 (.3%)	1 (.1%)	8 (1.1%)	6 (.8%)	0	17 (2.3%)
Retired	0	2 (.3%)	0	1 (.1%)	1 (.1%)	4 (.5%)
Total	140 (18.5%)	183 (24.2%)	261 (34.6%)	167 (22.1%)	4 (.5%)	755 (100.0%)

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	64.965[a]	16	.000
N of Valid Cases	755		
a. 12 cells (48.0%) have expected count less than 5. The minimum expected count is .02.			

The relationship between Internal Space / storage space and occupation was assessed. It was noticed that there is an association between Internal Space / storage space and occupation of the respondents (Chi square value 64.965 and p value 0.000 with df 16, at 5% level of significance).

4.3.5.11.2 ASSOCIATION OF INTERNAL SPACE / STORAGE SPACE WITH GENDER

Table 4.53: Rating of Internal Space / Storage Space Gender wise

Gender	Internal Space / storage space					Total
	Not at all important	2	3	4	Extremely important	
Male	130 (17.2%)	161 (21.3%)	213 (28.2%)	125 (16.6%)	3 (.4%)	632 (83.7%)
Female	10 (1.3%)	22 (2.9%)	48 (6.4%)	42 (5.6%)	1 (.1%)	123 (16.3%)
Total	140 (18.5%)	183 (24.2%)	261 (34.6%)	167 (22.1%)	4 (.5%)	755 (100.0%)

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.714[a]	4	.000
N of Valid Cases	755		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is .65.			

The relationship between Internal Space / storage space and gender was assessed. It was noticed that there is an association between Internal Space / storage space and gender of the respondents (Chi square value 21.714 and p value 0.000 with df 4, at 5% level of significance).

4.3.5.12 STYLE AND AESTHETICS

Today the consumers want a well-designed product to match their style. Many customers go by style and aesthetics of a two wheeler. Aesthetics and Style plays an important role in purchase decision of the customer. From this point of view, customers responses to style and aesthetics has studied by the researcher.

Table 4.54: Rating of Style and Aesthetics as an influencing factor

	Frequency	Percent
Not at all important	57	7.5
2	118	15.6
3	317	42.0
4	262	34.7
Extremely important	1	.1
Total	755	100.0

From the data so presented above, a majority 34.8% of respondents have considered style and aesthetics as an important factor while deciding to purchase. Style and Aesthetics has been used by two wheeler companies for branding and as a differentiating factor in the competitive two wheeler market. Style and Aesthetics are important for creating a positive user experience. There are number of two wheeler models available in the market and it is important that the style and aesthetics of the two wheeler are as per the taste of customers. Style and Aesthetics enhances the visual appeal and additionally creates the sensory experience.

4.3.5.12.1 ASSOCIATION OF STYLE AND AESTHETICS WITH GENDER

Gender plays a huge role in the selection of the various two wheeler styles. While young teenage boys are attracted towards sleek designed bikes, teenage girls prefer colorful two wheeler. Companies incorporate the various preferences of the customers in order to target the various demographic groups.

Table 4.55: Rating of Style and Aesthetics Gender wise

	Style and Aesthetics					**Total**
Gender	Not at all important	2	3	4	Extremely important	
Male	52 (6.9%)	96 (12.7%)	258 (34.2%)	226 (29.9%)	0	632 (83.7%)
Female	5 (.7%)	22 (2.9%)	59 (7.8%)	36 (4.8%)	1 (.1%)	123 (16.3%)
Total	57 (7.5%)	118 (15.6%)	317 (42.0%)	262 (34.7%)	1 (.1%)	755 (100.0%)

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.482[a]	4	.033
N of Valid Cases	755		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is .16.			

The relationship between style and aesthetics and gender was assessed. It was noticed that there is an association between style and aesthetics and gender of the respondents (Chi square value 10.482 and p value 0.033 with df 4, at 5% level of significance).

4.3.5.13 MAINTENANCE COST

Servicing and maintenance of a two wheeler is essential for its proper functioning. This factor weighs heavily in making an informed buying decision for a suitable two-wheeler as it has a direct bearing on the running cost of the two wheeler. To increase the durability of a two wheeler the customer should go for servicing of two wheeler at regular intervals.

Table 4.56: Rating of maintenance cost as an influencing factor

	Frequency	Percent
Not at all important	51	6.8
2	126	16.7
3	340	45.0
4	237	31.4
Extremely important	1	.1
Total	755	100.0

To what extent is the importance of maintenance cost to the respondents is represented in the above Figure. The data indicates that maintenance cost (31.5%) is an important factor while deciding the two wheeler purchase, but it is not the principle decision making input of buying as given by the respondents.

4.5.13.1 ASSOCIATION OF MAINTENANCE COST WITH OCCUPATION

Table 4.57: Rating of Maintenance Cost Occupation wise

Occupation	Maintenance Cost					Total
	Not at all important	2	3	4	Extremely important	
Student	17 (2.3%)	58 (7.7%)	95 (12.6%)	71 (9.4%)	0	241 (31.9%)
Professional/ Business	15 (2.0%)	31 (4.1%)	81 (10.7%)	67 (8.9%)	1 (.1%)	195 (25.8%)
Salaried	18 (2.4%)	35 (4.6%)	150 (19.9%)	95 (12.6%)	0	298 (39.5%)
Housewife	1 (.1%)	2 (.3%)	10 (1.3%)	4 (.5%)	0	17 (2.3%)
Retired	0	0	4 (.5%)	0	0	4 (.5%)
Total	51 (6.8%)	126 (16.7%)	340 (45.0%)	237 (31.4%)	1 (.1%)	755 (100.0%)

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.808[a]	16	.044
N of Valid Cases	755		
a. 11 cells (44.0%) have expected count less than 5. The minimum expected count is .01.			

The relationship between maintenance cost and occupation was assessed. It was noticed that there is an association between maintenance cost and occupation of the respondents (Chi square value 26.808 and p value 0.044 with df 16, at 5% level of significance).

4.3.5.14 RESALE VALUE

Even before buying a bike, you have to consider its resale value. Before purchasing a bike, you need to be able to answer these questions. "How long will I drive this bike?" and "What is the general popularity of the bike you chose to buy?" Answers to these questions help us determine the resale value when we trade up. However, our diligence in taking care of the bike is an important factor that decides the resale value. A vehicle which is still in production (at the time of resale) will fetch a higher value. In addition, factors like maintenance, service center network and mileage clocked can make or break a deal.

Table 4.58: Rating of resale value as an influencing factor

	Frequency	Percent
Not at all important	78	10.3
2	178	23.6
3	301	39.9
4	194	25.7
Extremely important	4	.5
Total	755	100.0

The data indicates that the customers do feel the importance of resale value however it appears that buying decision is not much affected by the factor - Resale value. Other factors like Brand, Company Image, Mileage, Price and Driving Comfort dominates the buying considerations.

4.3.5.14.1 ASSOCIATION OF RESALE VALUE WITH OCCUPATION

Table 4.59: Rating of resale value occupation wise

Occupation	Resale Value					Total
	Not at all important	2	3	4	Extremely important	
Student	36 (4.8%)	58 (7.7%)	88 (11.7%)	59 (7.8%)	0	241 (31.9%)
Professional/ Business	22 (2.9%)	52 (6.9%)	74 (9.8%)	46 (6.1%)	1 (.1%)	195 (25.8%)
Salaried	20 (2.6%)	65 (8.6%)	130 (17.2%)	81 (10.7%)	2 (.3%)	298 (39.5%)
Housewife	0	3 (.4%)	8 (1.1%)	5 (.7%)	1 (.1%)	17 (2.3%)
Retired	0	0	1 (.1%)	3 (.4%)	0	4 (.5%)
Total	78 (10.3%)	178 (23.6%)	301 (39. 9%)	194 (25.7%)	4 (.5%)	755 (100.0%)

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.042[a]	16	.013
N of Valid Cases	755		
a. 12 cells (48.0%) have expected count less than 5. The minimum expected count is .02.			

The relationship between resale value and occupation was assessed. It was noticed that there is an association between resale value and occupation of the respondents (Chi square value 31.042 and p value 0.013 with df 16, at 5% level of significance).

4.3.5.14.2 ASSOCIATION OF RESALE VALUE WITH GENDER

Table 4.60: Rating of Resale Value Gender wise

Gender	Resale Value					Total
	Not at all important	2	3	4	Extremely important	
Male	67 (8.9%)	150 (19.9%)	252 (33.4%)	162 (21.5%)	1 (.1%)	632 (83.7%)
Female	11 (1.5%)	28 (3.7%)	49 (6.5%)	32 (4.2%)	3 (.4%)	123 (16.3%)
Total	78 (10.3%)	178 (23.6%)	301 (39.9%)	194 (25.7%)	4 (.5%)	755 (100.0%)

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.431[a]	4	.034
N of Valid Cases	755		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is .65.			

The relationship between resale value and gender was assessed. It was noticed that there is an association between resale value and gender of the respondents (Chi square value 10.431 and p value 0.034 with df 4, at 5% level of significance).

4.3.5.15 SERVICE NETWORK

Geographic distribution of service centers is important in terms of providing accessibility to the customer. The two wheeler company selected by the customer should have an extensive network of service centers providing servicing and easy availability of spare parts.

Table 4.61: Rating of service network as an influencing factor

	Frequency	Percent
Not at all important	56	7.4
2	128	17.0
3	328	43.4
4	241	31.9
Extremely important	2	.3
Total	755	100.0

Each and every two wheeler company has a the service network for service facilities that need to be extented to the customer after purchase. Servicing the two wheelers after a customer purchases is important to the two wheeler users. The data indicates the importance but does not influence the buying behaviour to a great extent.

4.3.5.16 ACCESSORIES

One of the greatest things about owning a two wheeler is the ability to customize it to match your riding needs and personalities. Accessories add to the style and safety of the two wheeler.

Table 4.62: Rating of Accessories as an influencing factor

	Frequency	Percent
Not at all important	56	7.4
2	170	22.5
3	324	42.9
4	204	27.0
Extremely important	1	.1
Total	755	100.0

From the above data it specifies the importance of accessories however it appears that the buying behaviour is not much affected by the factor – Accessories.

4.3.5.16.1 ASSOCIATION OF ACCESSORIES WITH GENDER

Table 4.63: Rating of Accessories gender wise

Gender	Accessories					Total
	Not at all important	2	3	4	Extremely important	
Male	43 (5.7%)	138 (18.3%)	277 (36.7%)	174 (23.0%)	0 (0%)	632 (83.7%)
Female	13 (1.7%)	32 (4.2%)	47 (6.2%)	30 (4.0%)	1 (.1%)	123 (16.3%)
Total	56 (7.4%)	170 (22.5%)	324 (42.9%)	204 (27.0%)	1 (.1%)	755 (100.0%)

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.039[a]	4	.060
N of Valid Cases	755		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is .16.			

The relationship between accessories and gender was assessed. It was noticed that there is an association between accessories and gender of the respondents (Chi square value 9.039 and p value 0.060 with df 4, at 5% level of significance).

4.3.6 MEAN GAP ANALYSIS

The researcher tried to identify the mean gap for the 16 factors influencing the purchase decision with the level of importance in consideration at the time of purchase and level of satisfaction while using the two wheeler.

Table 4.64: Mean Gap Analysis Product related influencing factor

Parameters	Mean of Level of importance in consideration at the time of purchase	Mean of Level of satisfaction while using	Gap score
Brand Image	4.35	4.23	- 0.12
Company Image	3.24	4.05	0.81
Price	3.21	3.96	0.75
Fuel Economy/ Mileage	3.22	3.91	0.69
Driving Comfort	3.13	3.97	0.84
Safety	3.24	3.92	0.68
Pick up	3.12	3.94	0.82
Colour	2.88	3.88	1.00
Latest Technology	3.14	3.85	0.71
Reliability	2.97	3.76	0.79
Internal Space / storage space	2.62	3.50	0.88
Style and Aesthetics	3.04	3.89	0.85

Parameters	Mean of Level of importance in consideration at the time of purchase	Mean of Level of satisfaction while using	Gap score
Maintenance Cost	3.01	3.73	0.72
Resale Value	2.83	3.52	0.69
Service Network	3.01	3.77	0.76
Accessories	2.90	3.76	0.86

From the above table it can be noticed all the customers are satisfied with the factors influencing at the time of purchase but only there is a difference with brand image factor. It has a negative score of 0.12. It also further specifies that all the factors which were important for customers while their decision making process have made a satisfactory impact on the customers. It implies the sales practices adopted by two wheeler companies are in line with the expectations of the customers.

4.3.7 RANKING OF FACTORS CONSIDERED WHILE BUYING A TWO WHEELER

The questionnaire which has been discussed in Chapter 3, has incorporated a scale, where in the respondents were requested to rank the identified factors (Mileage, Price, Pick up, etc.) that had an influence on the buying decision. The respondents were requested to rank these parameters on an eight point scale, where 1 meant least influential and 8 meant most influential.

Table 4.65: Ranking of factors influencing the purchase decision

Responses	Mileage	Price of Vehicle	Style and Aesthetics	Pick-up	Cost of Maintenance	Comfort	Colour	Safety
Least Influential	8.5	9.4	9.0	9.0	14.2	7.0	20.3	21.6
2	8.6	9.3	11.0	10.9	13.6	12.7	19.3	14.4
3	7.2	9.1	11.4	11.1	16.6	15.0	16.6	13.4
4	8.9	9.8	11.5	12.5	14.2	13.4	14.2	16.3
5	7.5	10.1	11.8	13.4	13.9	17.2	12.5	14.3
6	9.9	13.1	14.0	13.0	13.6	16.2	9.8	10.7
7	15.2	21.9	13.4	17.1	9.9	11.8	4.8	5.4
Most Influential	34.2	17.4	17.9	13.1	4.0	6.8	2.6	3.8
Total	100%	100%	100%	100%	100%	100%	100%	100%

The above table depicts that 34.2% of the respondents have ranked Mileage as a most influenced factor while purchasing the vehicle. The factors of Price of the vehicle, Style and Pick up indicate that most of them have favoured for moderate influencing factor while purchasing the vehicle. Safety, Colour and Cost of maintenance indicates that most of the respondents have given their responses in the category of least influencing while purchasing the vehicle.

4.3.8 NUMBER OF DAYS SPENT IN SEARCH OF INFORMATION BEFORE ACTUAL PURCHASE

Once the need or desire is identified the customer is then tasked with collecting the necessary information that will aid in the decision making process. Purchasing a two wheeler involves a high degree of involvement and hence it is imperative for the customer to ensure that sufficient research is done before the final decision is made.

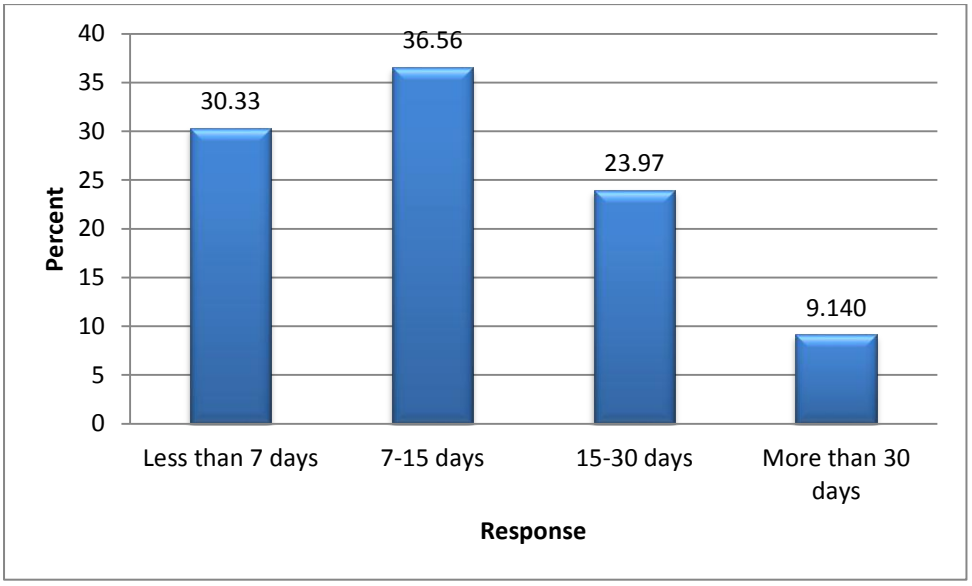


Figure 4.1: Days invested in search of information

From the above Figure, 30.3% of the respondents spent less than 7 days for the search of information before the actual purchase, 36.56% of the respondents invest 7-15 days in search of information before the actual purchase, 23.97% of the respondents invest 15-30 days in search of information before the actual purchase, 9.13% of the respondents invest more than 30 days in search of information before the actual purchase. A majority of customers devote considerable amount of time to identify the best two wheeler to suit their requirements. Consumers prefer to conduct research on

their own and spend an average time to decide about the brand of two wheeler. As the two wheeler is high involvement product the search of information is necessary to find the right two wheeler to satisfy the needs and wants of the customers. It becomes important for two wheeler companies to provide the information that these buyers seek in the time frame they seem to be comfortable spending.

4.3.9 NUMBER OF BRANDS COMPARED BEFORE ACTUAL PURCHASE

Indian consumers today are spoilt for choice like never before. And the explosion in the number of choices has prompted consumers to turn choosy. Now consumers are less likely to stay loyal to a brand unless it has something special to offer. The customer chooses few brands and then systematically compares the various features across the selected brands in order to arrive at the best product.

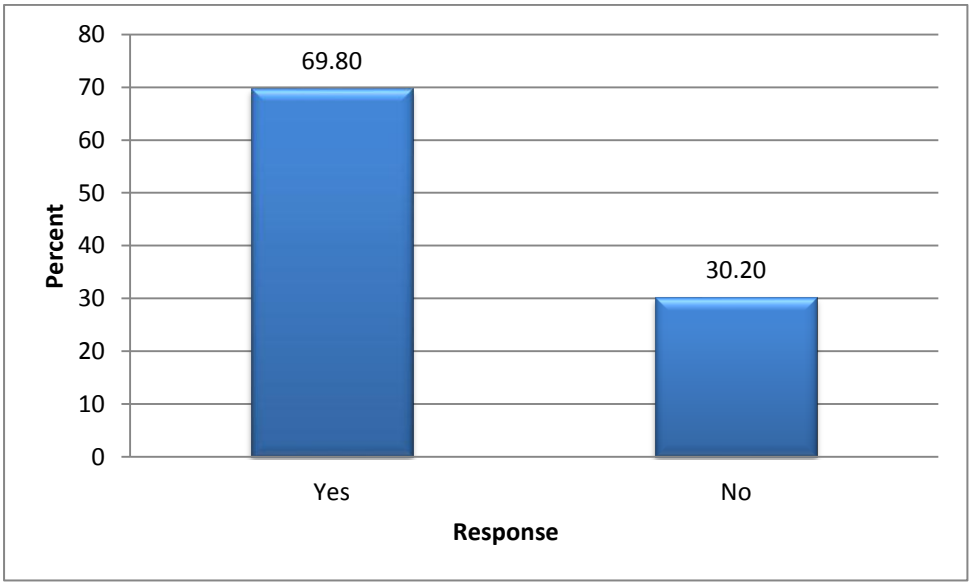


Figure 4.2: Comparative analysis done before purchase

From the above Figure it is inferred that 69.8% of the respondents do comparative analysis of different brands before purchasing. It is interesting that the 30.2% of the respondents do not research all the brands that they may be considering nor do any comparative analysis. It could be that they have some views of the brands that they do not research or that the number of brands in the consideration shortlist gets determined early in the search process.

4.3.10 NUMBER OF TWO WHEELER DEALERS VISITED BEFORE ACTUAL PURCHASE

The customer after narrowing down the two wheeler model will look about for the place to buy them. This involves locating either the closest automobile dealer or the best automobile dealer or both.

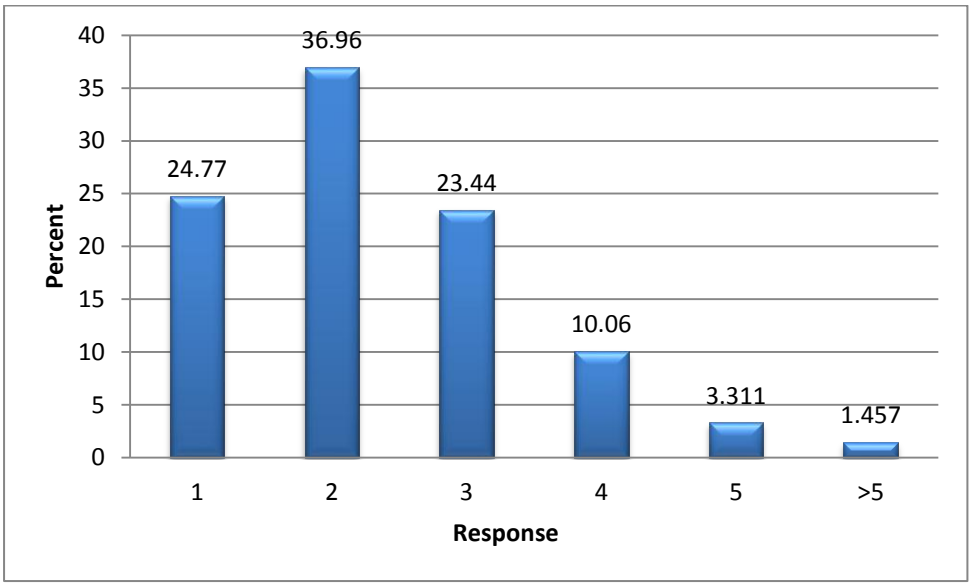


Figure 4.3: Number of dealerships visited before making a purchase decision

From the above Figure 85.2% of the respondents have visited at least one to three dealers before considering their purchase decision. 14.8% of the respondents visited 4 to more than 5 dealers to come to a purchase decision. Customers depend on dealerships to collect information as well as authenticate information about competitor products.

4.3.11 BUYING TRENDS

Consumer spending is an important factor that affects the economic growth and development in a country. The buying trend in relation to consumer behaviour has a specific connotation. The buying trends are often influenced by many internal and external variables. The internal variables that influence buying trends are customers personality, value system, cultural background, education, income and peer group pressure whereas the external factors are related with pricing policies, advertisements, promotional campaigns and gifts / discounts offered in a particular situation.

In order to verify the effect of buying trends on customer behaviour in two wheeler industry, the researcher has asked a set of statements exhibiting different aspects of buying trends. These statements are:

1. The two wheeler I have bought reflexes my personality
2. The two wheeler I have bought suits my lifestyle
3. The occasion of purchasing a two wheeler was influenced by the religious beliefs.
4. The two wheeler I have bought was influenced by peer pressure
5. I look for opinion from friends and family before buying two- wheeler.
6. I like to be noticed on the road
7. I always buy tried and tested products
8. I would prefer to buy a two wheeler on instalments now, than save and buy in future
9. I bought a two wheeler as public transport is not reliable
10. It is important to me to be aware of all the alternatives before buying a two wheeler.
11. Usually reading about products or asking people about them won't really help me make a purchase decision.
12. The vehicle purchased gives me better value for money
13. I bought a two wheeler because of emotional attachment with that brand.

The responses of the respondents are presented in table 4.66 and Figures 4.4 to 4.16.

Table 4.66: Buying habits of respondents

Response	Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly Agree	Total
The two wheeler I bought, reflexes my personality	0.7%	1.3%	8.9%	38.5%	50.6%	100%
The two wheeler I bought, suits my lifestyle	0.5%	0.9%	14.8%	42.5%	41.2%	100%
The occasion of purchasing a two wheeler was influenced by the religious beliefs.	13.1%	7.8%	25%	35.2%	18.8%	100%

Response	Strongly Disagree	Somewhat Disagree	Neither agree nor disagree	Somewhat Agree	Strongly Agree	Total
The two wheeler I have bought was influenced by peer pressure	15.4%	10.7%	29.5%	31.4%	13%	100%
I look for opinion from friends and family before buying two- wheeler	4.4%	5.4%	16.6%	39.5%	34.2%	100%
I like to be noticed on the road	5.3%	6.9%	20.7%	35.6%	31.5%	100%
I always buy tried and tested vehicles	3.4%	5.8%	20.4%	37%	33.4%	100%
I would prefer to buy a two wheeler on installments now, than save and buy in future	5.6%	13.1%	28.2%	31.1%	22%	100%
I bought a two wheeler as public transport is not reliable	7.9%	8.6%	21.3%	34.4%	27.7%	100%
It is important to me to be aware of all the alternatives before buying a two wheeler.	2.4%	7.8%	16%	42.6%	31.1%	100%
Usually reading about products or asking people about them won't really help me make a purchase decision.	4.8%	13%	26.1%	35.2%	20.9%	100%
The vehicle purchased gives me better value for money	2.6%	5.3%	20%	38%	34%	100%
I bought a two wheeler because of emotional attachment with that brand.	16.3%	8.3%	26.2%	29.3%	19.9%	100%

4.3.11.1 Customers response to 'The two wheeler I have bought reflexes my personality'

Personality is another psychographic characteristic which influences the purchase decision. Personality can be understood with reference to the way an individual views themselves as the center in their thoughts and feelings. It is a proven fact that customer see their extended self in their possessions of brands. Understanding this congruence can go a long way in designing better two wheelers.

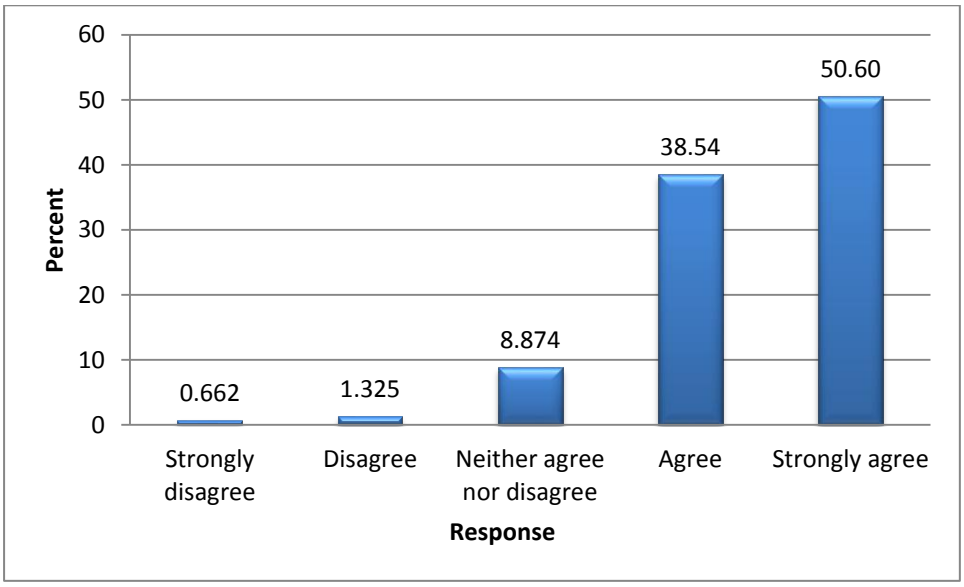


Figure 4.4: Customers response to
'The two wheeler I have bought reflexes my personality'

If one looks at the above figure, the observation is confirmed by the statistical evidence. 89.14% of customers agree that in their case, buying is based on the personality of the customers.

4.3.11.2 Customers response to 'The two wheeler I have bought suits my lifestyle'

Lifestyle of customers is another important factor affecting the customer buying behavior. Lifestyle refers to the way a person lives in a society and is expressed by the things in his/her surroundings. It is determined by customer interests, opinions, activities etc and shapes his whole pattern of acting and interacting in the world Customers often choose brands over others because they are associated with a certain lifestyle.

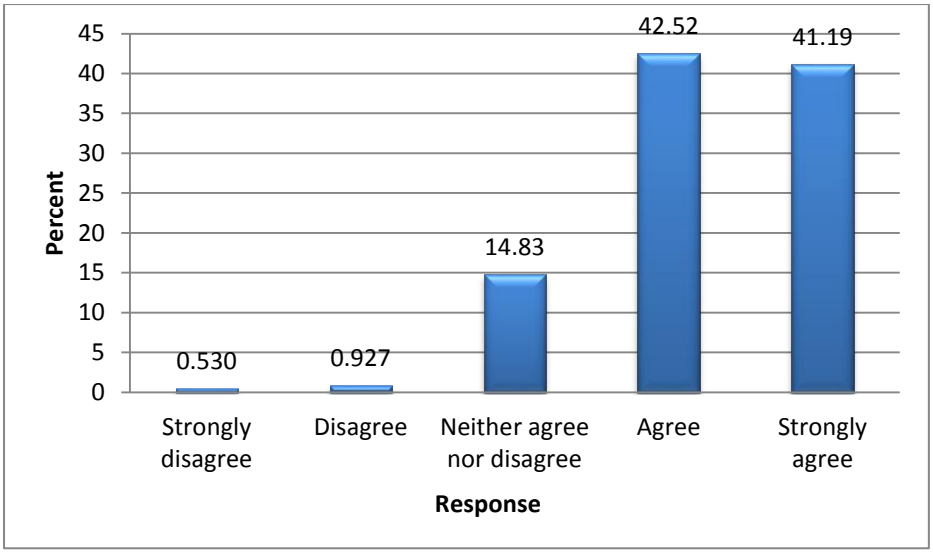


Figure 4.5: Customers response to 'The two wheeler I have bought suits my lifestyle'

The study establishes the relevance of lifestyle influence on the behaviour of the consumers. It is noticed that 83.71% of the respondents have agreed to the influence of lifestyle while purchasing a two wheeler.

4.3.11.3 Customers response to 'The occasion of purchasing a two wheeler was influenced by the religious beliefs.'

Religious beliefs provide normative guidance to individuals about what to consume, how much to consume and when to consume it. India is a country of different religions and these religious influence customer's values and buying habits The Indian mindset of customers considers the festivals as auspicious occasions for buying two wheeler.

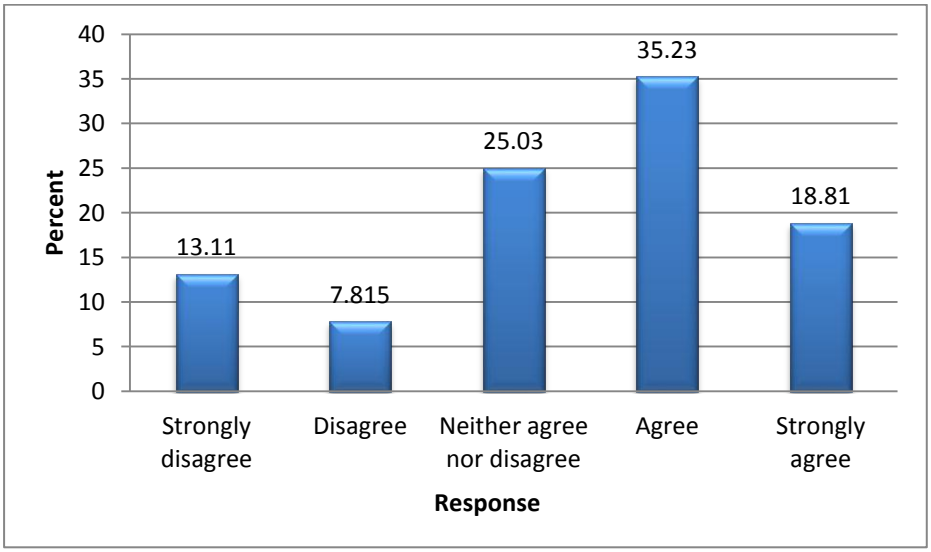


Figure 4.6: Customers response to 'The occasion of purchasing a two wheeler was influenced by the religious beliefs.'

Most of the respondents agree to the point that they are influenced by religious beliefs while considering the occasion of purchasing a two wheeler. 54.04% of the respondents agreed that in their case, occasion of buying is based on religious beliefs.

4.3.11.4 Customers response to 'The two wheeler I have bought was influenced by peer pressure'

Peer pressure does play an important role in buying decisions. Peer pressure could manifest itself in many ways. Customers have begun to break the old ways of accepting the opinion of so-called 'experts' at face value. Today, peer recommendations are the currency of influence and the exchange rate has never been higher.

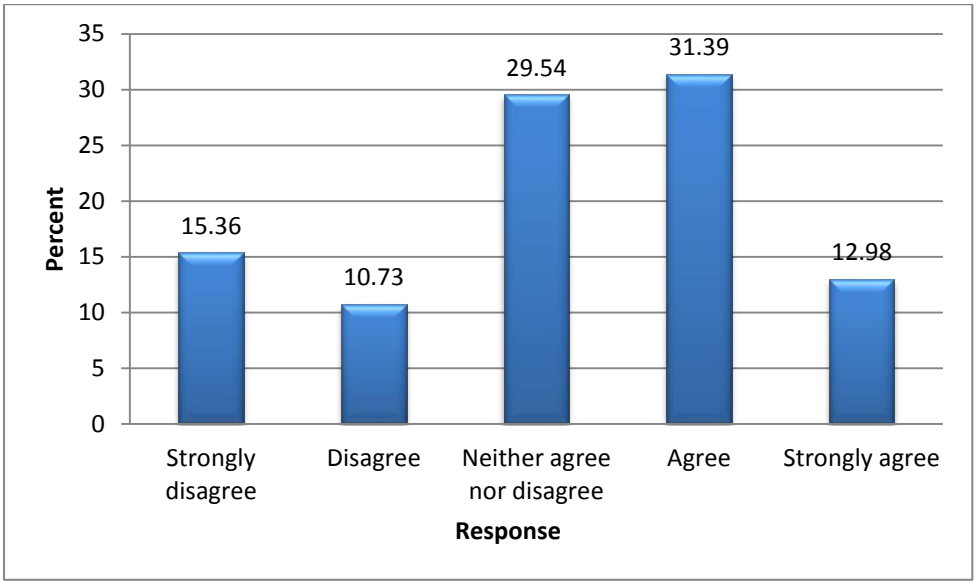


Figure 4.7: Customers response to 'The two wheeler I have bought was influenced by peer pressure'

From the data presented, it can be concluded that a sizeable no. of customers (44.37%) are influenced by peer pressure. Nowadays customer is constantly influenced by all those around them and the influence to adopt a particular type of behaviour, or attitude in order to be accepted as part of a group of peer is very strong.

4.3.11.5 Customers response to 'I look for opinion from friends and family before buying two wheeler.'

Social factors play a very important role in influencing the buying decisions. Gone are the days when CEOs and celebrities alone drove buying behaviour. Today, the customers trust friends and family member's opinion about products.

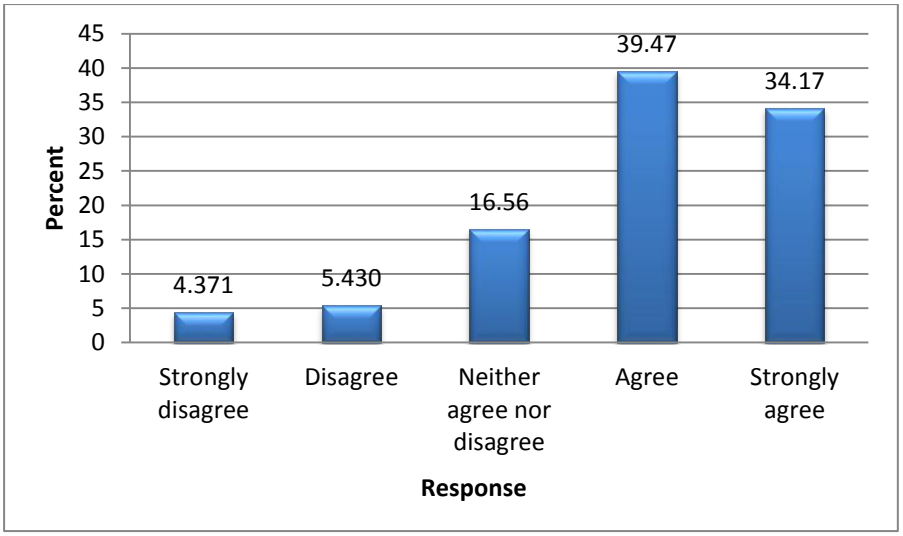


Figure 4.8: Customers response to 'I look for opinion from friends and family before buying two wheeler.'

It is noticed that 73.64% of the respondents are looking for the opinion from friends and family members before buying the two wheeler. Customers put more faith on the word of mouth reviews they gather from friend and, family members, than any other sources of information

4.3.11.6 Customers response to 'I like to be noticed on the road'

Personal image is also an important emotional trigger. Having a two wheeler and to be noticed on the road is a social statement. Customers want the best they can afford. That's why the most powerful commercials focus on image and not price. Image, fear, wants and dreams are all powerful emotional forces that drive the decision to buy. If used in a timely fashion, they will be the forces behind higher down payments and profit.

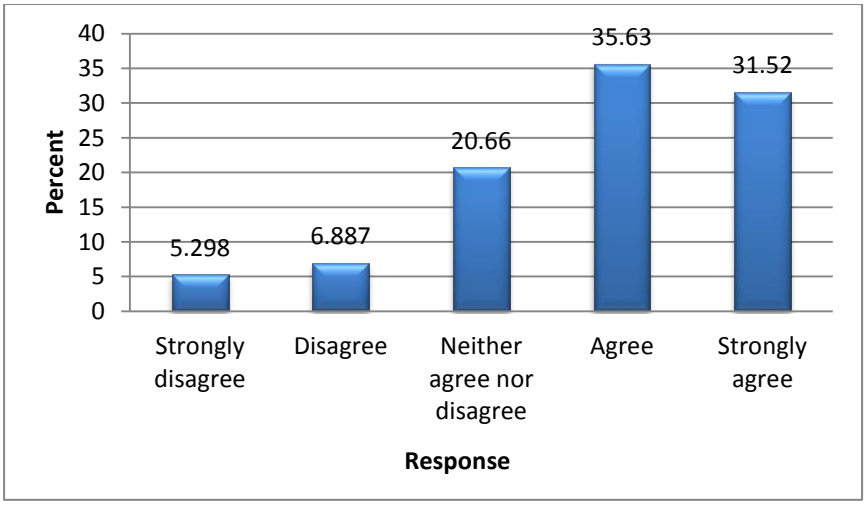


Figure 4.9: Customers response to 'I like to be noticed on the road'

If one looks at the figure, the observation is confirmed by the statistical evidence. 67.15% of customers are tempted to buy a two wheeler as they want to be noticed on the road. The psychological factor of being noticed with the brand is an influencing factor while making purchase decisions.

4.3.11.7 Customers response to 'I always buy tried and tested products'

Dealerships are valuable to consumers primarily for offering a firsthand experience of the vehicle in the form of a test drive. Customers want to experience vehicles themselves, in person, before buying. They also require psychological reassurance from trusted, impartial sources in order to feel comfortable buying a two wheeler. Consumers want to know they have made the right choice and may not always trust industry or dealer resources to inform their decision.

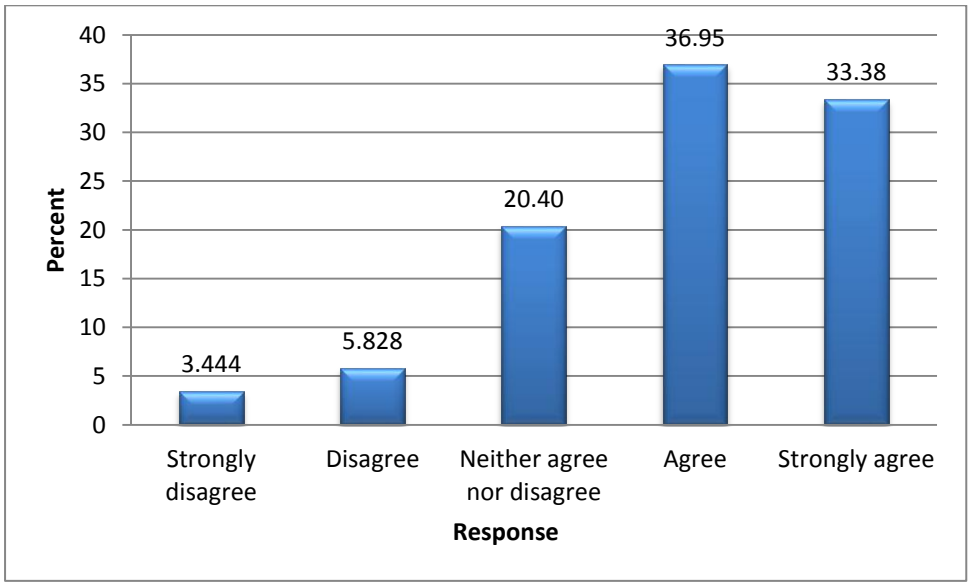


Figure 4.10: Customers response to 'I always buy tried and tested products'

If one carefully looks at the responses, it is clear that 70.33% of the respondents feel that they always buy tried and tested products. Customers often purchase tried and tested two wheeler brand since they are aware of the brand performance or perhaps they have a good past experience about the two wheeler brand.

4.3.11.8 Customers response to 'I would prefer to buy a two wheeler on installments now, than save and buy in future'

The Indian loan market has a lot of options in the form of banks and financial institutions to offer with competitive interest rates. A lot of people cannot afford to buy a vehicle unless allowed to pay instalments and the majority of buyers fall in this demographic. The two wheeler industry in India is said to be one of the largest of its kind in the globe. Whether it is due to the fact that two wheelers are the cheapest form of personal transport or the large urban middle income demographic in the country, this industry is booming. The partial reason for the growth is due to fact that, today two wheeler loans are easily accessible as numerous banks are offering, a variety of options.

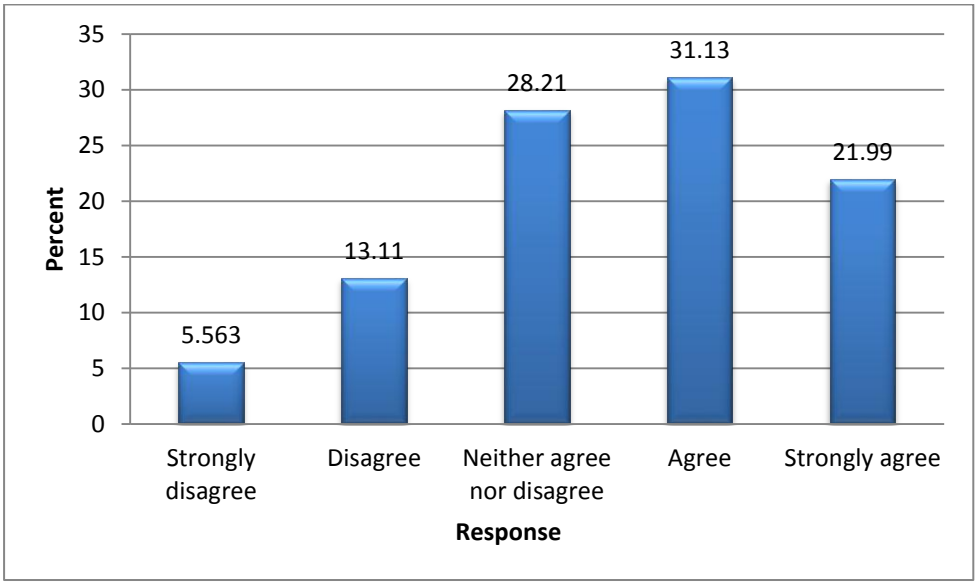


Figure 4.11: Customers response to 'I would prefer to buy a two wheeler on installments now, than save and buy in future'

The information represented in the above table indicates that 53.12% of respondents prefer to buy vehicle on installments instead of ready cash. Customers can afford a two wheeler, mainly due to the availability of loans to buy the same and also due to ease in the process of availing loan or finance.

4.3.11.9 Customers response to 'I bought a two wheeler as public transport is not reliable'

Transport is a very important part of India's economy but it is poor in comparison with international standards. There has been a huge increase in two-wheelers in the last two

decade although they are ten times more efficient than road transport safe, affordable, quick, comfortable, reliable and sustainable transport. The continued failure of public transport system in the Pune city has forced thousands to think in terms of two wheelers as a reliable personal transport vehicles.

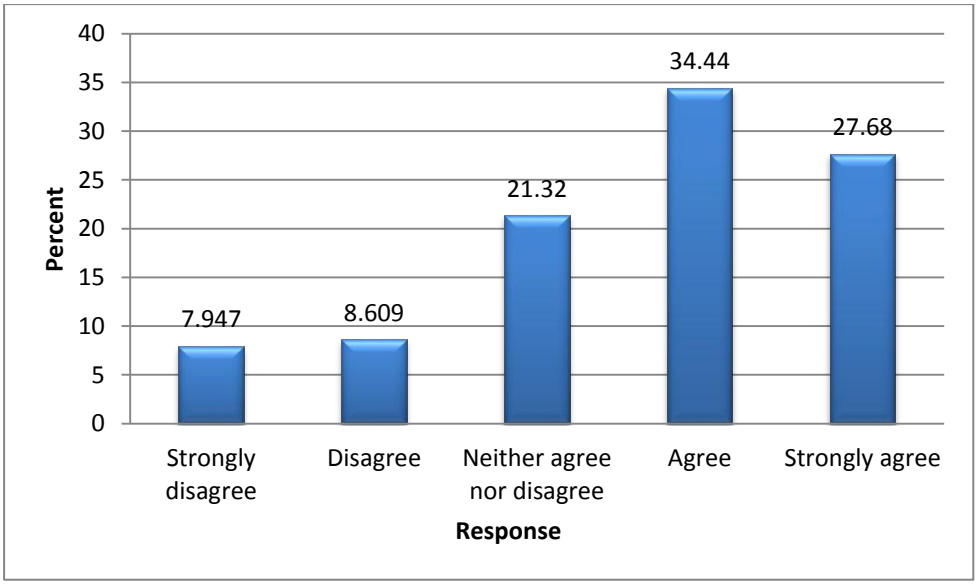


Figure 4.12: Customers response to 'I bought a two-wheeler as public transport is not reliable'

It can be noticed from the figure that 62.12% of the respondents prefer two wheeler due to non-reliability of public transport in Pune city. The lack of reliable public transport is causing a shift to private two wheelers.

4.3.11.10 Customers response to 'It is important to me to be aware of all the alternatives before buying a two wheeler.'

In the era of technology customers have a greater number of choices today than ever and customers are aware of all the alternative products in the market. Customers evaluate different products or brands on the basis of alternative product attributes those which have the ability to deliver the benefits the customer is seeking. A factor that heavily influences is the customer's attitude. Involvement is another factor that influences the evaluation process.

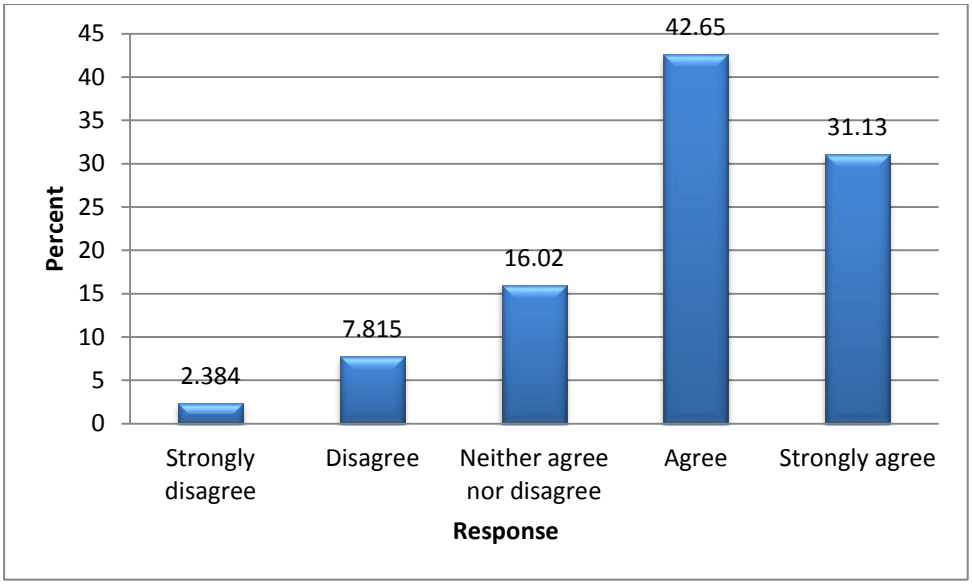


Figure 4.13: Customers response to 'It is important to me to be aware of all the alternatives before buying a two wheeler.'

The figure indicates that 73.78% of the respondents are aware of the alternative products in the respective two wheeler segments before buying the two wheeler. As in the digitalized age customers are aware of all the products in various segments.

4.3.11.11 Customers response to 'Usually reading about products or asking people about them won't really help me make a purchase decision.'

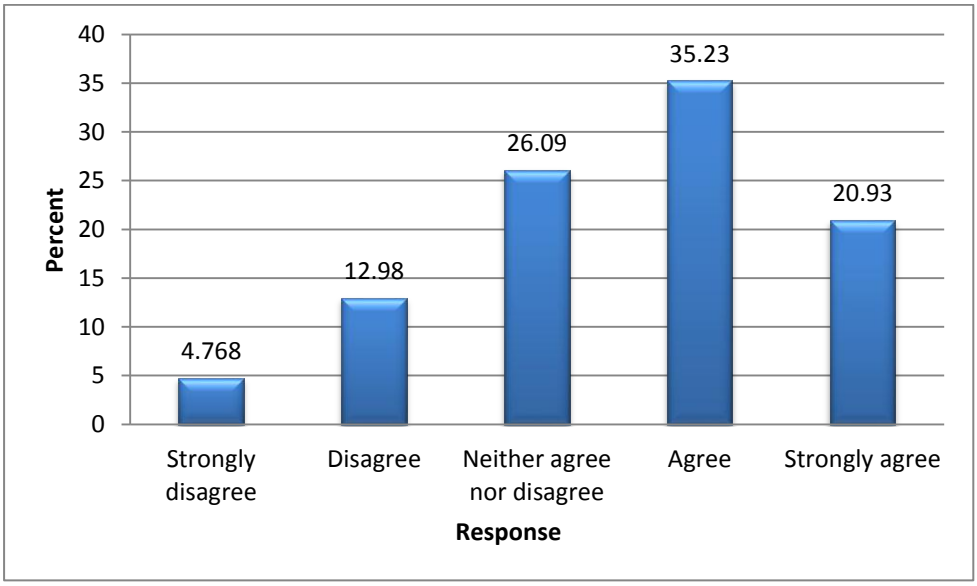


Figure 4.14: Customers response to 'Usually reading about products or asking people about them won't really help me make a purchase decision.'

56.16% of the respondents agree to the point that their purchasing was not influenced by reading about products and reviews from people. It is interesting in these days when social media is also powerful and customers receive information from internet and consumer ratings but it is really not helping customers to make decision as customers may trust their own instinct and make self-decision about two wheeler.

4.3.11.12 Customers response to 'The vehicle purchased gives me better value for money'

The term "value" can be open to personal interpretation; it is clear that two wheeler buyers are looking to get the most for their money, including a good two wheeler at a good price. Value conscious two wheeler consumers can find significant savings on vehicles. The buyers' evaluation of a product purchase begins from their perceived product benefits. The costs of obtaining the perceived product and logistic benefits are usually the major concerns of buyers, since consumers may apply principles of costs-and-benefits to evaluate a purchase. Customer value is defined as the difference between benefits and costs; it is a level of return for customer costs.

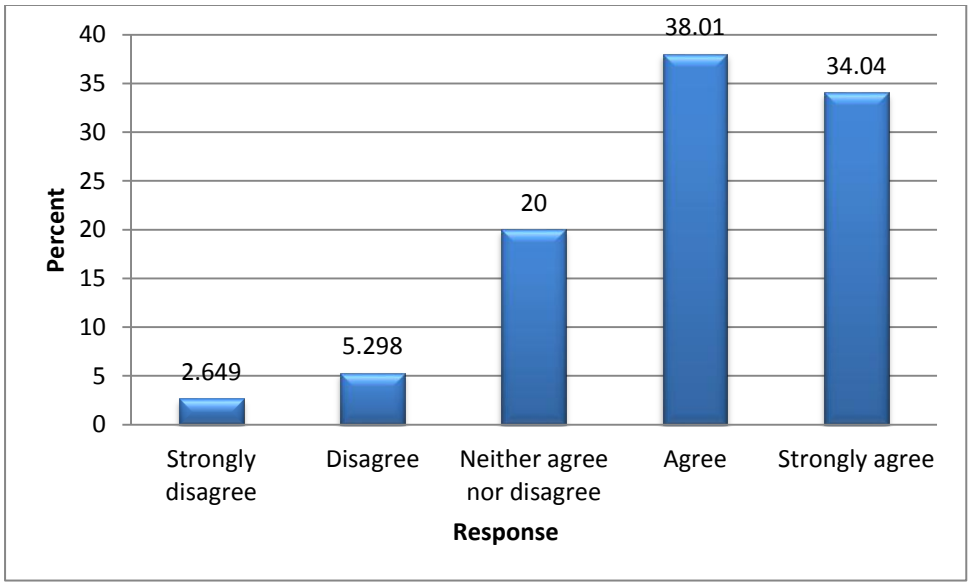


Figure 4.15: Customers response to 'The vehicle purchased gives me better value for money'

The data presented in the Figure explains the agreement of respondents towards the statement 'The vehicle purchased gives me better value for money'. 72.05% of

respondents have received better value for money through the two wheeler purchased. The customers' buying satisfaction depends on both their perceived value of the purchase and their knowledge of what a fair level of buying value should be. In short, customers will feel satisfied to the extent that the perceived value of their buying exceeds the standard they hold. From this point of view, exceeding value is the key for customer satisfaction

4.3.11.13 Customers response to 'I bought a two wheeler because of emotional attachment with that brand.'

Human beings are emotional by nature, which means that many of customer's decisions from what we eat, to what we buy are influenced by how customers feel on any given day. Many people think rationally but people rely more on emotion than information to make purchasing decisions.

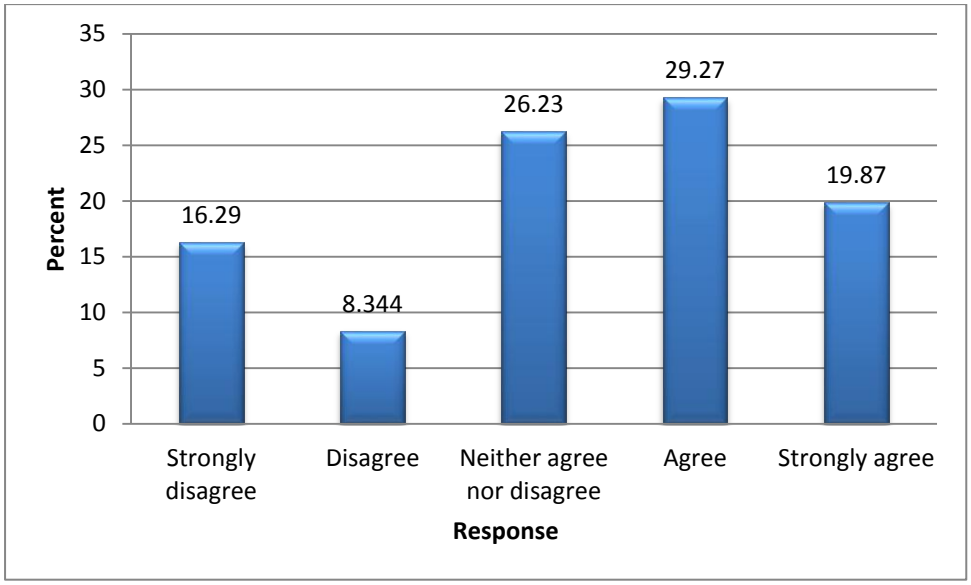


Figure 4.16: Customers response to 'I bought a two wheeler because of emotional attachment with that brand.'

It can be inferred from the Figure, 48.14% of the respondents have an emotional attachment with the brand. The richer the emotional content of a brand's mental representation in the mind of customers, the more likely the consumer will be a loyal user

4.3.12.1 IMPORTANCE OF DEALER RELATED FACTORS IN PURCHASE DECISION

Two wheeler dealers are the link between the two wheeler companies and consumer. Today, great products and competitive pricing are the standard prerequisites of the retail auto business, without which no dealership can compete. But what really defines a great dealership comes down to service. A dealership whose employees are highly motivated, eager to embrace new challenges and who enjoy their work are more inclined to meet and exceed customer expectations. A good dealer experience sells more two wheelers and it gains trust and helps to build a good image in the minds of the customers. A great dealership experience encompasses all points of contact between dealership staff and the customer, including the initial greeting (first impressions), the sales process, vehicle delivery experience, complaint handling and after delivery follow-up. It includes a clean and well-maintained facility (inside and out), staff that is courteous and willing to genuinely help the customer; quality products and competitive pricing. A number of factors at dealership that influence purchasing decisions, such as dealers image, location of dealership, product display, availability of finance, helpful sales staff etc. A data of response is collected by the researcher and is presented in the following table.

Table 4.67: Rating of Dealer related factors on the basis of importance

Responses	Dealers Image	Reference	Location of Dealer Outlet	Layout and Interior	Product Display	Helpful and Courteous Trained Sales Staff	Sufficient time spent by the sales person	Ease and fast sales procedure	Availability of Product range	Test ride facility	Commitment by Dealer / Delivery Time	Finance facility	Attractive Discount offers	Exchange offers
1-Not Important at all	3.7	2.9	2.5	5.2	3.0	1.9	1.9	1.3	2.4	3.6	1.9	3.2	4.8	7.8
2-Less Important	3.2	7.5	6.2	9.1	8.3	6.8	5.4	7.3	5.0	4.8	5.8	7.9	7.8	8.6
3- Neutral	12.2	18.1	16.6	21.5	18.4	14.0	18.7	14.6	15.2	16.4	11.9	18.1	18.5	22.6
4- Important	34.6	50.7	47.0	42.8	40.1	38.1	40.8	39.7	43.0	41.7	41.5	44.2	42.0	37.4
5- Extremely Important	46.4	20.7	27.7	21.5	30.1	39.2	33.2	37.1	34.3	33.5	38.9	26.5	26.9	23.6
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

From the information presented in the table 4.67, following interpretations can be made:

a) For 81.0% of the customers dealer's image is important while considering the buying of a two wheeler. As the dealership is the touch point for a customer for the sale and after sales activities hence the importance of dealer image.

b) 80.4% of the respondents consider the importance of commitment given by the dealer as an important aspect while considering the purchase decision. The customers trust the dealer image and associate the commitment given by them.

c) The study indicates that sales person at the two wheeler showroom play a vital role in influencing the purchase decision of the two wheeler. Helpful, courteous and trained sales staff motivates two wheeler buyers to choose one dealership over another. However a dealership whose employees are highly motivated and who enjoy their work are more inclined to meet and exceed customer expectations.

d) Small gestures by the employees at dealership that anticipate customers' needs or attend to their comforts go a long way toward winning the customer. It is essential for the dealers to treat the customers like kings to expect loyalty from them. The customers look at sales person as a person who knows about the products, explains the products' features and skilfully turn these features into benefits for their customers, engage customers through the sales process and make their experience an enjoyable one that they will look for a revisit.

e) When customers chose a two wheeler they do it according to their needs and wants and ultimately they will chose the two wheeler dealer that offers highest availability of product range. As nowadays in this competitive market purchasing a two wheeler is easy due high level of disposable income of customers and also easy finance options available. The two wheeler customer is the king and he is nowhere to compromise on product range. Therefore 77.3% of the respondents have rated the importance of the factor–availability of product range. The range of products is perhaps the most important reason for customers to patronize a particular dealership. The term product range and variety indicates availability of options to the buyer. In many cases such an availability becomes not only value addition but image booster. Availability of large range of product also adds to wide range of customers belonging to

different groups. From this point of view, customer's response to product range and variety is assessed.

f) Today, great products and competitive pricing are the standard prerequisites of the dealership business, without which no dealership can compete. But what really defines a great dealership comes down to easy and fast sales process. The dealership creates internal processes that make buying a vehicle more efficient for the customer. Customer needs a vehicle in least possible time and those dealerships are preferred who do the documentation in an easy and faster way make and in turn creates a positive experience.

g) To drive is to feel and so 74.2% of the customers have rated the test drive facility at dealership as an important factor as it allows customers to make a firm and well-researched decision about a major commitment. A test drive is important to help the customer to choose the right vehicle and to make it sure that the two wheeler is comfortable and suits the needs. This is becoming the trend to take a test drive of a two wheeler to check if it is going to fit the driving capabilities, comfort level and even the personalities of the customer. Clearly, touching and feeling is an important part of the buying process.

h) Intense competition in the two wheeler market has forced dealers to reconsider their sales and service centres as it is often the final selling points in a physical distribution network. Location of the dealer is one of the important considerations in a customer's dealership choice decisions. Customer dealer location choice decisions may be hinged on convenience, this is because and many consumers have the time poverty syndrome and can afford to visit the dealership usually after work hours. As a result, they heavily rely on dealerships that offer convenience, shorter travelling distance as well as complementary services such as working on Sundays and long opening hours

i) 71.4% of the customers have rated reference of the dealer given by an associate or a family members or friends as an important factor while choosing the dealer over others.

j) Two wheeler industry is of replacement and so 71% of the respondents have rated exchange offers as an important factor while deciding the dealership. Due to wide range of products, competitive two wheeler markets and shorter product life cycle has influenced the customers to replace their old two wheeler with the new one. Hence the exchange offers given by dealers influence the customers.

This echoes the importance of keeping the buying and ownership experience pleasant for the customer, so as to build credibility when the same customer is in the market to buy a replacement two wheeler.

k) Dealers offer vehicles and finance options at their dealership. The dealership can offer a wide range of financing choices as the dealers have relationships with a variety of banks and finance companies. Hence 70.7% of respondents have rated the finance facility at dealership as important factor while considering the purchase decision.

l) Layout and interiors of dealership and Attractive discount offers have an impact on customers as per the data presented above. Discounts trigger the purchasing of the customers. The data indicates that the customers value Layout and interiors and attractive discount offers however it appears that buying behaviour is not much affected. The importance of incentives as a deciding factor has declined indicating that consumers today seem less interested in gimmicks when it comes to their two wheeler purchases. Other factors like dealers image, commitment by the dealer and helpful sales staff dominates the buying considerations.

4.3.12.2 SATISFACTION OF DEALER RELATED FACTORS AFTER PURCHASE Of A TWO WHEELER

Table 4.68: Rating of Dealer related factors with regards to customer satisfaction

Responses	Dealers Image	Reference	Location of Dealer Outlet	Layout and Interior	Product Display	Helpful and Courteous Trained Sales Staff	Sufficient time spent by the sales person	Ease and fast sales procedure	Availability of Product range	Test ride facility	Commitment by Dealer / Delivery Time	Finance facility	Attractive Discount offers	Exchange offers
1- Highly Dissatisfied	2.5	1.9	1.7	2.6	1.7	2.8	2.5	2.0	4.0	4.8	3.7	2.6	2.6	4.1
2-Dissatisfied	3.2	4.6	4.4	7.7	6.1	6.0	7.5	7.7	6.6	10.2	7.4	5.6	7.2	6.1
3- Neutral	17.2	26.5	22.9	26.1	21.2	21.3	22.1	20.3	20.9	21.5	25.3	29.4	26.8	34.3
4- Satisfied	48.2	47.0	48.6	47.2	47.9	44.8	44.5	45.8	41.7	40.1	40.3	42.5	45.7	38.8
5- Highly Satisfied	28.9	20.0	22.4	16.4	23.0	25.2	23.3	24.2	26.8	23.4	23.3	19.9	17.7	16.7
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

The dealer is the first point of contact between the two wheeler company and the customer. Often how good, or how well-trained a dealer is, is the deciding factor between a satisfied and dissatisfied customer. After the experience with the actual two wheeler, it is the experience with the dealer that becomes the focal talking point when the two wheeler buyer communicates about the two wheeler purchased. After the vehicle purchased, it is the experience with the dealer that decides positive or negative word-of-mouth. That is the key factor governing success and failure factor for a dealer.

Keep in mind, though, that satisfaction scores are a function of what the customer expected as well as what the company delivered. From the above table, it was noticed that 77.1% of customers are satisfied with the dealers image means the dealer delivers satisfactory services as per the customer expectations. Dealership create delighted customers who are enthusiastic about the brand purchased and this in turn help to have loyal customers.

It is noticed from the information presented above, 70% of the respondents are satisfied with the helpful and courteous behaviour of sales person and also by the easy and fast sales procedures. A dealer hopes that enthusiastic and satisfied customers will tell their friends about the dealer offering, sales process and persons behaviour which will help in spreading lots of positive word of mouth about the dealer. This will help in building a strong positive image.

4.3.13 MEAN GAP ANALYSIS

The researcher tried to identify the mean gap for the 14 dealer factors influencing the purchase decision with the level of importance in consideration at the time of purchase and level of satisfaction while using the two wheeler.

Table 4.69: Mean Gap Analysis of Dealer Related factors

Parameters	Mean of Level of importance in consideration at the time of purchase	Mean of Level of satisfaction while using	Gap Score
Dealers Image	4.17	3.98	- 0.19
Reference	3.79	3.79	0

Parameters	Mean of Level of importance in consideration at the time of purchase	Mean of Level of satisfaction while using	Gap Score
Location of Dealer Outlet	3.91	3.86	- 0.05
Layout and Interior	3.66	3.67	0.01
Product Display	3.86	3.85	- 0.01
Helpful and Courteous Trained Sales Staff	4.06	3.84	- 0.22
Sufficient time spent by the sales person for explanation about technical aspects of vehicle	3.98	3.79	- 0.19
Ease and fast sales procedure	4.04	3.83	- 0.21
Availability of Product range	4.02	3.81	- 0.21
Test ride facility	3.97	3.67	- 0.30
Commitment by Dealer / Delivery Time	4.10	3.72	- 0.38
Finance facility	3.83	3.71	- 0.12
Attractive Discounts offers	3.78	3.69	- 0.09
Exchange offers	3.60	3.58	- 0.02

The information presented in the table highlights the gap for dealer related factors with reference to level of importance in consideration at the time of purchase and level of satisfaction after using the two wheeler. The Gap score for Layout and Interior is positive while for all the other factors score is negative. The gap score is highly negative for the factors Commitment by Dealer / Delivery Time, Test ride facility, Helpful and Courteous Trained Sales Staff and Ease and fast sales procedure. The dealership needs to address these gap and take significant steps to reduce the gaps and convert the negative gap score in positive gap score. The dealers should take a serious concern of these gaps as it will have an adverse impact on dealer's image in the market.

4.3.14 TIME TAKEN TO ATTEND A CUSTOMER BY THE DEALER STAFF

Unlike the research phase where customers spend many days for collecting information, but very few spare less time for dealership visit and test drive. At the end of the dealer visits, there seems to be a reasonable amount of goodwill that dealers generate through the positive interactions at the dealerships. This may be an opportunity for dealers to build a way by which such a potential buyer becomes an active endorser of the product, if not the owner. Today's consumer has become

increasingly demanding. They not only want high quality products but they also expect high quality customer service.

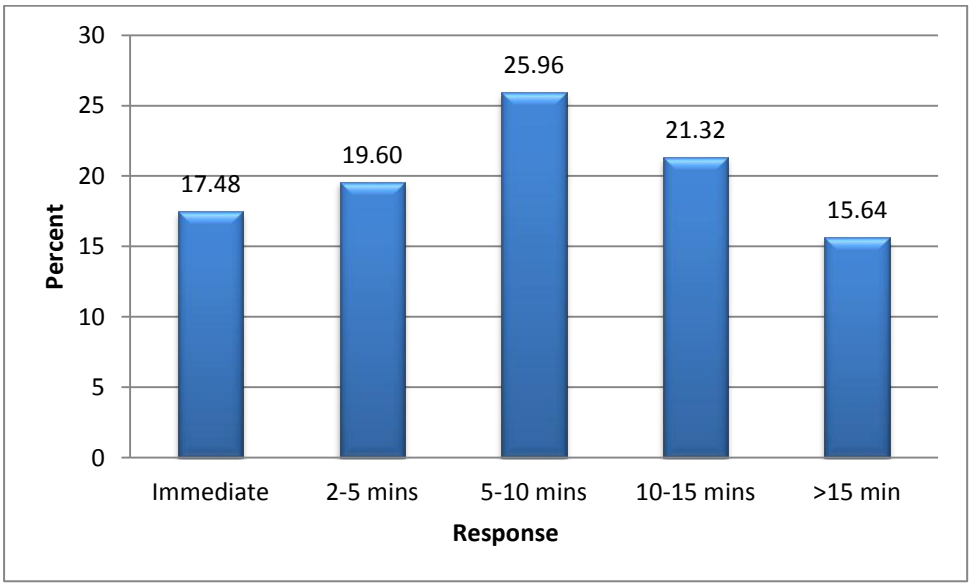


Figure 4.17: Time taken to attend the customer at the dealership

From the above Figure it is inferred that 37.1% of the respondents were attended immediately or within 5 mins, 26% of the respondent were attended in the showroom in 5-10 min and 26.9% of the respondents were attended within 10 to more than 15 minutes and this needs to be addressed by the dealer. Dealers need to invest more in training dealership employees for a faster sales process as making a customer wait for long time will result in loss of sale affecting the dealer and two wheeler company image. For a non-attended customer for long time may result in a negative experience for the customer and the unhappy or dissatisfied customers are likely to tell many more friends about their negative experiences. Dealers should try to minimize this gap and provide timely attendance and service to the customers. Given the short time that the buyer is willing to spend at the dealership, being efficient with the processes may endear the dealer to the potential customer.

4.4 RESPONSES OF CUSTOMERS TOWARDS THE POST SALES PRACTICES OF TWO WHEELER COMPANIES

After-sales service is an activity that is executed after the delivery of two wheeler to consumers for the purchase, which is valid for any customer service or relationship ties in various service activities. The needs and demands of the customers must be fulfilled

for them to spread a positive word of mouth. In the current scenario, positive word of mouth plays an important role in promoting brands and products.

Two wheeler companies often look towards achieving customer loyalty and creating an edge over competitors by offering new features and designs in every new model they launch. The key however to customer retention and winning the customers heart lies in providing exceptional after sales services. After-sales service which is a part of customer relationship management (CRM) helps to enhance a customer's loyalty.

4.4.1. SERVICING OF VEHICLE

A two wheeler servicing is a series of maintenance procedures carried out at a set time interval or after the vehicle has travelled a certain distance. All two wheeler companies after purchase of its two wheeler brand offers free and paid services on all its two-wheelers. These free services need to avail within the stipulated conditions of time period or km range, whichever condition gets satisfied earlier from the date of purchase. After the completion of free services or its validity period the customer needs to continue availing paid services as per the recommended service schedule. Very good quality skilled and trained manpower, cost of servicing, timely service, clean and comfortable service reception area, long opening hours ,on road break down service and also, the good workshop infrastructure, all of these factors are important in delivering an acceptable after sales service performance that will be able to make the customer satisfied and delighted.

From this point of view the customer's responses towards the servicing of the vehicle and their importance level is studied by the researcher.

Table 4.70: Rating of Servicing as an important factor

Responses	Cost of Servicing	Timely Service	Well Trained Mechanics	Cleanliness and Comfort of Service Reception	Long opening hours for Servicing	On road break down services	Overall Service Experience
1-Not Important at all	1.3	.7	1.9	.9	3.4	3.2	1.7

Responses	Cost of Servicing	Timely Service	Well Trained Mechanics	Cleanliness and Comfort of Service Reception	Long opening hours for Servicing	On road break down services	Overall Service Experience
2-Less Important	.9	3.0	2.3	7.2	7.3	5.4	5.4
3-Neutral	4.5	8.6	12.3	19.3	18.5	16.7	13.4
4-Important	41.6	39.1	37.7	41.2	42.3	40.1	46.9
5-Extremely Important	51.7	48.6	45.8	31.4	28.5	34.6	32.6
Total	100%	100%	100%	100%	100%	100%	100%

From the data presented in the above table 93.3% of the respondents have rated cost of servicing as important factor, followed by timely service (87.7%) and well trained mechanics (83.5%). On road break down service (74.7%), cleanliness and comfort of service reception (72.6%) and long opening hours (70.8%) has an important role to play however its rating is not as high in terms of buyer's criteria of buying.

4.4.1.2 CUSTOMER SATISFACTION WITH REGARDS TO SERVICING OF VEHICLE

Table 4.71: Rating of Servicing with regards to customer satisfaction

Responses	Cost of Servicing	Timely Service	Well Trained Mechanics	Cleanliness and Comfort of Service Reception	Long opening hours for Servicing	On road break down services	Overall Service Experience
1- Highly Dissatisfied	1.7	1.6	1.7	1.9	3.0	4.8	2.1
2-Dissatisfied	5.0	3.8	4.0	7.7	14.3	18.4	7.8
3- Neutral	15.4	20.8	23.2	28.7	28.5	26.5	21.9
4- Satisfied	51.8	49.0	48.3	45.2	38.9	38.3	52.2
5-Highly Satisfied	26.1	24.8	22.8	16.6	15.2	12.1	16.0
Total	100%	100%	100%	100%	100%	100%	100%

From the data presented in the above table, 77.9% of the respondents are satisfied with the cost of servicing, 83.9% of respondents are satisfied with timely service and 71.1% of the respondents are satisfied with the trained mechanics at the dealerships. Overall 68.2% of respondents are satisfied with overall service experience of the dealership. Given the increasing satisfaction of flawless service and providing of a good experience for the end-customer, the satisfied and delighted customers will not ever think of to switch brands next time they are in the market for a new two wheeler.

4.4.2 SPARE PARTS

A delightful journey of the customers is at the heart of any two wheeler companies business strategy and to ensure 100% customer satisfaction, the two wheeler companies have a dedicated unit for serving the customer's need for genuine and reliable spare parts. The two wheeler companies provide spare parts supply for at least five years from the date of discontinuation of a model. How the customers rated the important factors related to Availability, Price and Reliability of spare parts is studied by the researcher. The responses are presented in the table below:

Table 4.72: Rating of Spare parts as an important factor

Responses	Availability	Price	Reliability
1-Not Important at all	1.2 %	1.3 %	0.9 %
2-Less Important	3.3 %	3.7 %	3.2 %
3- Neutral	9.5 %	8.1 %	14.4 %
4- Important	33.2 %	43.3 %	40.0 %
5- Extremely Important	52.7 %	43.6 %	41.5 %
Total	100%	100%	100%

From the data so presented above, 86.9% of the respondents have rated price of the spare parts as an important factor, followed by availability of spare parts (85.9%) and reliability of spare parts (81.5%).

4.4.2.1 CUSTOMER SATISFACTION WITH REGARDS TO SPARE PARTS

Table 4.73: Rating of Spare parts with regards to customer satisfaction.

Responses	Availability	Price	Reliability
1- Highly Dissatisfied	2.3 %	0.8 %	2.5 %

Responses	Availability	Price	Reliability
2-Dissatisfied	7.9 %	7.4 %	6.2 %
3- Neutral	17.2%	22.6 %	23.0 %
4- Satisfied	44.5 %	47.4 %	45.0 %
5- Highly Satisfied	28.1 %	21.7 %	23.2 %
Total	100%	100%	100%

From the information presented in the above table, it is noticed 72.6% of the respondents are satisfied with the availability of spare parts, 69.1% of the respondents are satisfied with the price of the spare parts and 68.2% of the respondents are satisfied with the reliability of the spare parts.

4.4.3 INSURANCE

Buying a two-wheeler has become more of a necessity than luxury given the problems with transportation. Having a two wheeler spells freedom, convenience and availability at all times. But, to keep the vehicle guarded, there is a need of a comprehensive two wheeler insurance that covers the two wheeler against natural and man-made mishaps. Due to insurance there is a security and safeguarding of customers interest due to the sudden expenses that incur in case of unexpected events like theft or accident. In the city like Pune due to congestion of traffic and increased frequency of accident has laid the importance of insurance in two wheeler industry. Two wheeler industry uses lots of fiber parts while manufacturing and hence damage is very often and here the insurance is at rescue to some extent. The ease of filing an insurance claim and the promptness in which the insurance company processes the claim are an important factor when the customer decides which insurance policy to buy. The two wheeler dealer has its own tie up with insurance company as without insurance the two wheeler cannot be registered in Pune Regional Transport Office.

Table 4.74: Rating of Insurance as an important factor

Responses	Claim and settlement Procedure	Help extended by Dealer in claim settlement
1-Not Important at all	4.5 %	4.2 %
2-Less Important	6.8 %	7.8 %
3- Neutral	15.4 %	18.0 %
4- Important	39.2 %	40.9 %
5- Extremely Important	34.2 %	29.0 %
Total	100%	100%

From the information presented in the above table, 73.4% of the respondents rated claim and insurance settlement procedure as an important factor followed by 69.9% of the rated help extended by dealer in claim settlement as an important factor. If the vehicle is met with damages and the initial insurance claim process takes place at the dealership workshop and the claim is settled by the insurance company at the dealership only hence the dealership is the contact point for the insurance claim.

4.4.3.1 CUSTOMER SATISFACTION WITH REGARDS TO INSURANCE

Table 4.75: Rating of Insurance with regards to customer satisfaction.

Responses	Claim and settlement Procedure	Help extended by Dealer in claim settlement
1- Highly Dissatisfied	3.7%	4.6%
2-Dissatisfied	7.9%	10.9%
3- Neutral	35.2%	35.1%
4- Satisfied	38.9%	33.4%
5- Highly Satisfied	14.2%	16.0%
Total	100%	100%

From the above table, it was noticed 53.1% of the respondents are satisfied with the claim and settlement procedure and 49.4% of the respondents are satisfied with the help extended by dealer in insurance claim settlement process. There are 35.2% of the customers have responded a neutral satisfaction for claim and settlement and also for Help extended by Dealer in claim settlement. This may be due to the fact that these respondents have not claimed or experienced.

4.4.4 MEAN GAP ANALYSIS

The researcher has tried to identify the mean gap for the post sales service factors with the level of importance and level of satisfaction.

Table 4.76: Mean Gap Analysis for the post sales service factors

Parameters	Mean of Level of importance	Mean of Level of satisfaction	Gap Score
After-sales service factors			
Servicing of vehicle	4.41	3.95	- 0.46
Cost of Servicing	4.32	3.92	- 0.40

Parameters	Mean of Level of importance	Mean of Level of satisfaction	Gap Score
Timely Service	4.23	3.86	- 0.37
Well Trained Mechanics	3.95	3.67	- 0.28
Cleanliness and Comfort of Service Reception	3.85	3.49	- 0.36
Long opening hours for Servicing	3.97	3.34	-0.63
On road break down service	4.03	3.72	- 0.31
Overall Service Experience	4.41	3.95	- 0.46
Spare parts			
Availability	4.33	3.88	- 0.45
Price	4.24	3.82	- 0.42
Reliability	4.18	3.80	- 0. 38
Insurance			
Claim and settlement Procedure	3.92	3.52	- 0.40
Help extended by Dealer in claim settlement	3.83	3.45	- 0.38

The table above shows the negative gap score between the level of importance and level of satisfaction towards post sales factors. As the gap are visible with the post sales factors related to servicing of vehicle, spare parts and insurance. The two wheeler companies need to improve their post-sales practices and fill the gap.

4.4.5 CUSTOMERS RESPONSE TOWARDS SERVICING FACILITY BEING AVAILED

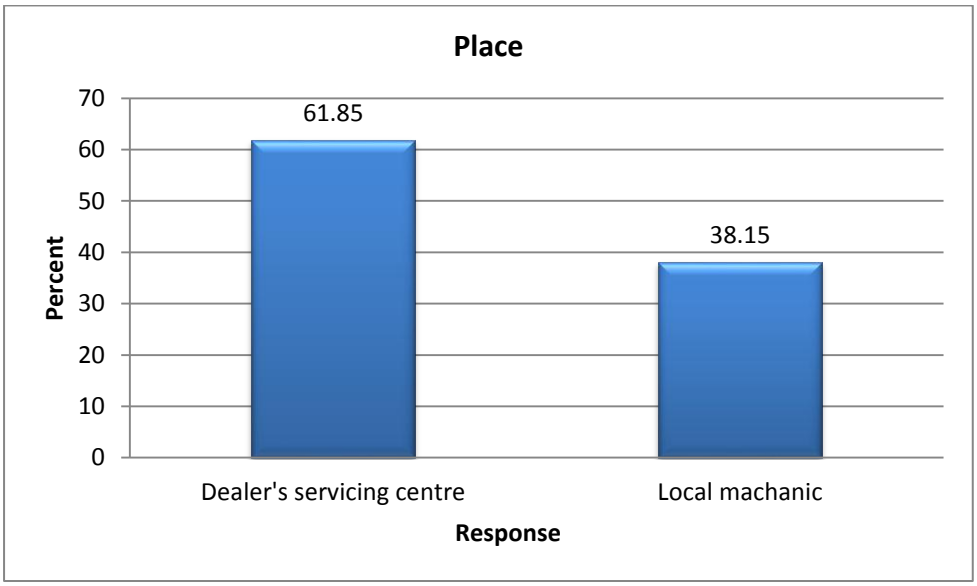


Figure 4.18: Response towards servicing facility being availed

The information presented in the table above indicates, 61.9% of the customers avail servicing facility as dealer's servicing center whereas 38.1% of the respondents avail servicing facility with their local mechanics.

4.4.6 RECOMMEND FRIENDS AND RELATIVES ABOUT PRESENTLY USING VEHICLE

Customers' willingness to recommend a product or service to others is based on the satisfaction with the brand. The satisfied and loyal customers talk up about the two wheeler company and the brand to their friends, family and colleagues. The most trustworthy form of advertising comes straight from the people the customers know and trust.

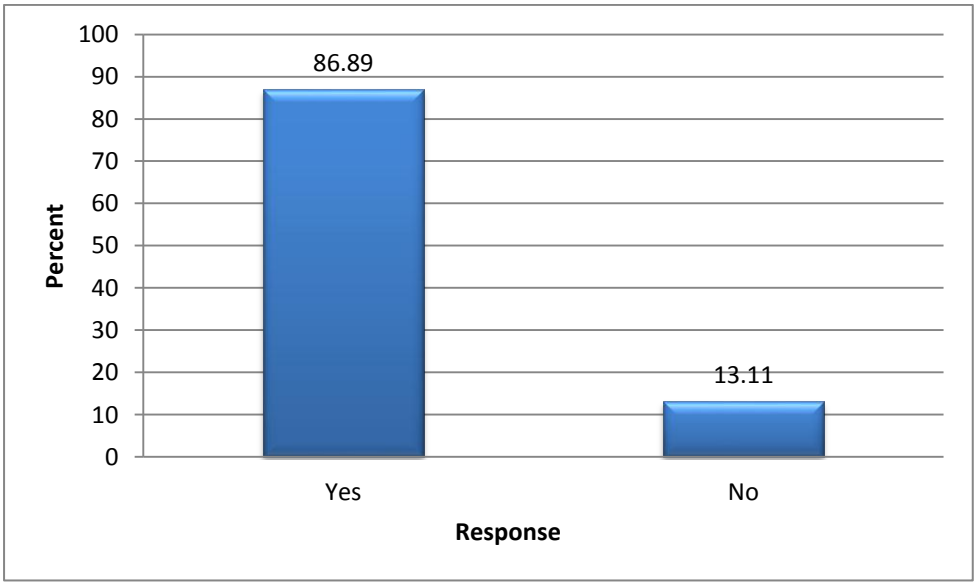


Figure 4.19: Customers willingness to recommend the two wheeler

From the table it is inferred that majority 86.9% of the respondents were interested in recommending the vehicle used to their friends and relatives and as the two wheeler companies need to create that positive connection with the brands and experience the magic of recommendations. These positive bonding and relationships will help the two wheeler companies to focus always on word of mouth recommendations. Word of mouth involves good product, good customer interactions and nurturing relationships with key influencers or "brand ambassador.

Though each and every two wheeler company strive hard to satisfy each and every customer but still there is going to be one or another customer who is not happy and to identify the reason is the tough job. From the data above its clear 13.1% of the respondents were not interested in recommending the vehicle used to their friends and relatives. There may be various reasons like not getting value for money from the two wheeler purchased, poor service offered etc. The two wheeler company should bridge the gap by conducting various post sales activities to engage the customer in a happy way.

4.4.7 BRAND LOYALTY

Brand loyalty is a pattern of consumer behaviour where consumers become committed to brands and make repeat purchases from the same brands over time. Loyal customers consistently purchase products from their preferred brands, as they feel that the brand consists of right product characteristics and quality at right price.

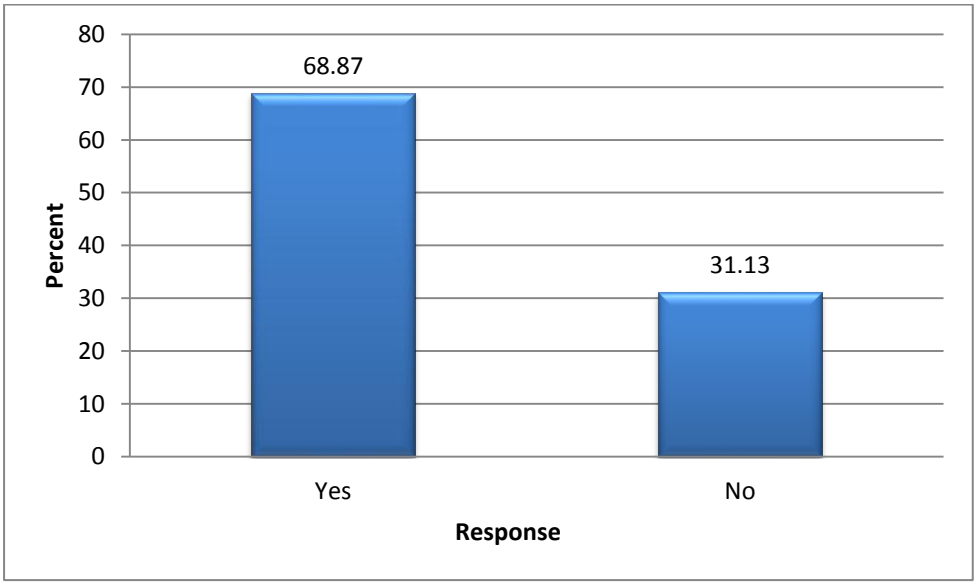


Figure 4.20: Customers response for purchasing the same brand next time

From the above table it is inferred, 68.9% of the respondents were interested in future purchasing the same brand of vehicle and 31.1% of the respondents were not interested in purchasing the same brand of vehicle in future.

4.4.7.1 Association of Brand Loyalty with Age

Marketing basically is a matter of relationship. As Peter Drucker has rightly said, every repeat purchase is a reflection of customer loyalty. The researcher has tried to find an association of Brand Loyalty with Age. The table below reflects the same.

Table 4.77: Association of Brand Loyalty with Age

Age	If anytime in future you indented to purchase a two wheeler will you purchase the same Make/ Brand		Total
	Yes	No	
18-21	70	36	106
21-25	192	113	305
25-35	175	67	242
35-50	68	15	83
50 and above	15	4	19
Total	520	235	755

Spearman's Correlation Coefficient.

Correlations			
		Age	If anytime in future you indented to purchase a two wheeler will you purchase the same Make/ Brand
Age	Pearson Correlation	1	-.117**
	Sig. (2-tailed)		.001
	N	755	755
If anytime in future you indented to purchase a two wheeler will you purchase the same Make/ Brand	Pearson Correlation	-.117**	1
	Sig. (2-tailed)	.001	
	N	755	755
**. Correlation is significant at the 0.01 level (2-tailed).			

The relationship between brand loyalty and age of respondent is assessed using Spearman's Correlation Coefficient. The value of Spearman's rho is -.117 with p value 0.001, which indicates that there is a negative association between brand loyalty and age of respondent means as the less the age group more are they loyal towards a brand.

4.4.7.2 Association of Brand Loyalty with Gender

Whether male and female are impressed with the product in the similar manner is a part of the present study.

Table 4.78: Association of Brand Loyalty with Gender

Gender	If anytime in future you indented to purchase a two wheeler will you purchase the same Make/ Brand		Total
	Yes	No	
Male	434 (68.6%)	198	632
Female	86 (69.9%)	37	123
Total	520	235	755

Spearman's Correlation Coefficient.

Correlations			
		Gender	If anytime in future you indented to purchase a two wheeler will you purchase the same Make/ Brand
Gender	Pearson Correlation	1	-.010
	Sig. (2-tailed)		.785
	N	755	755
If anytime in future you indented to purchase a two wheeler will you purchase the same Make/ Brand	Pearson Correlation	-.010	1
	Sig. (2-tailed)	.785	
	N	755	755

The relationship between brand loyalty and gender of respondent is assessed using Spearman's Correlation Coefficient. The value of Spearman's rho is -.010 with p value 0.785, which indicates that there is a negative association between brand loyalty and gender of respondent. Female are more loyal than males towards a brand.

4.4.8 ENGAGEMENT WITH THE DEALER AFTER PURCHASING THE VEHICLE

Dealers and two wheeler companies are constantly reaching and gaining insight about their customer after the sale and throughout their ownership experience. Two wheeler industry has a shift from a product-driven to a customer-centric approach to drive customer loyalty and to adapt to changing customer behaviour and expectations. Nowadays the companies and the dealers are creating an engaging customer journey to increase customer satisfaction and loyalty.

Table 4.79: Rating of Customer experience about Dealers

Response	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	Total
Explanation/ Guidance about proper driving of vehicle at the time of vehicle delivery	1.1 %	3 %	17.6 %	45.7 %	32.6 %	100%
Customers connect through sending Festival Message	2.8 %	10.7 %	33 %	40.1 %	13.4 %	100%
Information sharing by dealer/ company regarding new product launch	3.3 %	14.6 %	37.2 %	37.4 %	17.6 %	100%
Intimation regarding Service due date	3.7 %	10.2 %	23.2 %	41.7 %	21.2 %	100%
Feedback Mechanism	5.4 %	16.2 %	26.6 %	35.9 %	15.9 %	100%
Cognizance of feedback	6.6 %	16 %	30.1 %	33.6 %	13.6 %	100%

The data presented in the table above depicts the customer satisfaction towards the two wheeler dealers. 78.3% of the respondents were satisfied with explanation about driving of vehicle at the time of the vehicle delivery and 62.4% of the respondents were satisfied with the service intimations provided timely by the dealer. In the world of internet and social media customers are satisfied with the information of new product launch. The two wheeler dealers have used social media to share such information with the customers. Customers connect through sending festive message is gaining average satisfaction followed by a feedback mechanism and the cognizance of feedback.

From the above table it is also noticed that a notable response is towards the neutral side for the factors Information sharing by dealer/company regarding new product launch (37.2%), Customers connect through sending Festival Message (33%), Cognizance of feedback (30.1%), Feedback Mechanism (26.6%) and Intimation regarding Service due date (23.2%). The dealers can work and design more accurate practices to engage and connect with the customers after purchase. It would be easier for them to turn the neutral responses towards satisfaction.

4.4.9 OVERALL SERVICE EXPERIENCE WITH THE DEALER

Table 4.80: Rating of Customers overall service experience with the dealer

	Frequency	Percent
Very bad	14	1.9
Bad	26	3.4
Neutral	167	22.1
Good	394	52.2
Excellent	154	20.4
Total	755	100.0

From the above table it is inferred 72.6% of the respondents are happy with for the overall service experience with the dealer and only 5.3% of the respondents were not happy with the overall service experience with the dealer. 22.1% of the respondents expressed a neutral response.

4.4.10 WOULD YOU RECOMMEND THE SERVICE PROVIDED BY THE DEALER

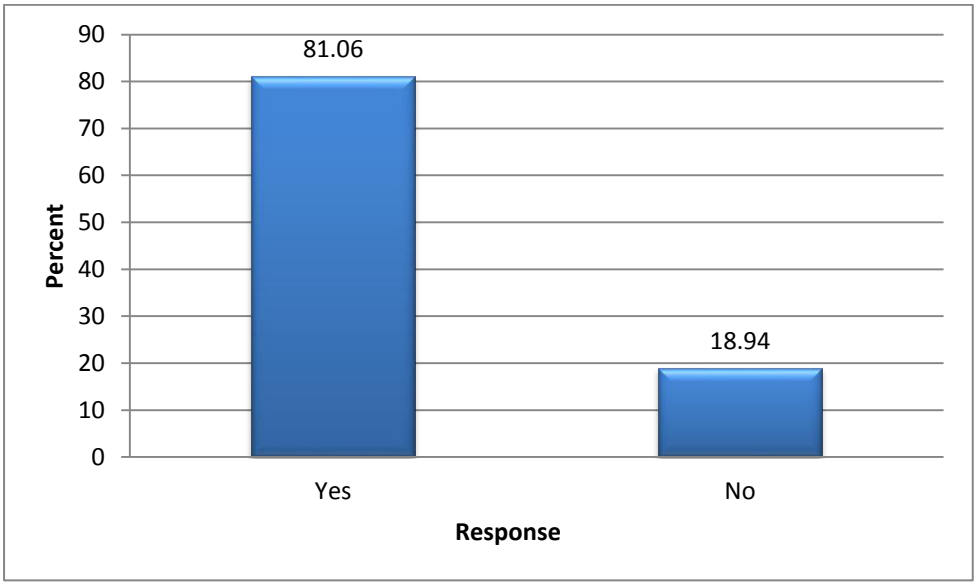


Figure 4.21: Customers responses towards recommendation of the dealer service to others

It seems logical that satisfied customers will someday become loyal customers. In other words there is a positive correlation between customer satisfaction scores and customer buying behaviour. From the figure above 79% of respondents are satisfied with the services provided by the dealer hence the two wheeler dealers should expect more

referrals and this is reflected in the analysis that 81.1% of the respondents would recommend the service provided by the dealer.

4.5. DEALERS OF TWO WHEELER COMPANY

The managers have to perform their best so as to improve the performance of the dealership in a given market place. Considering their role, functions and duties, the researcher had contacted 85 two wheeler dealers in Pune city. The researcher could manage to extract information from 74 two wheeler dealers in Pune city. The responses of these managers are tested by using statistical techniques. The data so collected is interpreted to draw meaningful conclusions.

The managers of two wheeler dealers are the persons who ensure the profitability of the dealership by planning, motivating and coordinating the dealership's management through leadership and solid business practices. The managers manage the dealership by overseeing the various departments which include variable operations (sales and financing), fixed operations (service and parts) and the business office (accounting and administration).

The main purpose of any business is to enhance its performance and sales, thereby increase profits. The manager's needs to plan the sales process by developing a sales force, coordinating sales operations and implementing sales techniques that allow the dealership to consistently hit and even surpass, its sales targets. The Manager needs to take into account all the pre-sales and post sales activities. Similarly the managers are supposed to concentrate on efforts to promote the sales as well as the most benefit and best outcome for the customer.

Table 4.81: No of Dealers of Two Wheeler Company

	Frequency	Percent
Bajaj	11	14.9
Hero MotoCorp	12	16.2
TVS	14	18.9
Yamaha	8	10.8
Honda	15	20.2
Suzuki	6	8.2
Mahindra & Mahindra	8	10.8
Total	74	100.0

The information above presents the dealers of selected two wheeler companies. It is noticed total 74 two wheeler dealers are studied by the researcher. Honda represents highest share with 20.2%, TVS with 18.9%, Hero MotoCorp with 16.2%, Bajaj with 14.9%, Mahindra & Mahindra and Yamaha with 10.8%, followed by Suzuki with 8.2%.

4.5.1 TWO WHEELER DEALERS SALES AND SERVICE NETWORK

A good two wheeler location ensures more profitable customers and increases the possibility of potential sales. Today, two wheeler dealers have to think about their branch location strategy as transactions depend on revenue generations they should optimize the overall branch network to maximize business. The company can expand its reach and penetrate into the market by appointing the sub-dealers to grow the sales and increase customer base. Appointment of sub dealers is done by two wheeler companies under the authorized two wheeler dealers. To penetrate in the market sub dealers are appointed by the dealers as it is centered on increasing marketing and sales efforts and sometimes increasing the number of locations in the interest of capturing greater shares of an existing customer base. Done well, market penetration yields valuable gains in market share. After sales service plays an important role in customer satisfaction and customer retention. To facilitate the customer with after sales service, every dealer has its Service station and they carry out servicing and repair work related to a two wheeler.

Questions were addressed to the two wheeler dealer managers and information related to sales and service network was extracted.

4.5.1.1 Information from the managers about the number of branches the dealership owns

Table 4.82: No. of Branches (Other than parent unit) of Two Wheeler Company Dealers

	Frequency	Percent
0	16 (21.6%)	21.6
1	22 (29.7%)	29.7
2	20 (27.0%)	27.0
3 and more	16 (21.6%)	21.6
Total	74 (100.0%)	100.0

The information presented in the table explains the number of branches the dealers have. It is noticed that nearly 58 (78.3%) dealers have their branches in Pune city. As seen above 22 dealers have one branch, 20 dealers have two branches and 16 dealers have 3 and more branches. In this competitive market all two companies are trying to reach the customers by allowing dealers for opening new branches to keep their profitability in mind. 16 dealers do not have any branch other than the dealership unit, the reason is the high cost of setting the branch and the high investment.

4.5.1.2 Information from the managers about the number of sub dealers the dealership has

The sub dealers are appointed by the two wheeler company and the dealers jointly. The sub dealers function under main dealerships. This tie up is only for sales related activities. The dealer appoints the sub dealer to promote sales and display the two wheeler for sales purpose against a security deposit. The sales two wheeler commission is passed to the sub dealer after the sales process. The post sales activities like service and spare parts for which the sub dealer is directly under the control of the two wheeler company. The service coupons and spare parts commission is given to the sub dealer by the two wheeler company.

Table 4.83: No. of sub dealers of Two Wheeler Company Dealers

	Frequency	Percent
0	18	24.3
1	13	17.6
2	24	32.4
3 and more	19	25.7
Total	74	100.0

The table reveals that, out of 74 respondents, 24 dealers had 2 sub-dealers, 19 dealers had 3 and more sub-dealers and 13 dealers had only one sub-dealer. All those dealers who are having sub dealers as the two wheeler companies want to penetrate and reach to each and every consumer at the corner and achieve a higher level of sales and market share. These two wheeler companies believe in push strategy.

The study also reveals that 18 dealers had no sub-dealers, the reason may be the Two wheeler company have their product monopoly in the market so they want the

customers to come at the dealership to purchase and are not much in favour of appointing sales points through sub dealer. These two wheeler companies believe in pull strategy.

4.5.1.3 Information from the managers about the number of service stations/ workshop the dealership has

Table 4.84: No. of service stations/ workshop of Two Wheeler Company Dealers

	Frequency	Percent
0	0	0
1	27 (36.5%)	36.5
2	28 (37.8%)	37.8
3 and more	19 (25.7%)	25.7
Total	74 (100.0%)	100.0

The above table indicates that, out of 74 respondents, 28 dealers had 2 service stations, 27 dealers had 1 service station and 19 dealers had 3 and more service stations. The number of service stations appointed by the companies depends upon the sales turnover. All those two wheeler companies which have less sales will have fewer service stations and vice versa. Every authorized dealer must have the sales and service outlets to satisfy the needs and wants of the customer.

4.6 RESPONSES OF TWO WHEELER DEALER MANAGERS ABOUT PRE SALES PRACTICES.

Consumer psychology varies and is different for different classes of consumers. How the consumer responds to a sales process often depends on type of target consumers, their preference, choices and values. Hence the researcher had established eleven different parameters as major factors on the basis of importance while designing the sales process. The rating of these parameters from managers' point of view is presented in table

4.6.1 RATING OF FACTORS INFLUENCING THE DESIGNING OF THE SALES PROCESS AS PER THE OPINION OF TWO WHEELER DEALER MANAGERS (on a scale 1-5, 1 means lowest value and 5 means highest value)

Table 4.85: Rating of factors influencing in designing the sales process as per the two wheeler Dealer Managers

BASIS OF IMPORTANCE	RATING					Total
	1	2	3	4	5	
Layout and Interior	1.4	10.8	20.3	36.5	31.1	100%
Location	4.1	4.1	10.8	31.1	50	100%
Product Display	2.7	14.9	23	23	36.5	100%
Attractive Discount Offers	10.8	10.8	16.2	32.4	29.7	100%
Helpful, Courteous and Trained Sales Staff	4.1	5.4	12.2	28.4	50	100%
Availability of Product range	0	5.4	25.7	31.1	37.8	100%
Exchange Offers	12.2	17.6	24.3	24.3	21.6	100%
Ease and fast sales procedure	1.4	6.8	12.2	48.6	31.1	100%
Finance Facility	1.4	6.8	16.2	35.1	40.5	100%
Test Ride Availability	8.1	13.5	13.5	21.6	43.2	100%
Vehicle delivery commitment	1.4	1.4	12.2	43.2	41.9	100%

Store Location, Trained sales Staff, Vehicle delivery Commitment and Fast Procedure are the factors which are rated as the most important while designing the sales practices by almost 80% of the Dealers followed by Product Range, Finance and Test Ride Facility. The focus of the dealers is more towards the comfort and convenience of the buyers.

4.6.1.1 LAYOUT AND INTERIOR

Two wheeler dealers sell dreams. The layout and interior of the dealership removes the physical and psychological barriers between customers and dream two wheeler vehicles. The layout should be comfortable as customers have their first interaction with the vehicle. The interior needs to have a sales environment which reflects the customer's preferences. The lighting and interiors at dealership is a useful sales tool which reinforces brand identity, displays in the best light and creates the right mood.

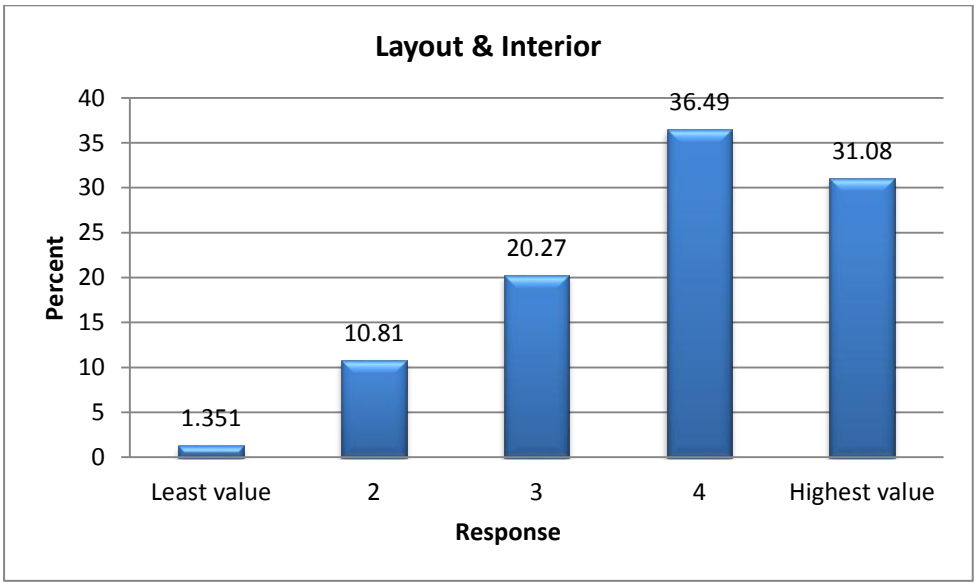


Figure 4.22: Rating by the Manager regarding layout and interior of the dealership

From the data presented in the above figure, 67.6% of dealers have rated layout and interior as an important factor while designing the sales process. Hence while designing sales process the two wheeler companies need to see that their dealership have a layout and appealing interiors as per the company norms to make the customers happy.

4.6.1.2 LOCATION

Location of the dealership is key to successful operations and overall growth. While designing the pre- sales process the location is important as it should be convenient to the customer and generate walk-in-customers. The two wheeler dealership needs to be located on highly visible places with good access to main transport routes and an eye-catching façade. Location can also influence a two wheeler dealer's ability to market itself. A dealership with a storefront on a busy street is more likely to attract customers with signs, signages and product displays than a dealership that is not in a busy area.

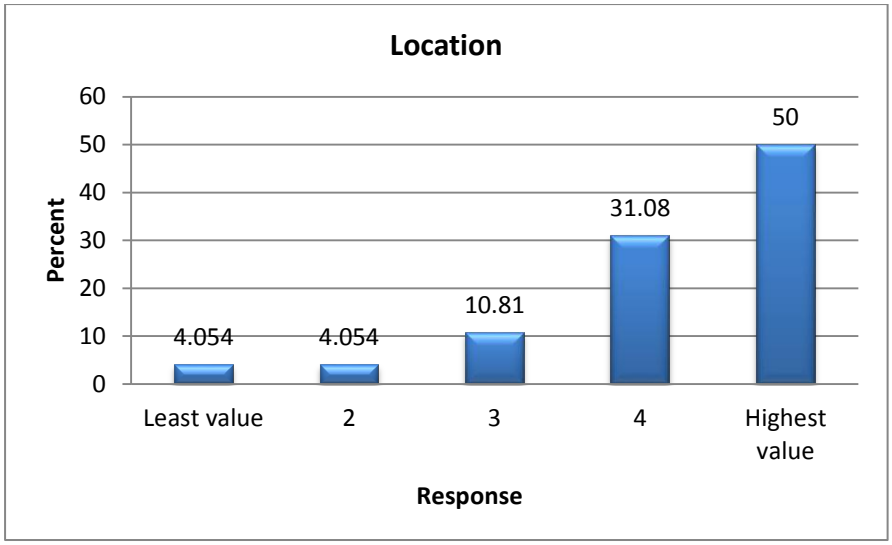


Figure 4.23: Rating by the Manager regarding Location of the dealership

It can be noticed from the Figure 81.2% of dealers have rated the location of dealership as an important factor while designing the sales process. As the dealers rate the location as important, they must select the location that is easily accessible for customers and prospects. This factor affects the sales and profitability of the dealer

4.6.1.3 PRODUCT DISPLAY

The saying "Presentation is Everything" and this applies to two wheeler industry where product display is the important factor to attract and hold the attention of the customers. Proper and right product display certainly add to the mystique of products Dealerships often feature top of the line and latest models at the front space of the dealership as when customers like what they see, it frequently leads to a test drive. Displaying the two wheelers will always lead to new and innovative ways to advertise and inspire customer purchases.

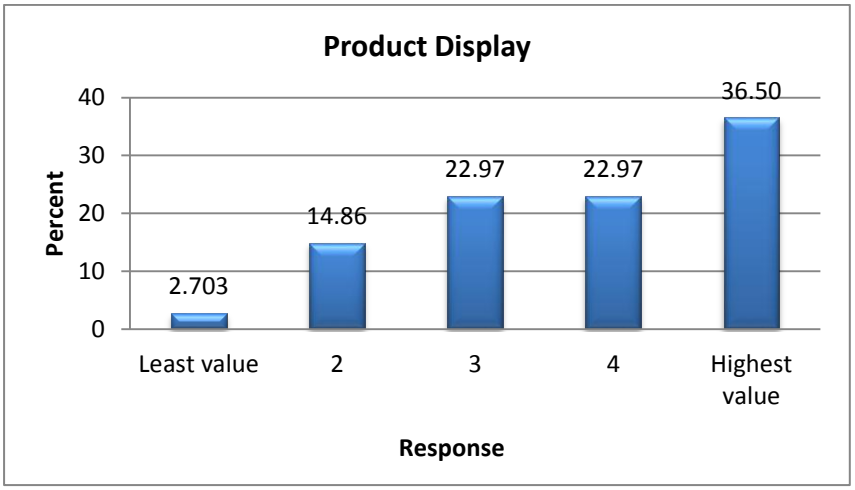


Figure 4.24: Rating by the Manager regarding product display in the dealership

From the above information 59.5% of the dealers feel that it is important to display the product in a right way to trigger the purchases as the two wheeler display must be the invitation to the passerby. A well-designed product display will encourage sales and peaks a customer's curiosity for a two wheeler. According to the dealer managers, when a buyer passes by a dealership, his attention can be dragged with the help of product displays.

4.6.1.4 ATTRACTIVE DISCOUNT OFFERS

Discounts are a staple of business strategy for many two wheeler dealer. There are regular discounts offered by a dealership either as a special scheme, festive discount, attractive offers etc. to lure potential buyers. Discounts, offers, gifts and other promotional offers usually have psychological impact on buying pattern.

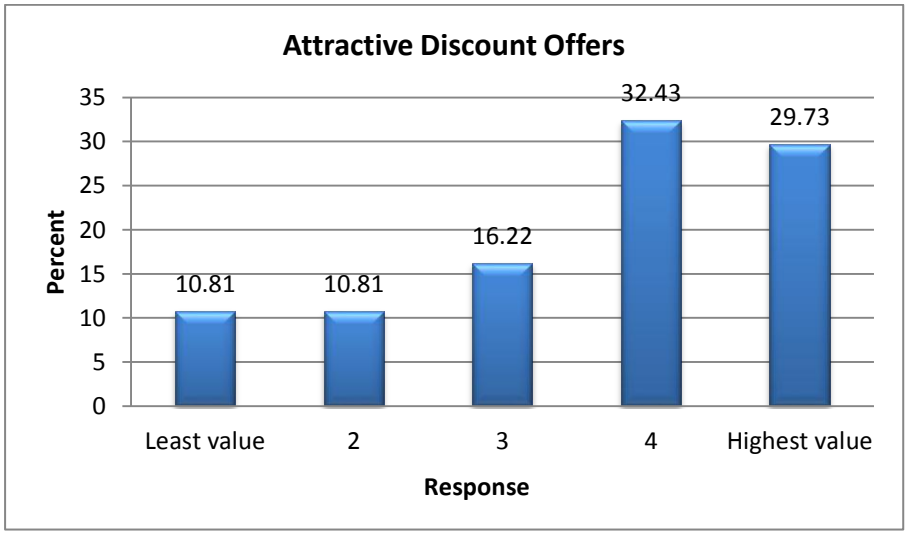


Figure 4.25: Rating by the Manager regarding attractive discounts offers of the dealership

From the data presented 62.1% of the dealers have rated attractive discount offers as an important factor while designing the sales process. The buyers are often lured by free gifts and other price offs. Discounts and attractive offers can spur purchases by existing customers, new customers, draw customers from competitors and stimulate business during slow periods.

4.6.1.5 HELPFUL, COURTEOUS AND TRAINED SALES STAFF

Dealers always play a critical role in the consumer decision making. Most prospects contact a dealership for information that will aid them in their buying decision. Here the sales staff plays an important role as they need to confidently approach prospects

and connect with them by hearty handshakes. Their courteous and helpful approach will lead to a trustworthy relationship with the prospects. Knowledgeable and trained salespeople are helpful in creating trust and confidence. A great dealership experience encompasses all points of contact between dealers staff and the customer, including the initial greeting (first impressions), the sales process, vehicle delivery experience, complaint handling and after delivery follow-up.

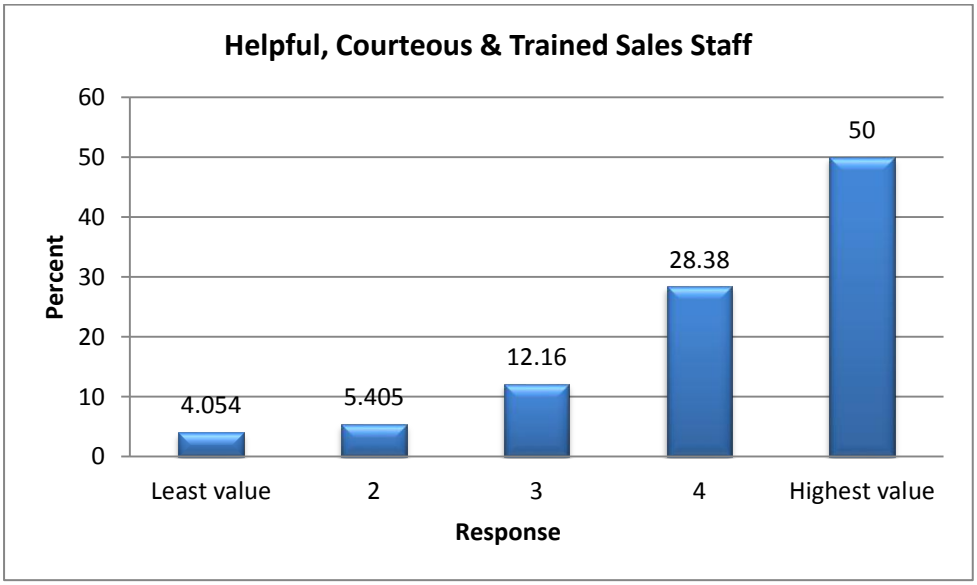


Figure 4.26: Rating by the Manager regarding Helpful, Courteous and Trained Sales Staff of the dealership

It is noticed from the data analysed 78.4% of the dealers rated the importance of helpful, courteous and trained sales staff. Dealers should try to retain this solid talent as it also helps increase repeat sales. Customers appreciate having a relationship with their dealer and working with a familiar sale staff helps to create a pleasant two wheeler buying experience.

4.6.1.6 AVAILABILITY OF PRODUCT RANGE

The two wheeler companies are battling in today's hyper competitive market are expanding their product line to satisfy the customer. Consumers are the only clear winners in this battle. Consumers have more choices of brands and models than ever before. Hence nowadays the product range is the identity of a two wheeler company. There is an unsaid need to keep a wide range of products at the dealership as it is highly

important due to the improved durability, reliability and faster design cycles have narrowed the differences among competing products in the same category.

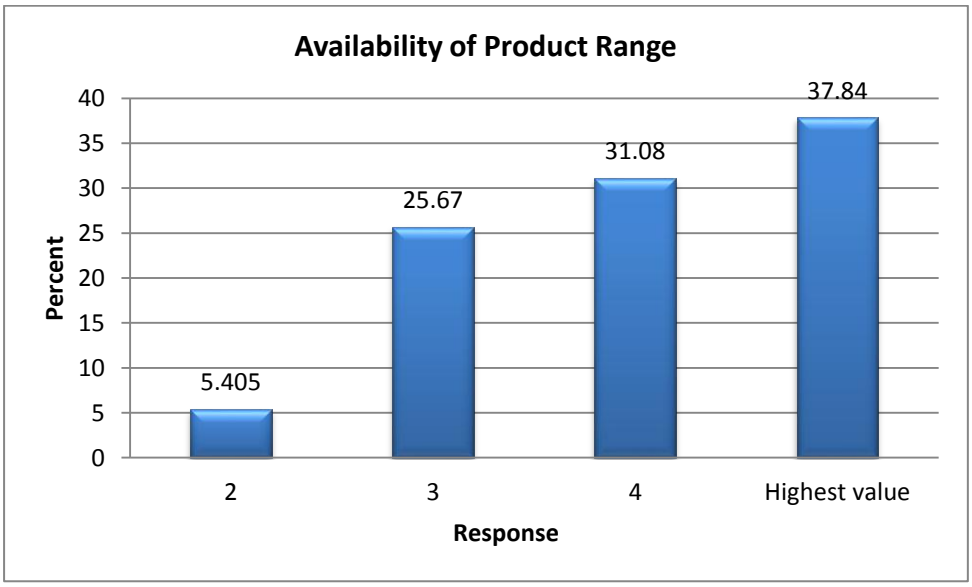


Figure 4.27: Rating by the Manager regarding Availability of Product range at the dealership

As from the above table, it can be noticed the importance of availability of product range in dealership. Out of 74 dealers, 68.9% of the dealers have rated the factor availability of product range as high. Easy availability of a product range can help to increase customer satisfaction and loyalty. Adding new products or variants of existing products enables companies to sell more to existing customers, without the effort and cost of acquiring new customers.

4.6.1.7 EXCHANGE OFFERS

'Exchange offer' is a type of sales promotion, common tool in two wheeler industry. It gives an opportunity to the buyer to get some value for their old two wheeler. Exchange offers are the easiest way to attract new and existing customers and boost sales. This practice is employed at the dealership by the company to engage its customer by giving an option of upgrading the model. How the dealers rated the exchange offers as an important factor while formulating the sales practices is studied by the researcher. The responses are presented in the figure

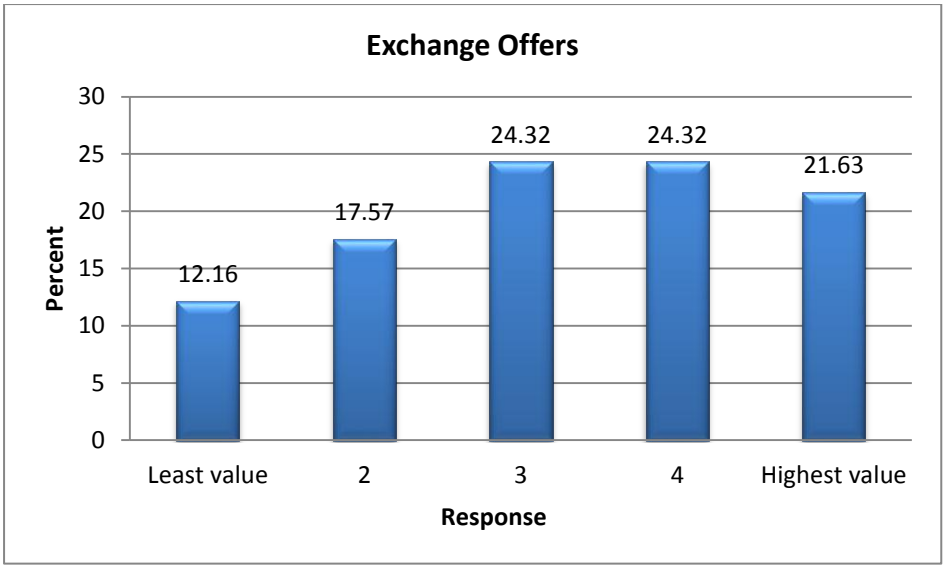


Figure 4.28: Rating by the Manager regarding Exchange offer' at the dealership

From the data presented above, 45.9% of the dealers consider exchange offer as important factor, however its impact is not high as other factors like layout, interiors, location, product range and helpful sales staff dominate the importance level among dealers.

4.6.1.8 EASE AND FAST SALES PROCEDURE

The sales process is finding out who the buyer is, what they want to buy and what the dealer can do to fulfill that want. While designing the sales practices the dealers keeps in mind, how to shorten and simplify it. It focuses on this because buyers demonstrate sensitivity to time. The dealer should try to eradicate the unwanted activities in the sales to speed up the process.

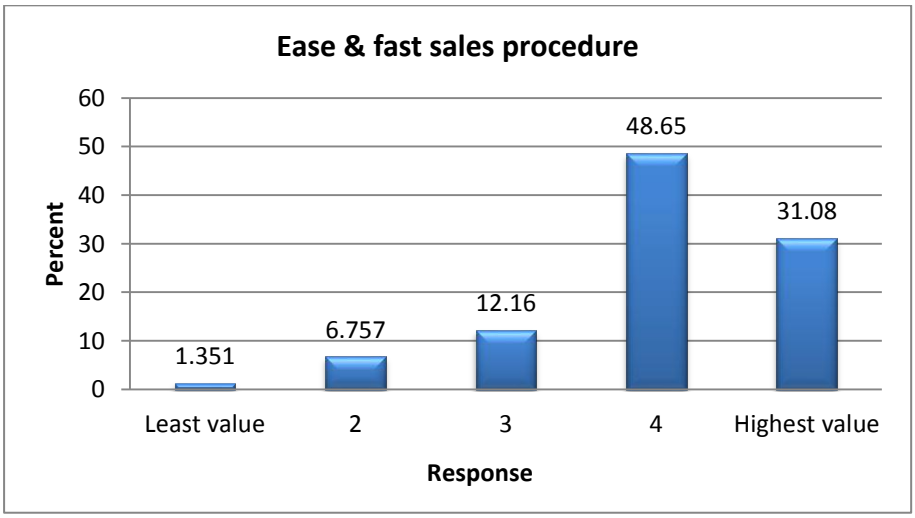


Figure 4.29: Rating by the Manager regarding ease and fast sales procedure at the dealership

The information presented above indicates that 79.6% of the dealers have rated ease and fast sales procedure as the important factor. As the factor is important due to the busy schedule of customers they want a quick and prompt sales service.

4.6.1.9 FINANCE FACILITY

The dealer has tie up with various finance partners like banks and financial institution. This provides a wide variety of choices to the customers, who can avail finance from any of the partners, according to their needs and profiles. The dealer provides the convenience of a one stop shop for the customers for an entire vehicle finance related needs, including choosing the right partner, selecting the best suited loan product, completion of all the finance related formalities and disbursal of loan by acting as a facilitator between the customer and financier. This indeed facilitates the dealer sales activities.

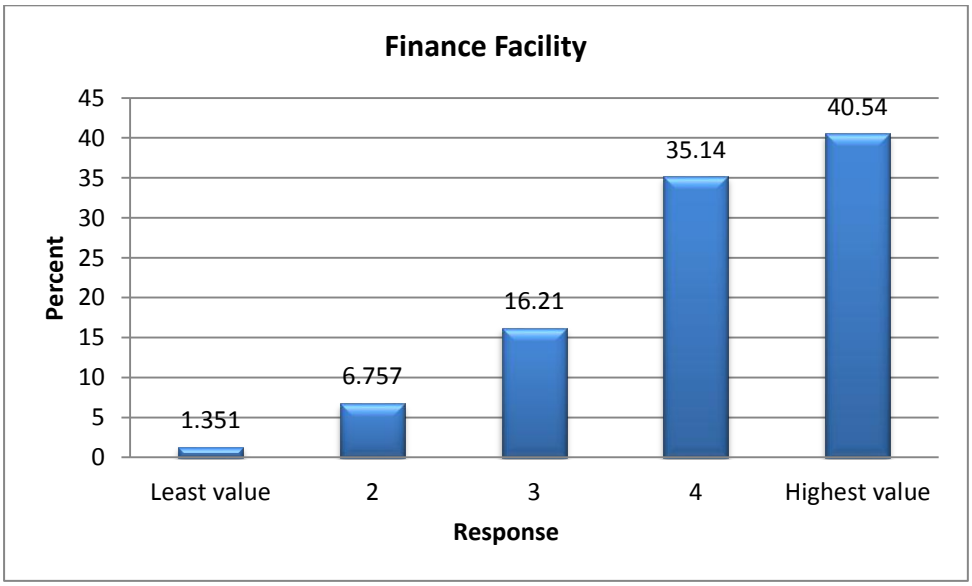


Figure 4.30: Rating by the Manager regarding finance facility at the dealership

The information presented above indicates, 75.6% of dealers have rated finance facility very high as a consideration while designing the sales activities. To financially support its customers in purchasing the two wheelers, the dealers provide loans and financing options through its financing companies. Offering finance facility increases customers buying power and encourages customers to buy a two wheeler and in a way the dealers increases and drive more sales.

4.6.1.10 TEST RIDE FACILITY

Those days are gone, keep up, move with the times and show buyers what they want to see. The focus has moved away from technical assessment by customers to what the customer wants from the two wheeler. The test ride facility helps the customers to assess the vehicle. Test ride facility is an important sales trigger for a dealer, it's a customer engagement activity which can be turned into a positive sales.

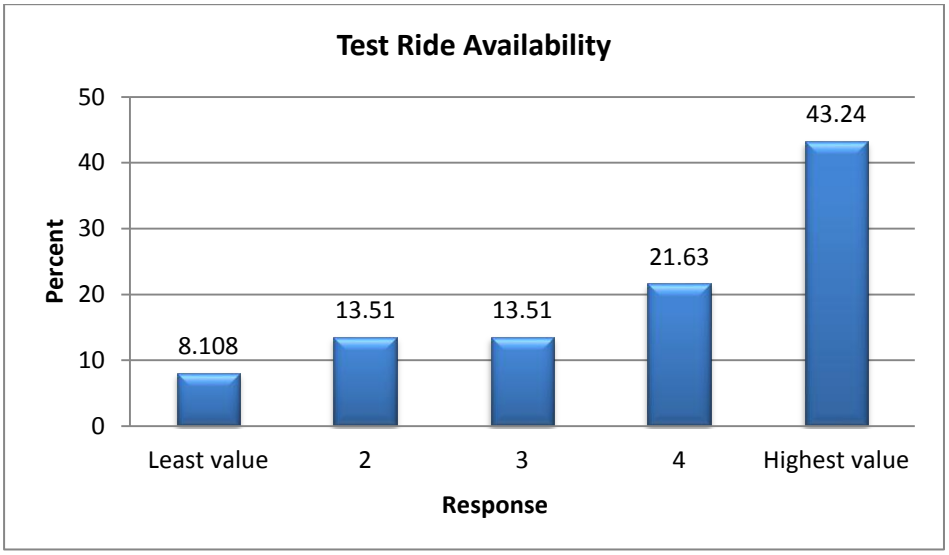


Figure 4.31: Rating by the Manager regarding test ride facility at the dealership

The data presented indicates the importance of test ride facility while designing the sales process by the dealers. 64.8% of the dealers have rated test ride facility as an important factor while considering the sales activities. The dealer knows the secret of test ride facility as it gives customers the opportunity to spend time with the product, understanding that the longer they interact with it, the stronger the feeling that "this is how it feels to own it" grows. Dealer who gives prospects and customers the opportunity to experience what it might be like to actually own the product or experience the service is the one who is going to get the sale.

4.6.1.11 VEHICLE DELIVERY COMMITMENT

The two wheeler dealer is establishing new relationships with the prospects and what the dealers do is important in establishing future success. Good customer service is about understanding the needs of different customers and keeping promises about delivering the vehicle. Customer service is important and can keep customers loyal to the dealer as well as the brand.

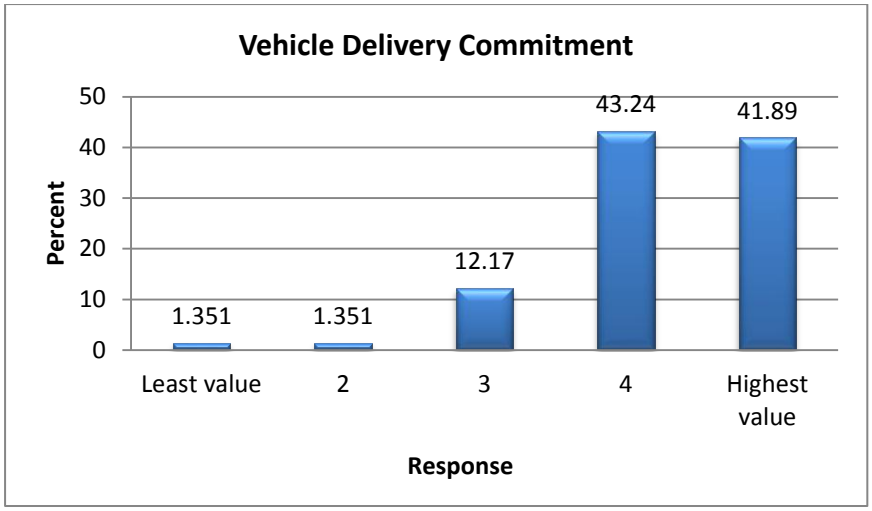


Figure 4.32: Rating by the Manager regarding Vehicle delivery commitment by the dealership

The data indicates, 63 dealers (85.1%) have valued the vehicle delivery commitment at higher level. The dealers know the importance of sales experience regarding the commitments given for delivery process and delivery timing. This in turn will lead to a satisfied customer. Commitment by the dealer is like a promise to the buyer. Good customer service is directly related to customer satisfaction and is a foundation to building strong relationships and growing the sales and repeat sales.

4.6.2 VIEWS OF THE MANAGERS ABOUT TIME TAKEN TO ATTEND A CUSTOMER, WHEN CUSTOMER WALKS IN.

The proper greeting and timely attendant makes customers feel welcome and valued. The sales process should mention the process of greeting customers as making the customer feel important can increase both sales and customer loyalty.

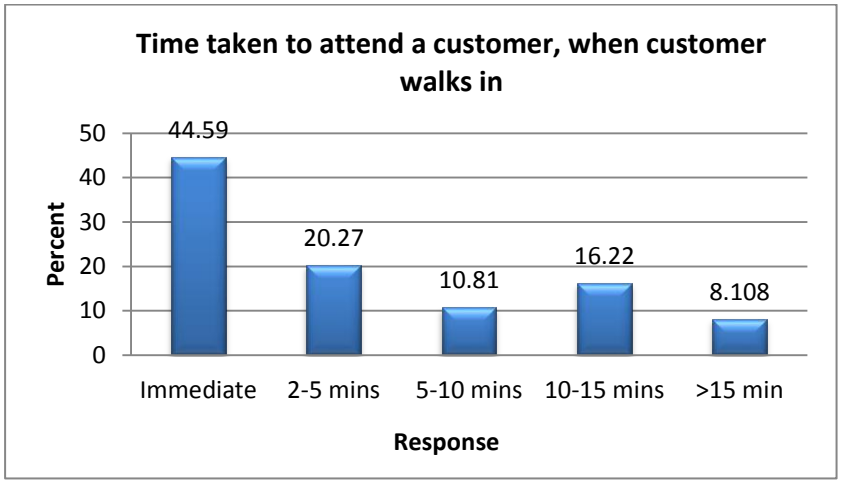


Figure 4.33: Opinions about the Manager about the time taken to attend a customer

From the data presented above, 64.9% of the dealer understands the importance of timely attendance and greeting of the customer when the customer walks in. The dealers know that customers want to see a dealer staff making a genuine effort to acknowledge and assist them. It is extremely important to get this interaction right with the buyer and the dealer. Timely greeting and acknowledging the customer can often be the most important aspect to closing a sale**.** 35.1% of the dealers take more than 5 to 10 minutes to attend customers as here the customers are not attended as soon as they enter the dealership, hence it's a matter of concern. The dealers need to work on it by minimizing the waiting period customer attendance. The dealers should offer them a warm, professional greeting, assistance and quality customer service. Ignoring or downplaying the importance of customer is dangerous for the dealer's success.

4.6.3 PERCEPTION OF TWO WHEELER DEALER MANAGERS ABOUT CONSUMERS BUYING PATTERN

The number of customers who visit and purchase from the two wheeler dealerships varies according to occasion and days of the week. The most preferred timing is weekend. Special occasions act as purchase triggers. How the manager evaluate the phenomenon of customers visiting dealership for enquiries and for outright purchase on weekdays and weekends as well as on special days of occasions was studied by the researcher.

4.6.3.1 Perception of two wheeler managers about days of week when customer prefer to purchase

This data presented below will help the two wheeler managers to identify many relational parameters such as days on which purchases and turnover is higher and the ups and downs in the purchase cycle.

Table 4.86: Perception of Managers about days of week when consumer prefer to purchase

	Frequency	Percent
Beginning of the week	9	12.2
Midweek	6	8.1
Weekends	59	79.7
Total	74	100.0

From the information presented above, 79.7% of the managers reported that customers like to purchase a two wheeler from a dealership on weekends. The dealership

witnesses the higher level of sales on weekends and hence is prepared to serve the customers on weekends. The dealership work hard on weekends i.e. Friday, Saturday and Sunday. As many customers have their holidays on Saturdays and Sundays they prefer to purchase on the weekends

4.6.3.2 Enquiries (approximate) on weekdays and weekends

The reception at the dealership maintains and keeps the count of the number of prospects and customers on different days of the week. These enquiries are generally the customer personally visiting the dealership. This data help the two wheeler managers to identify many relational parameters such as days on which enquiries are higher and the ups and downs in the enquiry pattern. The manager's opinion regarding enquiries is represented in table

Table 4.87: Perception of Managers about enquiries on weekdays and weekends

Enquiries (per day)	Weekdays	Weekends
<=10	10 (13.5%)	4 (5.4%)
11-20	40 (54.1%)	13 (17.6%)
>20	24 (32.45)	57 (77.0)
Total	74 (100.0%)	74 (100.0%)

The information represented in the above table indicates that the enquiry ranges from 11-20 per day on weekdays whereas on weekends this frequency increases to above 20. This indicates that a larger chunk of customers prefer to visit two wheeler dealers on weekends. The statistics also reveals the facts that some dealers have less than 10 enquiries on weekends rather than on weekdays may be the dealership are in office or industrial area.

4.6.3.3 Purchase (approximate) on weekdays, weekends and special days

Table 4.88: Perception of Managers about purchase on weekdays and weekends

Purchase	Weekdays	Weekends	Special days
<=10	25 (33.8%)	18 (24.3%)	0
11-20	29 (39.2%)	20 (27.05%)	15 (20.3%)
>20	20 (27.0%)	36 (48.6%)	59 (79.7%)
Total	74 (100.0%)	74 (100.0%)	74 (100.0%)

The data represented in the above table indicates the approximate weekday's purchase that ranges from 11-20 per day followed by less than 10 sometimes whereas on

weekends the frequency of purchase increases to above 20. Similarly on special days the purchase of the two wheeler is more than 20.

4.6.4 VIEWS OF MANAGERS ABOUT THE PROMOTIONAL ACTIVITIES AND EXPENSES

Promotional activities are the messages the two wheeler company sends out to the potential consumers. It provides information and persuades people, it creates awareness, stimulates demand and differentiates the product and influences customer behaviour Promotional activities helps for high customer awareness and sales. Various promotional activities are adopted by the two wheeler companies. The researcher tried to study the activities conducted by company, dealer or both and the expenses incurred for such activities. The researcher further investigated the ratio of expenses borne by the two wheeler company and dealer. The views of the managers regarding the promotional activities, expenses and the share of company and dealer in the expenses is represented in table

Table 4.89: Perception of Managers about promotional activities and expenses

	Promotional Activities	Promotional Expenses
Dealer	2 (2.7%)	0
Company	10 (13.5)	11 (14.9%)
Both	62 (83.8%)	63 (85.1%)
Total	74 (100.0%)	74 (100.0%)

From the data collected and analysed, it is inferred that promotional activities are conducted majorly by both the two wheeler company and dealer. Only 2% of the dealers feel that dealers conduct individual activities. Similarly the promotional expenses are borne majorly by both the two wheeler company and dealer. Sometimes for few promotional activities the expenses are borne only by the two wheeler company. It can be clearly seen from the information presented that dealers do not borne any expenses individually unless jointly shared with the company.

4.6.4.1 Expenses shared (Company: Dealer)

Table 4.90: Perception of Managers about sharing of promotional expenses by company and dealer.

	Frequency	Percent	Valid Percent	Cumulative Percent
50 -50	3	4.8	4.8	4.8

	Frequency	Percent	Valid Percent	Cumulative Percent
60 – 40	0	0	0	0
70:30	0	0	0	0
80:20	23	36.5	36.5	41.3
90:10	37	58.7	58.7	100.0
Total	63	100.0	100.0	

From the information presented, it indicates the promotional expenses are majorly shared in the proportion of 90: 10 and 80: 20. This clearly emphasis the major share of expenses is borne by the two wheeler company. The managers were of the opinions that the expenses are shared maximum by the company because the promotional activities like TV advertisements, Print media and Social media are majorly done by the company only. They are mass media promotional activities. The expenses were shared 50: 50 ratio when the dealer conducts outdoor promotional activities like, Product display in malls, Loan and exchange melas, rally, Display on vans, Free PCU Camps etc.

4.6.5 OPINIONS OF TWO WHEELER DEALER MANAGERS REGARDING THE EFFECTIVENESS OF PROMOTIONAL TOOLS TO ATTRACT CUSTOMERS DURING REGULAR AND FESTIVE PERIOD

Promotions can successfully drive desired behaviours and meet varying objectives for each target customer segment. Two wheeler companies can effectively design their promotional strategies to attract customers in today's challenging competitive environment while maintaining long-run profitability. An effective promotion strategy is especially important for two-wheeler today, considering the importance customers place on promotions and affordable prices when making two wheeler purchase decisions. By understanding their customer segments and providing a clear structure and communication for promotions, dealers can rise above the clutter and strengthen their image.

What kind of promotional tools are being used by the two wheeler companies to attract and persuade the customers decide their approach towards the customers. Different promotional tools are used by the two wheeler companies to promote and position a two wheeler brand. The utility of these tools depend on what is the target segment and

what the customer expect from product. The promotion tools usually fall in following categories.

1. Newspaper / Magazine/ Paper insertions
2. Hoardings
3. Television Commercials
4. Through internet
5. Attractive Discount offers
6. Finance schemes
7. Promotional Campaign (Demo van, Free PUC camps, displays, loan and exchange melas, rallies)
8. Contest / Sweepstake

Every two wheeler company selects a set of promotional tools considering the nature of customers, their socio-economic background and willingness to purchase from a particular dealership. They also make the changes in the combination of promotional tools in the regular period and festive period. As India is a land of festivals and two wheeler as a product is mostly purchased on festivals. In a country like India, where purchase decisions are mostly driven by emotions, the festive season comes with a big bonus for two wheeler companies of reminding the customers about the Indian culture by associating it with the products. A festivity provides a very good opportunity to reconnect with the current and prospective customers.

From this point of view, the opinions of managers towards different promotional tools from utility aspects and how effective they are in regular and festive period are assessed. The responses were rated with the scale 1-5, where 1- Not at all effective and 5- Very effective. The responses indicate following pattern

Table 4.91: Rating of different means of promotional tools

PROMOTIONAL TOOLS	RATING					Total
	1	2	3	4	5	
REGULAR (NON- FESTIVE) PERIOD						
Newspaper / Magazine/ Paper insertions	0	9.5	25.7	32.4	32.4	100%

PROMOTIONAL TOOLS	RATING					Total
	1	2	3	4	5	
Hoardings	2.7	9.5	32.4	43.2	12.2	100%
Television Commercials	5.4	9.5	23	31.1	31.1	100%
Through internet	18.9	10.8	29.7	25.7	14.9	100%
Attractive Discount offers	2.7	10.8	20.3	29.7	36.5	100%
Finance schemes	0	5.4	21.6	44.6	28.4	100%
Promotional Campaign (Demo van, Free PUC camps, displays, loan and exchange mela, rallies	6.8	6.8	17.6	39.2	29.7	100%
Contest / Sweepstake	4.1	13.5	39.2	31.1	12.2	100%
FESTIVE PERIOD						
Newspaper / Magazine/ Paper insertions	0	5.4	5.4	29.7	59.5	100%
Hoardings	5.4	8.1	24.3	27	35.1	100%
Television Commercials	6.8	6.8	14.9	29.7	41.9	100%
Through internet	14.9	8.1	24.3	36.5	16.2	100%
Attractive Discount offers	1.4	5.4	16.2	27	50	100%
Finance schemes	1.4	2.7	9.5	50	36.5	100%
Promotional Campaign (Demo van, Free PUC camps, displays, loan and exchange mela, rallies	5.4	8.1	16.2	32.4	37.8	100%
Contest / Sweepstake	8.1	18.9	31.1	21.6	20.3	100%

The two wheeler dealer manager's responses to these promotional tools are represented in table above. It is noticed that finance schemes (73%), promotional campaigns (68.9%) and attractive discount offers (66.2%) are rated as effective promotional tools while deciding the right mix of promotional tools in the regular (non-festive) period. In regular period there is a need to pull the customers to purchase by providing various schemes and offers.

Newspaper / Magazine/ Paper insertions (89.2%), Finance schemes (86.5%) and Discount offers (77%) are rated as effective tools while designing the promotional tools in the festive period. Advertising through newspaper is effective because of its pervasiveness and also particularly for two wheeler companies, whose products and services are targeted at mass consumer markets. It is a very cost-effective method for communicating with large audiences.

4.6.5.1 View of managers regarding using of social media for promotional activities

The internet and cellular technology have enabled use of a number of virtual and interactive promotional tools in two wheeler enterprise. Many two wheeler companies have commenced the usage of on-line promotions, as it's far focused and well-timed however it is nevertheless in the nascent stage.

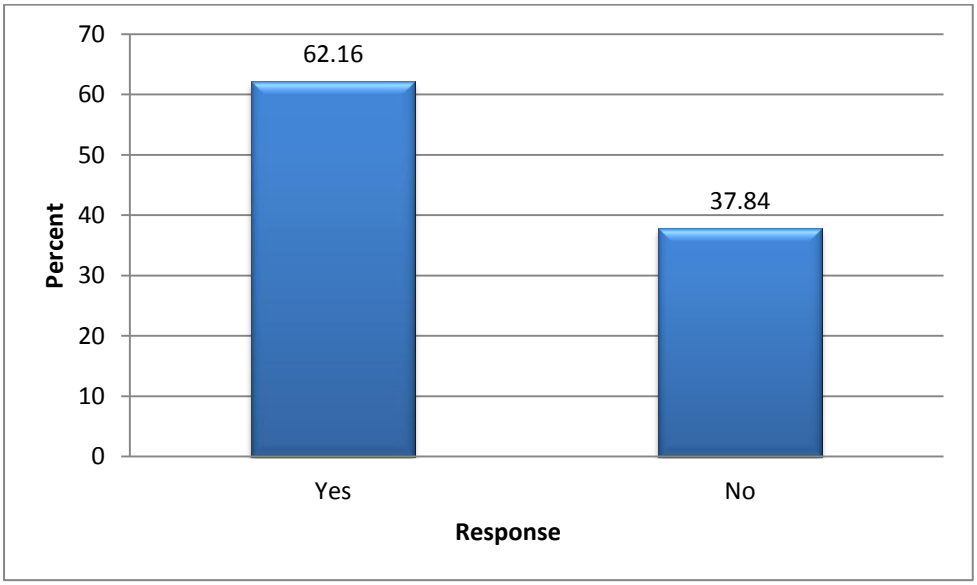


Figure 4.34: Opinion of managers regarding using of social media for promotional activities

From the data presented above only 62.2% of the two wheeler companies use social media/ internet for promotion activities. In this online world which is constantly changing, usage of social media is an essential part in today's highly technological world. The managers further revealed that social media is used through Facebook and posting videos on YouTube. Many dealers have the biker's community on Facebook where they share their Rallies and customers share their riding experience.

37.8% of two wheeler companies do not use social media but in this technological world it is beneficial for two wheeler companies to improve presence on Social media platform to increase customer base for two wheelers.

4.6.5.2 Views of managers regarding days of the week preferred for promotional activities

Table 4.92: Opinions of managers regarding days of the week preferred for promotional activities

	Weekend (Fri, Sat and Sun)	Weekdays (Mon - Thur)	Total
Newspaper	62.2	37.8	100%
Promotional Campaign	60.8	39.2	100%

Weekends are preferred for promotional activities through newspapers and campaigns. 62.2% of the dealers prefer promotional activities through newspaper and 60.8% through promotional campaigns on weekends as customers like to visit the dealership on weekends. The dealerships are set to serve the customers on weekends. Print media, which is at the heart of marketing strategy and media mix the challenge for two wheeler brand marketers is to create advertisements through newspaper that make an impact and meaningfully engage customers – both at an emotional and a rational level.

4.6.5.3 Percentage of online enquiries generated through internet.

Table 4.93: Opinions of managers regarding online enquiries

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<5	33	44.6	44.6	44.6
	5-10	13	17.6	17.6	62.2
	10-30	17	23.0	23.0	85.1
	30-40	11	14.9	14.9	100.0
	Total	74	100.0	100.0	

From the information presented in the table, it indicates that less than five enquires per day are generated through online medium of promotion. The managers revealed the online promotional tools that generate enquiries, they are well designed website of dealers, email marketing and through Just dial.

4.6.6 OPINION OF MANAGERS REGARDING THE STAFFING

4.6.6.1 Perception of managers regarding the qualification for sales staff

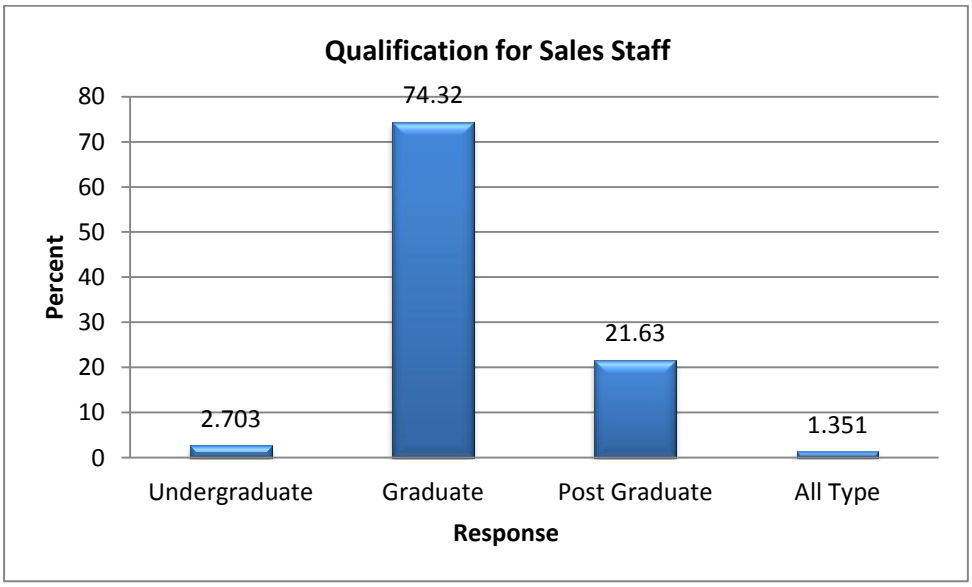


Figure 4.35: Perception of managers regarding the qualification for sales staff

The data presented shows the minimum requirements for qualifications is graduation. To survive in this competitive environment, the dealer knows the importance that salespeople need to be qualified as it's the salesperson who understands the buyer and communicate succinctly. In today's market of the more educated consumer and the internet it is more important than ever for a salesperson to be educated and professionally trained.

4.6.6.2 Incentive schemes for staff

In the competitive world, customers are demanding more personal, quality-packed service from two wheeler companies and dealers. The dealership can no longer afford to have sales person serve merely as order-takers. The dealers need to use sales person as tools to learn customer needs and gather intelligence on competitors. Such value-oriented relationships are needed to develop and hence dealers recognize the need of offering incentive schemes for staff as it increases motivation, raise productivity and boost morale. As per the opinions of managers choosing the right sales incentives to motivate staff is challenging. The manager's opinion regarding incentive schemes and also the period of incentive payment is represented in table

Table 4.94: Opinions of managers regarding Incentive Schemes for Staff

Incentive Schemes for Staff		Type of Schemes			Incentive Payment Period
No	6 (8.1%)	No	6 (8.1%)	No	6 (8.1%)
Yes	68 (91.9%)	Monetary	32 (43.2%)	Monthly	35 (47.3%)
		Non-Monetary	4 (5.4%)	Quarterly	18 (24.3%)
		Both	32 (43.2%)	Half Yearly	6 (8.1%)
				Yearly	9 (12.2%)
Total	74 (100 %)	Total	74 (100 %)	Total	74 (100 %)

The managers were of the opinion that majority of dealership offer incentive schemes for the staff. The manager further revealed that volume-based incentives are popular in two wheeler industry, which reward sales persons based on the number of units sold, as such incentive schemes boost sales volumes for the company, thus improving market share.

The information presented above also indicates monetary and combinations of monetary and non-monetary incentives schemes are highly executed to motivate the staff. The good incentive scheme brings the sales team together to work toward a common goal and foster a friendly atmosphere and healthy competition among staff. Get the incentive right and good performance will follow has been a generally accepted wisdom in two wheeler dealership.

Incentive schemes are inefficient if not paid in a specific time period. As per the data, majority of the managers prefer to pay the incentive to the staff per month followed by quarterly payment option also. The dealer managers disclosed the information of incentive frequency and highlighted the importance of the monthly incentive payout as it helps to tie specific monthly sales targets to specific incentive payments, thus keeping the sales force motivated throughout the year.

4.6.6.3 Training

Sales persons play a key role in the dealership as they are the first point of contact for customers, with a primary responsibility for generating sales and hence the profits. Sales persons need to be proficient in people-skill, presentation skill, negotiation skill and persuasion skill and for updating and energizing the skills training is important factor. Training employees is an essential activity for dealership to grow and succeed.

Training provides employees with the key knowledge and skills that they need to perform their job.

How the two wheeler company and the dealer managers identify the training needs and evaluate the training time periods was studied by the researcher.

Table 4.95: Opinions of managers regarding Training for Sales person

Training for sales persons		Training given to sales persons by whom		Frequency of Training	
				Monthly	13 (17.6%)
No	3 (4.1%)	Dealer	26 (35.1%)	Quarterly	27 (36.5%)
Yes	71 (95.9%)	Company	11 (14.9%)	Half Yearly	18 (24.3%)
		Both	37 (50.0%)	Yearly	16 (21.6%)
Total	74 (100%)	Total	74 (100%)	Total	74 (100%)

95.9% of the managers reported that they conduct and organize training for their sales persons. As the two wheeler industry is continuously changing, dealerships need to provide their employees with training throughout and if they fail to do so they will find it difficult to stay ahead of the competition.

From the data presented, both the two wheeler company and dealer give training to the sales persons of the dealership. From manager's point of view, right mix for training is needed as new vehicles are continuously launched and the right product knowledge and sales training will keep sales person motivated. It also proves to the sales person that they are valuable enough for the dealership to invest in them and their development. It creates a strong bond between the sales person and the dealership.

It is noticed that majority of the managers stated that quarterly training is provided to the sales person. The dealership utilizes a variety of types and techniques in training its sales persons. The important factor is not the types of training provided but, rather, it should continually provide opportunities for the sales persons to learn and to grow in their job. Hence the dealership will become a more efficient, profitable and enjoyable place to work for the employees.

4.6.6.4 Opinion of managers about sales generating through the reference of staff

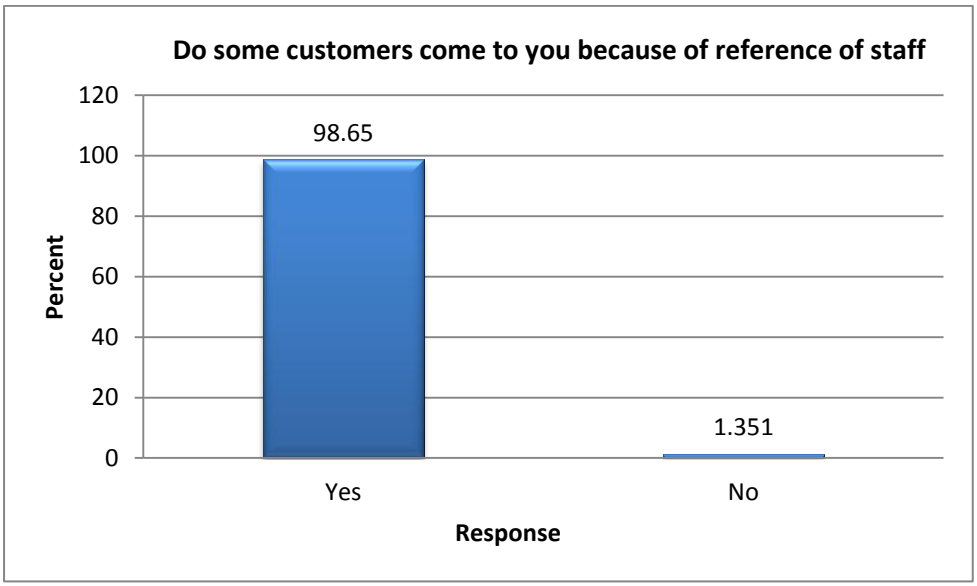


Figure 4.36: Opinion of managers about sales generating through the reference of staff

The data presented shows the clear majority (98.6%), that staffs do give reference about the product to their near and dear one and add to the volume of sales.

4.6.6.5 Contribution of sales staff in purchase decision of customer

Every time a customer visits a dealership for purchasing the two wheeler, the very first person with whom he interacts is the salesperson. The manners of a salesperson mean a lot to a customer. A consumer today has started to feel like the 'King' and strives for a similar treatment. So, it is of utmost importance for the dealer sales person to satisfy the consumers not only with the genuine products but also with their behaviour and proper response. A well-treated and pleased consumer often looks at the sales staff with trust and conviction.

Table 4.96: Opinions of managers regarding contribution of sales staff in purchase decision of customer

	Frequency	Percent
5% - 10%	11	14.9
10%- 20%	7	9.5
20% - 30%	11	14.9
30% - 40%	24	32.4
Above 40%	21	28.3
Total	74	100.0

The information presented in the table indicates 60.4% dealer managers agree that the contribution of sales staff in purchase decision is above 30% in total sales. Hence it is not only the good products that sell but the good service given by sales person to the customer also adds to the volume of sales.

4.6.7 OPINION ABOUT THE MANAGERS ABOUT FINANCE FACILITY MADE AVAILABLE AT DEALERSHIP AND ITS IMPORTANCE IN CUSTOMER DECISION MAKING

Dealer makes the facility to get financing at the dealership for the convenience of the customers. Dealerships are usually able to offer their customers better interest rates through the finance facility at dealership than customers can find on their own.

4.6.7.1 Tie-up with financial institution specified by the company

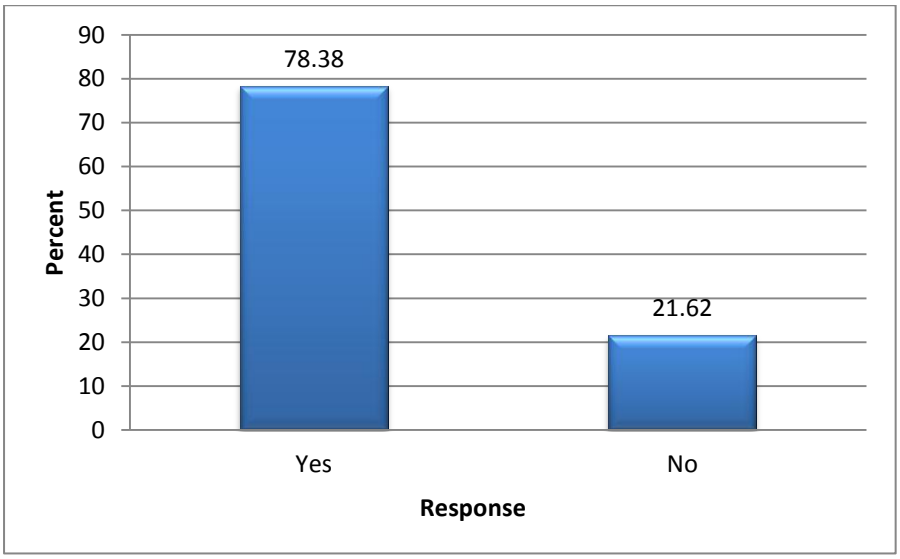


Figure 4.37: Opinion of managers about Tie-up with financial institution specified by the company

It was evident from the table, that almost 78.4% of the dealers have tie up with the financial institution specified by the two wheeler company to facilitate the sales as customers would value, finance facility available at dealership itself. This will help the dealership to become a 'one stop shop', where the customer will find their two wheeler and also the finance facilities. 21.6% of the dealers do not have tie up with financial institutes specified by the company the cause was investigated further with the dealership managers, one of the reason was the high commission offered by other financial institute for lending finance facility provided at dealership.

4.6.7.2 Importance of availability of finance facility at dealership

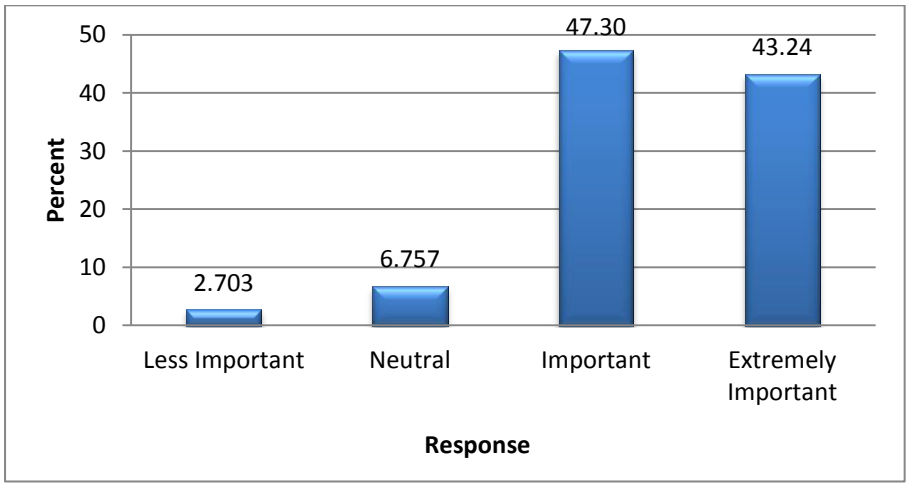


Figure 4.38: Opinion of managers about the importance of availability of finance facility

Majority (90.5%) of the dealers were with the opinion that finace facility available at dealership helps the customer to take purchase decision. Dealership knows that providing finance facility is a valuable tool in their sales.

4.6.7.3 Percentage of customer who avail finance facility

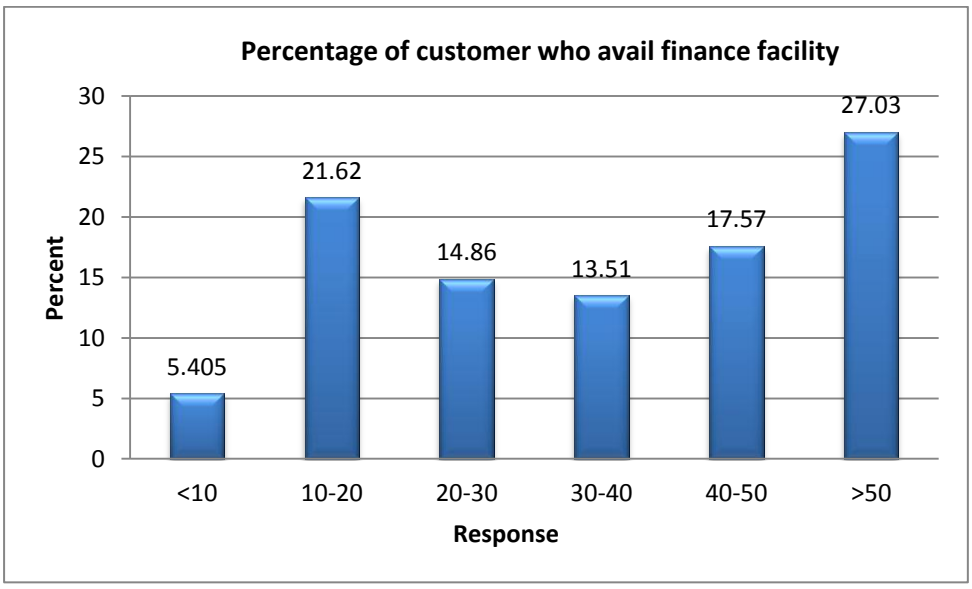


Figure 4.39: Opinion of managers about the customer who avail finance facility

It can be observed from the above table, 34.6% of the dealers express that more than 40% of the customers avail finance facility. Hence dealer can improve sales through the use of finance facility at dealership. Having a good finance schemes in the sales arsenal can help the dealers to close more sales.

4.6.8 PERCEPTION OF TWO WHEELER DEALER MANAGERS ABOUT RANKING OF DIFFERENT FACTORS WHILE SELLING

(on a scale of 1-8, where 1- not at all important and 8- extremely important)

The main factors of the vehicle under consideration by the customer while taking a purchase decision are: Mileage, Price, Style and Aesthetics, Pick-up, Cost of maintenance, Comfort, Colour and Safety. Questions were asked to understand the dealers' perception towards how a dealer ranks the factors while selling a particular vehicle. Factors were ranked on a scale 1-8, where 1-not at all important and 8 – extremely important.

The dealers are of the different opinion for different category of vehicle

4.6.8.1 Category A: Motorcycle 100cc

Table 4.97: Perception of Managers about ranking the important factors for Category A: Motorcycle 100cc

Factors	Ranking							
	1 not at all important.	**2**	**3**	**4**	**5**	**6**	**7**	**8 extremely important**
Mileage	0	0	0	0	0	2.7	32.4	64.9
Price	0	0	0	0	1.4	4.1	60.8	33.8
Style and Aesthetics	4.1	5.4	5.4	23.0	50.0	12.2	0	0
Pick-up	2.7	6.8	29.7	39.2	12.2	8.1	1.4	0
Cost of maintenance	6.8	1.4	12.2	6.8	4.1	62.2	5.4	1.4
Comfort	5.4	31.1	20.3	25.7	17.6	0	0	0
Colour	12.2	31.1	27.0	5.4	13.5	10.8	0	0
Safety	68.9	24.3	5.4	0	1.4	0	0	0

From the above table it can be inferred, that according to the managers for Category 'A' vehicles, the most preferred factors are mileage (97.3%) and price (94.6%) of the vehicle and followed by cost of maintenance. The customers in this category are cost conscious.

4.6.8.2 Category B: Motorcycle 125cc

Table 4.98: Perception of Managers about ranking the important factors for Category B: Motorcycle 125cc

Factors	Ranking							
	1 not at all important.	**2**	**3**	**4**	**5**	**6**	**7**	**8** extremely important
Mileage	0	1.4	1.4	6.8	0	33.8	31.1	25.7
Price	0	0	0	1.4	4.1	32.4	44.6	17.6
Style and Aesthetics	1.4	0	0	14.9	0	27.0	12.2	44.6
Pick-up	0	1.4	6.8	12.2	20.3	5.4	16.2	37.8
Cost of maintenance	20.3	1.4	20.3	28.4	27.0	1.4	1.4	0
Comfort	10.8	37.8	21.6	25.7	1.4	1.4	1.4	0
Colour	6.8	33.8	41.9	4.1	13.5	0	0	0
Safety	60.8	24.3	8.1	6.8		0	0	0

According to in the information presented in the table above, it is noticed for Category 'B' vehicles, according to the managers customer give Preference to price (94.6%), mileage (90%), style and aesthetics (83.8%) and then pick up (60%). From the above Figure, it is seen that safety and comfort are not dominant factors for the Category 'B' vehicles.

4.6.8.3 Category C: Motorcycle 150cc

Table 4.99: Perception of Managers about ranking the important factors for Category C: Motorcycle 150cc

Factors	Ranking							
	1 not at all important.	**2**	**3**	**4**	**5**	**6**	**7**	**8 extremely important**
Mileage	1.4	12.2	45.9	21.6	18.9	0	0	0
Price	0	1.4	6.8	17.6	10.8	62.2	1.4	0
Style and Aesthetics	0	1.4	0	0	0	1.4	41.9	55.4
Pick-up	0	0	0	0	0	4.1	52.7	43.2
Cost of maintenance	43.2	54.1	2.7	0	0	0	0	0
Comfort	0	1.4	4.1	29.7	37.8	24.3	2.7	0
Colour	51.4	13.5	16.2	4.1	10.8	1.4	2.7	0
Safety	2.7	16.2	28.4	27.0	20.3	5.4	0	0

As per the data presented in the table above, for Category 'C' vehicles, according to the managers the factors dominating the category are style and aesthetics (97.3%) and pick up (95.9%) From the above Figure, it is seen that even price (63.6%) having its dominance as customers in this category must be comparing the brands as per the prices as this category is dominated only by style and aesthetics and power.

4.6.8.4 Category D: Motorcycle 150cc and above

Table 4.100: Perception of Managers about ranking the important factors for Category D: Motorcycle 150cc and above

Factors	Ranking							
	1 not at all important.	2	3	4	5	6	7	8 extremely important
Mileage	0	14.9	81.1	4.1	0	0	0	0
Price	2.7	2.7	4.1	78.4	1.4	9.5	1.4	0
Style and Aesthetics	0	0	0	0	1.4	12.2	51.4	35.1
Pick-up	0	0	0	0	2.7	6.8	35.1	55.4
Cost of maintenance	14.9	74.3	6.8	4.1	0	0	0	0
Comfort	0	0	1.4	10.8	45.9	24.3	8.1	9.5
Colour	83.8	6.8	6.8	2.7	0	0	0	0
Safety	0	0	0	0	48.6	47.3	4.1	0

As per the data presented in the table above, for Category 'D' vehicles, according to the managers the factors most dominating the category are pick up (90.5%) and style and aesthetics (86.5%) From the above Figure, it is seen that even safety and comfort are also considered by customers as per the two wheeler manager's responses.

4.6.8.5 Category E: Scooterette

Table 4.101: Perception of Managers about ranking the important factors for Category E: Scooterette

Factors	Ranking							
	1 not at all important	2	3	4	5	6	7	8 extremely important
Mileage	4.1	40.5	48.6	0	2.7	2.7	1.4	0
Price	2.7	1.4	18.9	55.4	8.1	6.8	6.8	0

Factors	Ranking							
	1 not at all important	**2**	**3**	**4**	**5**	**6**	**7**	**8 extremely important**
Style and Aesthetics	0	0	0	0	17.6	21.6	39.2	21.6
Pick-up	1.4	33.8	20.3	27.0	16.2	1.4	0	0
Cost of maintenance	75.7	20.3	2.7	1.4	0	0	0	0
Comfort	0	0	0	2.7	2.7	12.2	25.7	56.8
Colour	16.2	2.7	9.5	12.2	39.2	17.6	2.7	0
Safety	0	1.4	1.4	0	13.5	40.5	23.0	20.3

According to the perception of the dealers, comfort and style are the most preferred factors in the Category 'E' vehicles. These vehicles are mainly focused for the female riders. But due to comfort factor, a trend is observed that even the males in their forties prefer these vehicles. Safety factor is also considered in this category.

4.7 OPINION OF MANAGERS REGARDING THE IMPORTANCE OF POST SALES PRACTICES TO SATISFY THE CUSTOMERS

Key to ensure that the customers are happy after purchasing the two wheeler and that they keep coming back for not only good products, but also great service. Good customer service is part and parcel of every two wheeler dealer existence. When the dealership has satisfied the customers with the post sales activities, the customers are not only going to help the dealers to grow by continuing doing servicing with them, but recommend the dealership for sales and services to friends and associates as well. Increasing competition is forcing two wheeler companies to pay much more attention to satisfy customers by providing good post sales services.

Post sales practices are the activities related to servicing of the two wheeler, spare part inventory policy and maintaining relationship with customer. The post sales practices is a relevant source of revenue, profit and competitive advantage for the two wheeler companies and dealers

4.7.1 Importance of post sales practices with regards to servicing of a two wheeler:

Servicing of a two wheeler is the activities with regards to repairs, service and maintenance of a two wheeler. Servicing of a two wheeler is required to be done in regular intervals to ensure that standardized processes and genuine parts keep the two wheeler running for long tenure.

The questionnaire has incorporated a scale, where in the respondents (dealer managers) were requested to rank the identified parameters (Cost of servicing, timely service, well trained mechanics, etc.) on the basis of importance to satisfy the customers. The respondents were requested to rank these parameters on a six point scale, where 1 meant least important and 6 meant extremely important.

Table 4.102: Rating by Managers about the factors governing servicing

Response	1- Not at all important	2	3	4	5	6- Extremely important	Total
Cost of Servicing	17.6	4.1	20.3	21.6	10.8	25.7	100%
Timely Service	2.7	1.4	5.4	10.8	36.5	43.2	100%
Well Trained Mechanics	0	10.8	20.3	18.9	33.8	16.2	100%
Cleanliness and Comfort of Service Reception	16.2	40.5	16.2	17.6	6.8	2.7	100%
Long opening hours for Servicing	12.2	24.3	25.7	21.6	5.4	10.8	100%
On road break down service	52.7	17.6	12.2	9.5	6.8	1.4	100%

Timely Service (79.7%), Well Trained Mechanics (49%) and Cost of Servicing (36.5%) are the factors which are rated as the most important while designing the post sales practices for customer satisfaction by Dealers. Long opening hours for servicing (16.2%), Cleanliness and Comfort of Service Reception (9.5%) and on road break down service (8.2%) are of least importance according to the managers. The focus of the dealers is more towards the timely service to the buyers.

4.7.2 Importance of post sales practices with regards to spare parts of a two wheeler

Spare parts inventory are needed at dealer service station for maintenance and repair of two wheelers. Spare parts life cycle is much longer than two wheeler life cycle, given the mandate to serve the market with spare parts for an additional 7-10 years after the corresponding two wheeler model has been out of market. The dealer understand the importance of properly managed and optimized spare parts for satisfying customers and can boost revenue, profitability and brand image simultaneously.

The questionnaire has incorporated a scale, where in the respondents (dealer managers) were requested to rate the identified parameters (availability, price and reliability) of spare parts on the basis of importance to satisfy the customers. The respondents were requested to rate these parameters on a five point scale, where 1 meant least important and 5 meant extremely important.

Table 4.103: Rating by Managers about the factors governing spare parts

Response	1- Not at all important	2-Less important	3-Neutral	4- Important	5- Extremely important	Total
Availability	0	2.7	6.8	21.6	68.9	100%
Price	0	0	21.6	52.7	25.7	100%
Reliability	0	10.8	20.3	43.2	25.7	100%

The statistics presented in Figure clearly indicates that 90.5% of the mangers have rated availability of spare parts as an important factor followed by price (78.4%) and reliability (69.2%) while designing the inventory management of spare parts for customer satisfaction by two wheeler dealers. Customers have rising expectations and concern about availability, price and quality of spare parts. The occurrence of delay in repairing due to lack of spare parts worsens customers negative perception hence availability of spare parts is a major factor.

4.7.3 Views of managers about post sales practices with regards to customer relationship management activities

Customer Relationship Management related to post sales refers to the activities and methodologies that help dealers to manage customer relationships in an organized way. It involves activities, like recording customer feedback, keeping in touch with customers through various tools, reminding customers about insurance and loyalty schemes and it will continue to play an integral role in the customer experience development.

4.7.3.1 Customer Feedback Mechanism

Customer feedback mechanism describes the method of obtaining customer's opinion and views about the product or service. In the competitive world the importance of retaining existing customers and expanding business is paramount and hence the greater the need to manage the interaction with customer base. Customer feedback was a tool to interact with the customers who have purchased the two wheeler and listen to them about their experience.

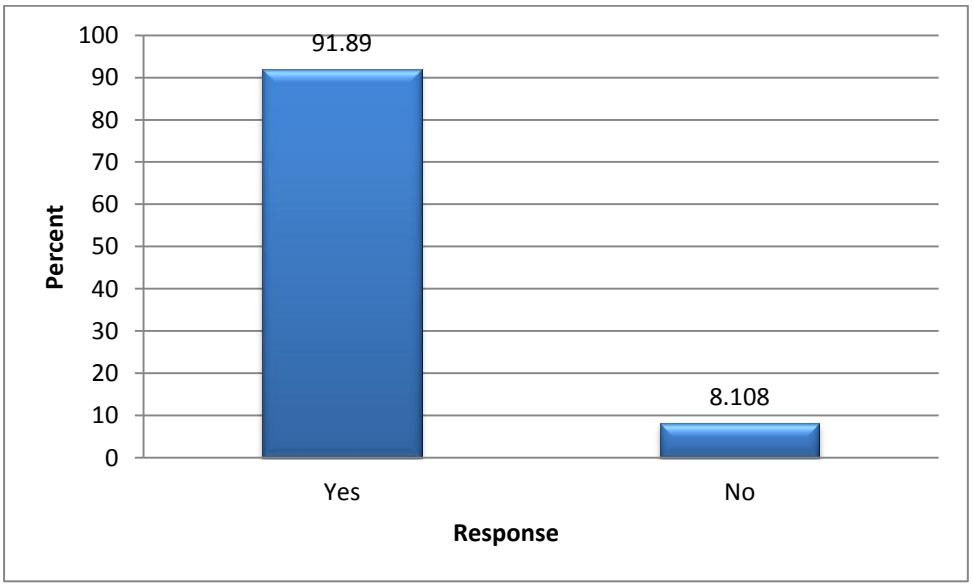


Figure 4.40: Opinions of Managers about the Customer Feedback Mechanism

From the information presented in the above table, it is noticed that 91.9% of the dealer managers have a feedback mechanism at the dealership. It is so important because it provides two wheeler companies and dealers with insight that they can use to improve

their products and/or overall customer experience. Customer feedback helps to measure customer satisfaction.

4.7.3.2 Connecting with customers

In the competitive two wheeler industry, to survive and grow it is important to be in touch with the customers. The two wheeler companies and dealers keep in touch with excising customers through SMS, mails, tele-calls and letters or greetings. They may use it in combinations also hence the managers were given multiple options to opt for by the researcher.

Table 4.104: Opinions of Managers about Connecting with customers

	SMS	Mails/internet	Tele- calls	Letters/ Greetings
No	4 (5.4%)	38 (51.4%)	12 (16.2%)	67 (90.5%)
Yes	70 (94.6%)	36 (48.6%)	62 (83.8%)	7 (9.5%)
Total	74 (100%)	74 (100%)	74 (100%)	74 (100%)

From the information presented in the table, 94.6% of the managers connect with their customers majorly through SMS followed by tele-calls (83.8%) Letter and greetings are losing its importance while connecting with customers. It is noticed only 48.6% of managers use internet / mails and 51.4 % of managers do not use mails or internet to be in touch with customers, hence we can interpret the nascent stage of information technology in two wheeler industry. The statics highlights that two wheeler dealers use different modes to be in connections with customers as staying in touch with the customers is guaranteed to increase the sales.

4.7.3.3 Type of information sharing with existing customers

Customer engagement is to find different ways to connect with the excising customers to continue the relationship show the appreciation of their continued support and encourage them to re-buy and to refer. One of the most effective ways to engage customers is through sharing information about new product launch, special finance schemes, promotional campaign, service reminders and customer events.

Table 4.105: Opinions of Managers about sharing information with customers

Responses	New Product Launch	Promotional Campaign	Special Finance schemes	Ride/ Camps (Events for bikers)	Service reminders
Yes	78.4%	56.8%	43.2%	23%	71.6%
No	21.6%	43.2%	56.8%	77%	28.4%
Total	100%	100%	100%	100%	100%

It is observed from above that 78.4% dealers share the launch of new product with their existing customers, 71.6% dealers maintain their relationship through service reminders, 56.8% of dealers continue their relationship through promotional campaign, 43.2% dealers share their special finance schemes with their customers and 23% of dealers involve and engage their customers for events like Rides and camps. The researcher interprets that majority of dealers are trying and adopting new ways to engage their existing customers as some of them may convert to new purchases or encourages them to refer new product to others.

4.7.3.4 Customer Relationship Management activity related to insurance of a vehicle

Two wheeler insurance in India is a compulsory requirement for all new vehicles and covers for the loss or damage caused to the two wheeler or its parts due to natural and man-made calamities. The two wheeler insurance is for one year and needs to be annually renewed to keep the vehicle safeguard from loss. The dealer decides the tie up with the insurance company to facilitate the sales process.

Table 4.106: Opinions of Managers about the CRM activities related to insurance of a vehicle

Response	1- Not at all important	2-Less important	3-Neutral	4- Important	5- Extremely important	Total
Insurance Claim and settlement Procedure	0	0	14.9	25.7	59.5	100%
Insurance reminders	0	12.2	17.6	44.6	25.7	100%
Re-insurance	5.4	14.9	29.7	32.4	17.6	100%

From the data presented above, 85.2% of the managers consider insurance claim and settlement procedure as an extremely important factor followed by Insurance reminders

(70.3%) and Re-insurance (50%) in designing the post sales practices for maintaining customer relationship management.

4.7.3.5 Reference of existing customers and its contribution in total sales

For any dealership customer service is the heart and part of gaining referrals is making sure each and every customer is happy with the product and service. Reference through existing customer is the cornerstone of sales success. Customers rely on colleagues, associates and friends to recommend products so when a prospect comes to a dealership via this route, some of the work is already done. Referrals help to build the dealership's trustworthiness and credibility in the market.

Table 4.107: Opinions of Managers about the Reference of existing customers and its contribution in total sales

Reference of existing customers		**Contribution in total sales**	
No	3 (4.1%)	**No**	3 (4.1%)
Yes	71 (95.9%)	<10	14 (18.9%)
		10 – 20	25 (33.8%)
		20 – 30	13 (17.6%)
		30 – 40	12 (16.2%)
		40 -50	4 (5.4%)
		50-60	2 (2.7%)
		>60	1 (1.3%)
Total	74 (100%)	Total	74 (100%)

The table above clearly shows, 95.9% of the managers have agreed that customers do come to a dealership because of the reference given by existing customersIt also depicts, that 33.8% of the managers feel that (10-20%) of the dealership sales is due to the referral system. The dealership needs to ensure that they deliver what they promise, as the customers need to be able to speak about the value the dealership provides.

4.7.3.6 Repeat Purchase

A repeat purchase is the purchase made by a customer of a same-brand product and indicating the degree of customer loyalty to a brand. Loyal customers consistently purchase products from their preferred brands, as they feel that the brand consists of right product characteristics and quality at right price. The repeat purchase and percentage of repeat purchase in the total sales of the dealers was studied by the researcher.

Table 4.108: Opinions of Managers about the Repeat Purchase

Repeat Purchase		Contribution in total sales	
No	8 (10.8%)	No	8 (10.8%)
Yes	66 (89.2%)	<10	18 (24.3%)
		10 – 20	11 (14.9%)
		20 – 30	12 (16.2%)
		30 – 40	17 (23.0%)
		40 -50	5 (6.8%)
		50-60	2 (2.7%)
		>60	1 (1.4%)
Total	74 (100%)	Total	74 (100%)

From the information presented in the above Figure, it is noticed that, 24.3% of mangers feel less than 10% is the contribution of repeat sales to the total sales and interestingly 23% of the managers feel there is 30% to 40% of contribution of repeat sales to the total sales. The researcher interprets that this may be due to the satisfaction of the product and service. A repeat purchase is also an effort put by dealers in developing long-term customer relationship and which reduces new-customer acquisition costs and increases overall profitability.

4.7.3.7 Loyalty Schemes/Programmes

Loyalty schemes or programs are the most effective ways of connecting with customers. In a competitive world a way to cut through the noise and focus attention on the dealership is through a quality loyalty program.

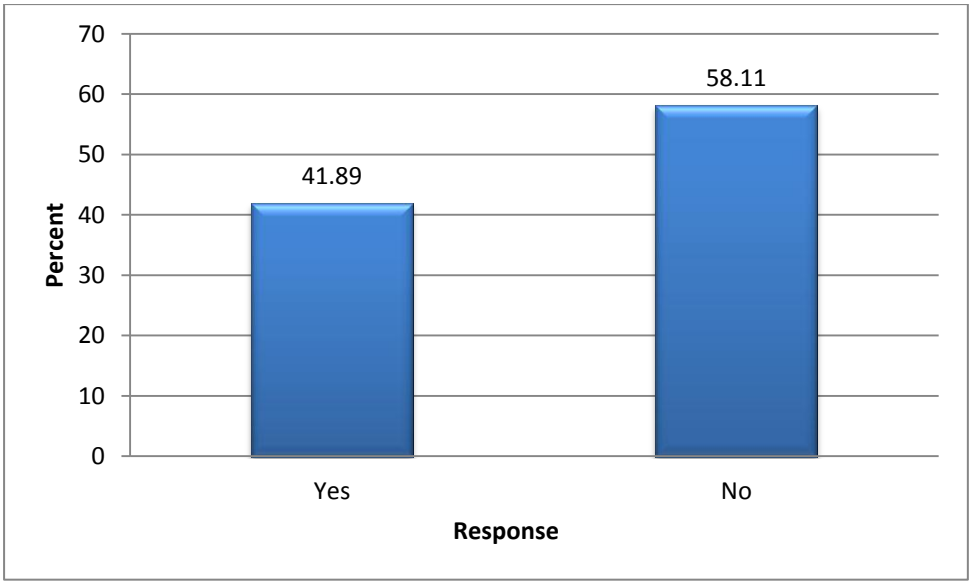


Figure 4.41: Opinions of Managers about the loyalty schemes/ programmes

The information presented in the Figure above indicates that 58.1% of the managers do not have loyalty schemes or programs for customers at their dealership. As the two wheeler sales market is changing at a faster pace, the dealers need to realize the value of retaining existing customers. The dealers also needs to know the importance of establishing a relationship of trust and respect with the existing customers through value-added offerings like loyalty programs which in turn would provide opportunities to maximize sales and profits from customers they already know.

4.8 SALES PRACTICES OF TWO WHEELER COMPANIES

The researcher collected the information through open ended questionnaire.

The two wheeler companies that are operating in Pune city and taken up for the research study are as follows:

1. Hero Motocorp Limited
2. TVS Motor Company Ltd.
3. Bajaj Auto Ltd.
4. Honda Motorcycle And Scooter India
5. Suzuki Motorcycle India Pvt. Ltd.
6. Mahindra Two Wheelers Limited
7. India Yamaha Motor

4.8.1 HERO MOTOCORP LIMITED:

4.8.1.1 DEALERS NETWORK:

The Company's growth and development in the Indian two wheeler market is the result the Company's efforts to build a wide distribution channels to reach in new geologies and development markets. Hero MotoCorp's has an extensive sales and service network overspread in rural and urban areas. It spans over to 6000 customer touch points and presence in 100,000 plus villages.

Dealers in Pune

1. Kundan Automobile
2. Lakshya Motors
3. NH4 Wheels
4. Pratibha Motors

5. Saavya Auto Agency
6. Saideep Wheels
7. SehgalAutoriders P. Ltd.
8. United Agency
9. Shubhyan Motors Pvt. Ltd.
10. Singh Cycle and Motor Co.

Dealer Outlet:

Hero MotoCorp gives complete Training support to the Franchisee sales and service staff on the designs and layouts so they are equipped to handle customers with more precision and efficiency. The interiors of the Hero Moto Corp must be as per the specifications laid down by the brand. Hero MotoCorp keeps a keen eye on the aesthetics and cleanliness of the dealership showroom and service centers as it believes in giving good customer experience. There is a water dispenser in waiting area, newspaper, magazines and brochures for reading etc to enrich the customer experience.

4.8.1.2 STAFFING AT DEALERSHIP

The total staff required for the Hero MotoCorp Dealer outlet and service centre is approximately 35 to 40. The staffs are required for front end sales, backend activities, administration department and workshop and spares parts department. The minimum qualification for sales staff is graduation. The individual should have good understanding of the two wheeler market and should have brand, product and market awareness in the vehicle sales business. The skills required for front end staff is having good communication skill and customer centric behaviour. The sales staff should have pleasing personality and should have good convincing power. The service department staff has technical qualification either an engineering degree or diploma or ITI. There is sales training provided by Hero as and new models are launched to the sales department. The service department also undergoes the training for new launched vehicles and for any new technology in the vehicle.

4.8.1.3 PRODUCT PROFILE

The product portfolio comprises of more than 24 two wheelers in the product category 100cc, 110cc, 125cc, 150cc, 225cc and scooterette category for a large customer segments.

Table 4.109: Product Profile of Hero MotoCorp Ltd.

Category	Vehicle / Model	Engine Capacity	Price	Colors	USP (Factors)
Category A Motorcycle 100cc	Splendor +	97.2 cc	48,930	8	Mileage
	Splendor Pro	97.2 cc	49,900	8	Mileage and Style
	Splendor PRO Classic	97.2 cc	51,305	2	Mileage and Style
	Splendor I Smart	97.2 cc	51,780	6	Mileage
	HF Dawn	97.2 cc	39,478	5	Low Price and Mileage
	HF Deluxe	97.2 cc	45,680	5	Mileage and Style
	Passion PRO i3s	97.2 cc	53,076	8	Performanc e and Style
Category B Motorcycle 125cc	Super Splendor	124.7 cc	54,525	5	Power and Style
	Passion XPRO	109.1 cc	55,005	8	Style
	Ignitor	124.7 cc	63,255	5	Style
	Glamour	124.7 cc	58,405	5	Style
	Glamour Programmed FI	124.8 cc	62,980	3	Style
Category C Motorcycle 150cc	Xtreme	149.2 cc	72,973	5	Power
	Xtreme Sports	149.2 cc	74,234	5	Power and Style
	Achiever	149.1 cc	61,800	3	Style
	Impulse	149.2 cc	71,400	5	Power
	Hunk	149.2 cc	74,120	6	Power
	CBZ	149.2 cc	78,000		Style
Category D Motorcycle 150cc above	Karizma ZMR	223 cc	106,380	4	Power
Category E Scooterette	Pleasure	102 cc	48,005	10	Comfort
	Maestro	110.9 cc	52,830	7	Style
	Duet VX	110.9 cc	50,805	6	Light Weight

4.8.1.4 SALES PROCESS:

The sales process is divided into three sub process as follows:

A. Pre sales:

Customer Attendance: Customer enters the showroom for an enquiry of a vehicle. The customer is greeted and attended by the sales staffs present on the floor. The customer is explained in detail about various products available. The sales executive

has to enquire into as to whether customer intends to buy by cash or would go in the finance assistance. In the latter case, the service of financial institution representative stationed at dealership is provided to the customer. Hero has its own finance institution Hero FinCorp which give finance assistance to customers the customer is given the quotation and leaflets of vehicle. The sales executive understands the needs and demands of the customer and gives the vehicle information. Test ride is made available to feel and experience the vehicle.

Follow up: The sales executive takes a continuous follow up and persuades the customer to buy as soon as possible.

Sales Negotiation: All out efforts are made to sell the vehicle by persuading the customer without offering any discounts or free accessories. Normally, every customer take free–accessories offer for granted and asks for compliment /cash discount etc. In that eventuality the A.S.M should be consulted and as the last resort not lose the sale the A.S.M duly consulting with G.M may take suitable decision and strike down the deal. The negotiation process differs as per the type of the vehicle. For latest launched vehicle such process does not occur.

B. Sales:

Booking: After finalization of customers decision the customer is taken to the cashier for payment of cash/down payment D.D/Cheque etc. as the case is; and all assistance should be rendered to customer to complete this formality.

Vehicle Selection: Once this formality is over, the customer is taken to the selection room and the customer is given a free hand in selecting the motorcycle of his/her choice. After selection of motorcycle, chassis and engine number of the vehicle is noted down, besides informing the POI in charge. If vehicle stock is not available customer is called back for vehicle selection.

Delivery of vehicle: If the vehicle is purchased is cash or DD then the vehicle is delivered within two days; if the payment is in cheque the vehicle is registered and delivered after the clearance of the cheque. If the vehicle is on fiancé availed from the fiancé assistance counter of dealership the vehicle is delivered after the finance

formalities are completed. Special trained staff is employed to give information about safety and safe driving. This is specially done as Hero MotoCorp cares for safe riding of vehicle. The motorcycle ready in all respects via fitting the accessories as agreed to at the time of sale. The customer is brought to the passport executive for brief again on the passport and its advantages by the passport executive. During this process efforts are made to convince the customer to go in for passport and formalities be completed. Now, the customer would be taken to the documentation assistant, to complete the formality of T.R, P.R., Insurance cover note, Invoice, Sale letter and gate pass issuance etc. A copy of Invoice is given to the customer, if he/she demands (in norm all course the customer gets these document on the next working day). With gate pass the customers be brought the passport executive for issuance of service book and warranty card.

C. After sales:

Service: The company offers on all its two wheelers the free services for a specific time period or specific distance travelled whichever is first. The customers need to avail the service offers as per the rules and regulations laid on the service booklet by the company. The Company also gives an addition of few paid service facility to the customers to enhance the life of the two wheeler.

Warranty: Hero MotoCorp Ltd. provides warranty for its two wheelers to safeguard the interest of customers from any defect in parts of the two wheelers. The warranty period for scooterette is 5 years or 50,000 kms and for the motorcycle period is of 5 years or 70000 kms, whichever is earlier, from the date of purchase.

4.8.1.5 CUSTOMER RELATIONSHIP MANAGEMENT (CRM):

The Company introduces new ways to strength the relation with the existing customers by constantly asking for service feedback, solving customers complaint if any, sharing information about new two wheeler launch. The company tries to build a strong bond with the customers through increasing the touch points across the rural and urban areas. The company plans out various activities to bond with the customers, below mentioned are:

The Hero Joyride Program. Joyride is a Pan-India Smart Card based Annual Maintenance Package for all Hero vehicles that is offered by Hero Authorised Service

Centres. The programme will enable the customer to meet the vehicle's servicing needs with ease. As a member of this annual maintenance package, the customer will enjoy a host of benefits and savings when getting the two-wheeler serviced.

Goodlife Program: A Unique Customer Loyalty program: This program is aimed to complement the good life of a customer through a card filled with special points and reward system. The cards permits customers to collect points by spending for servicing in company authorised service centers and redeem the points for rewards. It also provides with a free riders' insurance worth 1 Lakh to ensure customers peace of mind. Hero Goodlife program is now offered in three different tiers. Starting is with Gold tier and as customer earns points it can upgrade to Platinum and Diamond tiers. The Customer can redeem the points for fabulous gifts or Hero Service Award Vouchers. Customers can win bonus points by referring family and friends to purchase a Hero two-wheeler. The main aim is to make the customers Company Brand Ambassadors to generate referral sales and boost service visits. There's an exclusive Lady Rider Club specially designed for women customers under the Hero GoodLife Program, which offers them a host of privileges and benefits.

Safety Camps:

As one of the oldest company in the two wheeler industry and a caring organization, Hero MotoCorp has taken up the activity to teach a feeling of road safety and good riding habits among its customers and public in general in making the correct decisions on the road and helping them pick the correct riding gear that can help spare their life. Various such safety camps are planned for the customers and public at large.

Hero Two Wheeler Talkies: The official community for Hero motorcycle owners to access all forum features. The customer needs to Sign Up for a free Two Wheeler Talkies account. Customer can click on any of the forums to check out related posts/topics.

Insurance Renewal: The insurance partners help customers to choose the best insurance cover for the two wheelers. All customers' are provided assistance in renewing their current policy.

Hero Advantage: A unique customer centric program that offers an extended warranty of up to 5 years. It has options to select Extended Warranty coverage for one, two or three year periods Extended Warranty covers all major parts at a very nominal cost.

Hero SURE: This aims to provide refurbished two wheelers to its valued customers. Used two wheelers are refurbished as per Hero MotoCorp's 110 point checklist. All SURE refurbished two wheelers carry a one year warranty and two free services.

Hero Bharat: Service HarJagah: A first of its kind initiative, Hero MotoCorp has redefined service in the two wheeler industry by reaching out to customers at their doorstep in remote and rural areas to undertake basic service of their two wheelers. A two wheeler, specially modified to act as a workshop on wheels, reaches out to customers in the hinterland. Trained technicians of their respective dealerships carry all essential tools and parts to undertake repair and maintenance service of customer bikes and scooters on a regular basis.

Be a Safe Hero: Hero MotoCorp is committed to initiatives aimed at making two wheeler riding a safe experience. To make this effort a success, Hero MotoCorp has taken several steps at dealerships like Safety education is made an integral part of the two wheeler delivery at the dealership revolving around the 4S concept - Sales, Service, Spares and Safety.

Keeping in touch – all year through: "Suhana Safar" a quarterly newsletter which shares an insider's view of the company along with the latest events in the Hero Group company. This is an effort to be in continuous touch with the customers.

Special privileges: Special privileges are given to customers by discount of spare parts, free service coupons and also special gifts at various milestones. This is companies way of making sure that every time customer come to dealership for servicing the two wheelers, they take in return more benefit through their world class servicing in their automated workshops.

Special Invitations: For active members of the Hero GoodLife Program the company shares the special invitations for events like Musical nights, Movie screenings, Award shows, etc.

SBI-Hero Credit Card: A Co-branded credit card is jointly launched by Hero Motocorp and State Bank of India The card is intended to strengthen Hero GoodLife Program.

Hero Merchandise-The launch of 'Hero' custom cricket bats, the preferred bat of Virender Sehwag and these bats are made available to customers through Hero MotoCorp dealerships across the country.

4.8.1.6 PROMOTION

Hero, is a Company which spends highest among its competitors on promotions. The Company indulges in celebrity endorsements to promote the two wheelers In India with Irfan Pathan, Hritik Roshan, Akshay Kumar, Ranbir Kapoor, Priyanka Chopra and Alia Bhatt as brand ambassadors from 2011 to 2016 for the Company. For marking a presence outside India the Company enrolled a famous sports personality ace golfer Tiger Woods.

The dealers organize Loan and Exchange Mela in and around Pune city with an objective to show intended customers what they can gain out of the exchange and how easy it is to finance a new vehicle. The Company design special festive offers like special finance schemes via Hero FinCorp, discounts, free insurance, free helmet and discount on accessories.

Various hoardings are placed nearby the dealer showrooms and this promotional activity has led to increase footfalls for the showroom and to build brand awareness amongst the intended customers. Therefore this branding activity was done using outdoor as a medium.

Snapdeal Navratri special offer-win 1000 Hero MotoCorp bike. This contest was launched in October 2015 for the festive season. It was to book any Hero MotoCorp two-wheeler on Snapdeal with amount of Rs.1000/- and download and print the Slogan

Entry Form. The customer had to visit Hero MotoCorp Dealer and pay the remaining amount and submit your entry to the Dealer. In a lucky draw the customer stands a chance to win a free Hero MotoCorp two-wheeler. The winners were reimbursed (in cash) the entire ex-showroom price of the vehicle (as shown on the invoice) ; Taxes, as applicable, will be borne by the customer. The contest was valid from October 12,2015 till October 23rd, 2015. The connexion between Snapdeal and Hero MotoCorp reveals the potential of e-commerce as a significant distribution channel for two wheeler sales.

Hero MotoCorp internet engagement has already been attributed to #HeroUniverse. Taking forward its 'Be a safe Hero' initiative, Hero MotoCorp conducted a live Twitter chat along with popular YouTube channel for auto enthusiasts. Being a believer in digital as the best medium to connect with the youth, Hero has embarked on a number of awareness campaigns over the years. The company's YouTube channel has a dedicated playlist for road safety videos. From safe riding tips to the right riding gear and safe braking techniques, the videos are a helpful guide to riders across the country.

Hero Motocorp brand had a new and trendy identity that is vibrant and therefore represents its new outlook. The colours black and red in the logo gives out a strong message of solidity, passion, energy and confidence. The brand has come out with a new anthem of duration two minute that focuses on creating an emotional connection with all its viewers and customers. The advertisement is about the story involving the struggle of a common Indian, how he overcomes them and turns into a true and successful Hero. It is composed by A R Rehman. Even the Tag Line – "Hum Mein Hai Hero" is apt and befitting showing that every person has a hero inside him. All the advertisements related to Hero Motocorp have catchy tunes displaying a strong message. These ads are shown at regular intervals on television, radio, newspapers, magazines and even billboards.

For most of its promotional activities Hero Motocorp has always been connected with Sports and Television shows through sponsorship of events. Previously the company was related to the Indian Open Golf Tournament and Hockey. Hero has always been associated with cricketing fraternity either for two nation tournaments or for world cups. Hero Motocorp has also been sponsoring the hugely successful television program MTV Roadies.

4.8.2 TVS MOTOR COMPANY LTD

4.8.2.1 DEALERS NETWORK

There are 663 TVS dealerships spread across 32 states and Union Territories in India. The Company operates through a widespread of more than 4000 touch points across India.

Dealers in Pune City:

1. Century Automobiles,
2. Yash Automobiles.
3. Saibaba Sales Pvt Ltd,
4. The Shelar Automobiles,
5. Kalamkar Motors
6. Chhatrapati Sales Pvt. Ltd.
7. Siddhivinayak Auto Lines,
8. Laxmi Motors,
9. Rushab Auto

Dealer Outlet

All of the TVS dealer outlets are continuously been upgraded which will provide the right ambience and atmosphere to the customers. The Company always focuses on customer satisfaction by decreasing the down time of the two wheelers and enhance the profitability of customers through the usage of tools like Kaizen and LEAN. The Company gives training support to the authorised Dealers team of workers so they are be ready to address customers with more precision and performance. The design, layout interiors of the dealer sales and service outlet needs to be as consistent with the specifications laid down by the Company. There are various help desk for customers, a water dispenser, fiancé desk to get to know about finance options available and the vehicle selection place is also properly organised and maintained.

4.8.2.2 STAFFING AT DEALERSHIP

The total staff required for the Dealer showroom and service centre is approximately 30 to 40 depending on the location and size of the showroom. The staffs is required for front end sales, backend activities, administration department, workshop and spares parts department.

Communication plays an important role in sales and after sales practices Sales department and Service department the need to be good communicators for the desired impact There must be healthy communication by the sales and service executives between the customers. Sales and service staff are given training periodically to provide better results. There is a monetary and financial incentive to the staff of TVS dealers.

4.8.2.3 PRODUCT PROFILE:

TVS Motors is the company which cater to the needs of each customer segments by producing mopeds, motorcycles and scooterettes. Their two wheeler product portfolio meets the needs from rural to urban life style. Here is the presentation of the same:

Table 4.110: Product Profile of TVS Motors Ltd.

Category	Vehicle / Model	Engine Capacity	Price	Colors	USP (Factors)
Category A Motorcycle 100cc	Star City	109.7 cc	49,970	10	Mileage
	Victor	109.7 cc	52,937	6	Mileage and Style
	Sport	99.77 cc	46,066	8	Aesthetics
Category B Motorcycle 125cc	Phoenix	124.53 cc	55,765	4	Mileage and power
Category C Motorcycle 150cc	Apache	197.7 cc	94,460	7	Pick up and Style
Category E Scooterette	Scooty Pep +	87.8 cc	39,950	5	Style
	Scooty Zest	109.7 cc	48,754	7	Style
	Jupiter	109.7 cc	55,745	8	Comfort
	Wego	109.7 cc	54,362	8	Comfort

4.8.2.4 SALES PROCESS:

The sales process is divided into three sub process as follows:

A. Pre sales:

Customer Attendance: When any customer enters the showroom for an enquiry of a vehicle. He is welcomed and lead to by the sales executive on the floor. The customer is clarified in insight about different vehicles and models accessible. The sales executive needs to enquire into in the matter of whether customer plans to purchase the vehicle on cash or would go out for fiancé assistance. In the last case, the sales executive directs the customer towards the finance counter. For TVS two wheelers the in-house company of TVS group namely, TVS Credit offers good finance schemes to the customers, persuading them to buy. The customer is made accessible with the test

ride to feel and experience the vehicle. Vehicle quotation and pamphlets of the desired vehicle is given to the customer. The sales executive comprehends the necessities of the customer and maintains the details of customer in the register for further follow ups.

Follow up: The enquiry enrolled is kept up at dealership and the sales executive who attended the customers takes a consistent development and induces the customer to purchase at the earliest opportunity.

Sales Negotiation: All the efforts are made to sell the vehicle by persuading the customer without offering any discounts or free accessories. Normally, every customer take free –accessories offer for granted and asks for compliment /cash discount etc. In that eventuality the Asst. Sales Manager should be consulted and as the last resort not lose the sale the Asst. Sales Manager duly consulting with G.M may take suitable decision and strike down the deal. The negotiation process differs as per the type of the vehicle. For latest launched vehicle such process does not occur.

B. Sales:

After the customer finalises the two wheeler buying decision and then the customer visits the showroom for further formalities. The sales deal is finalised by the sales executive who attended the customer. This is the time when a relationship is growing between the customer and company. While greeting and welcoming the customers the sales persons needs to take care of the words spoken and also every gesture. As it is not the cost of a two wheeler but this dealership experiences add value to the purchase and make the customer see that this dealer of TVS Motors is the best one to sell a vehicle to the customer.

The customer can make the payment through cash, cheque and card. If the payment is through cheque then 2-3 days is required for clearing and if its finance then one week to complete all the documentation and formalities. Customer selects the vehicle of their choice and then the vehicle is allotted to the specific customer. After all the documentation and payment done the vehicle is for registration and next day the vehicle can be delivered to the customer. Customer can also choose the date and time of delivery as per their religious belief or as per their conveyance.

The vehicle is cleaned and made ready for the delivery as its auspicious occasion for the customer. The petrol tank is filled for approximately 10 kms. Before delivering the vehicle the Pre Delivery Inspection team checks with the vehicle and accessories if there are properly attached. The Invoice, registration paper, insurance cover note, service manual and warranty card are handed to the customer. The person in charge of vehicle delivery will provide the necessary information to the customers regarding driving pattern and the servicing schedule. The customer is thanked and asked if they were happy and satisfied with the dealership, the two wheeler buying process and the delivery process.

C. After sales:

Service:-

The Servicing of a TVS two wheeler needs to be done within the predefined kms or days from the date of purchase whichever happens first. The servicing should be benefited just at approved dealership or service station.

For Scooters: There are 3- 4 free services and 5-6 paid services

For Motorcycle: There are 4-5 free services and 6- 8 paid services depending upon the different models of motorcycles.

Free service entitles the customer to avail service as mentioned in the service coupon at free of labour charges. Cost of oil and other materials for this service are chargeable. Pay service entitles the customer to a pay service as mentioned in the service coupon. The prescribed charge of this service, as applicable on the day of service, is payable by the customer. Cost of oil and other material for this service is chargeable.

Warranty:

Warranty is a contract between the customer and Company to safeguard the interest of customers if any manufacturing defects occur in the two wheeler. It is the responsibility of the Company to repair or replace the part which is faulty. The warranty period is for a predetermined time frame.

The details are follows:

Motorcycle: For 2 years or 30000 kms from the date of purchase (whichever is earlier)

Scooter: For 2 years or 20000 kms from the date of purchase (whichever is earlier)

4.8.2.5 CUSTOMER RELATIONSHIP MANAGEMENT (CRM):

Online Service Booking: There is a facility of booking the appointment of servicing through online for the customers to save time.

Toll Free Number: This number provides customers to register their sales or service related query / complaint. TVS Motors is willing to provide customer with our useful information and support to resolve customer query quickly and effectively.

24/7 Road Side Assistance Program: The initiative was introduced by TVS to solve on-road problems confronted by customers via a 24/7 helpline and personal assistance. The offerings consist of spare key pick-up, fuel delivery, onsite repair in case of breakdown emergencies, accident assistance and towing of vehicles.

Xpress Service "The 1 Hour Service Promise" at our selected dealerships. This will help the customers to avail periodic maintenance service at selected dealerships within an hour. The main objective of this service is that customers will get the vehicle serviced within an hour and avoid being without vehicle for an entire day. It will save both the cost and effort by avoiding unnecessary transport. The vehicle is serviced as per the convenience by taking prior appointment. It would avoid queues and customers will get priority attention while availing this service

IRIDE: This is a post sales application which helps the customers to record their saferiding experience. Customers can use this app for a way to communicate with the company.

Extended Warranty Program: The program is designed to improve and increase the product life of two wheeler by providing an added warranty year. This program gives coverage of upto 5 years or 60,000 kms for mopeds, scooterettes and motorcycle range of products.

Service App: The app has been developed keeping in mind, customers' busy schedule and higher accessibility to digital world. The app reduces the time and the effort with which the customer can obtain relevant information regarding his vehicle (Specifications, Warranty, Service History) and now on a click can avail the services on offer by TVSM such as Service Booking, Road Side Assistance etc.. The company feels the app will keep the customers updated about the company, upcoming products and provide Tips - to get best performance from their vehicles. Customers can now instantly connect both with our dealers and TVSM company to avail information / services through features such as Service feedback, Contact Us and Dealer Locator.

Connect with customers: Various promotional events were communicated to the customers through SMS.

4.8.2.6 PROMOTION:

TVS Motor Company has roped many celebrities like Anushka Sharma (for Scooty), Mahesh Babu (in South for Phoenix), MS Dhoni (for Star City) and Viral Kohli (for Star Sport). For first time actor Amitabh Bachchan was endorsing the brand Jupiter. The company organised an Apaches sales promotional live event at Amanora Mall, Hadapsar. Various loan and exchange melas are organised at various places to reach the customers. Marks multiplier scheme for exams in the year 2014 was launched for 10th, 11th and 12th students to offer cash back offer to the students, This cash back was valid for Scooty Pep + and Scooty Streak models only.

Technology is used as a promotional tool in two wheeler industry by developing Smart phone App to promote the new two wheelers, share required information and give real-time customer service, including service bookings, warranty queries and complaints if any. WhatsApp chats are used for customer interface with Apache motorcycles customers. Social media like Facebook, Twitter, Instagram and YouTube are used by TVS to be connected with the customers at large.

Free Insurance was offered and vehicle rallies were conducted to attract customers. TVS Motor Company runs special finance schemes for its customers and also have cheque less finance scheme in rural areas taking into account the profile of rural customers.

4.8.3 BAJAJ AUTO LTD:

4.8.3.1 DEALERS NETWORK:

Bajaj Auto Ltd has an extensive network of authorised 485 dealers and more than 1,600 authorised services centres. It has total 3750 rural outlets in rural areas.

Dealers in Pune City:

1. Gems Bajaj.
2. Jaihind Bajaj
3. Sai Service Station Pvt. Ltd.
4. Planet Bajaj
5. Holeydays Bajaj
6. Krishna Bajaj
7. Bund Garden KTM
8. Baner KTM
9. Pimple Gurav KTM
10. Kharadi KTM
11. Market Yard KTM
12. Nalstop KTM
13. Wakdewadi - Bajaj Brand View

4.8.3.2 STAFFING AT DEALERSHIP

The total staff required for the Bajaj Dealership and its service centre is approximately 35 to 40. The staff is required for front end sales, backend activities, administration department, customer care, workshop and spares parts department. The minimum qualification for sales staff is graduation. The sales person should have knowledge of Indian two wheeler industry and also needs to be aware of competitors products also to develop his own sales pitch while convincing the customers. The sales person should also be presentable and should possess good communication skills. There is Sales training provided by Bajaj Auto Ltd as and when the new models are launched to the sales department. The service department staffs have technical qualification either an engineering degree or diploma or ITI. The service department also undergoes the training for new launched vehicles and for any new technology in the vehicle. The sales and service department (selected staff having interaction) of dealership is trained with soft skills as they need to be polite in their mannerism.

4.8.3.3 PRODUCT PROFILE:

Bajaj Auto has its presence in only motorcycles market to crave a creative differentiation. The company has its motorcycle brands leading in many customer segments. Bajaj is known for its wide range of motorcycles in entry level to high end vehicles.

Table 4.111: Product Profile of Bajaj Auto Ltd.

Category	Vehicle / Model	Engine Capacity (CC)	Price INR (Ex-Pune)	Colors	USP (Factors)
Category A Motorcycle 100cc	Platina	102	42,241/-	2	Low maintenance
	CT 100	100.19	30,999/-	3	Low price
Category A Motorcycle 125cc	Discover 125	124.6	52,000/-	3	Mileage and Style
	V-125	124.6	56,000/	2	Mileage
	Pulsar 135	134.4	61,003/-	3	Sporty Bike
	Pulsar 150	149	71,585/-	3	Power and style
	Pulsar AS 150	149.5	80000/-	4	Power and style
Category C Motorcycle 150cc	Discover 150	144.6	62,001/-	3	Stylish Bike with fuel Efficiency
	V- 150	149.5	61,000/-	3	Power and style
	Avenger Street 150	150	75000/-	3	Comfort for long Ride
Category D Motorcycle 150cc above	Pulsar 180cc	178.61	74,972/-	2	Power and style
	Pulsar 220	220	87,698/-	2	Power
	Avenger Cruise 220	220	84,999/-	2	Power and Comfort
	Pulsar RS 200	199.5	1,20000/-	2	Style and power
	Avenger Street 220	220	84,999/-	2	Style
	Duke 200	199.5	1,55,000/-	3	Style and Performance
	Duke 250	248.8	1,98,000/-	2	Style and Power
	Duke 390	373.2	2,36,000/-	1	Power and technology
	RC 200	199.5	2,10,000/-	1	Style
	RC 390	373.2	2,30,000/-	1	Power and Style

4.8.3.4 SALES PROCESS:

The sales process is divided into three sub process as follows:

A. Pre sales:

Customer Attendance:

When the customer walks in the showroom he is welcomed and greeted by the receptionist. The receptionist maintains the enquiry of the customer in the register. The customer also gets the vehicle quotation here and then the receptionist introduces the sales executive to the customer. Or some time if there is rush then the customer is directed towards the sales counter and the customer is offered a chair and made to relax with a glass of water. The customer waiting lounge is clean and there is reading material like newspaper and magazines. 32 inches LCD / LED TV are mounted on the wall in customer lounge area as per layout given by the parent company. TV is used exclusively to display promotional content sent by BAL marketing. The sales executive attends the customer immediately and provides all the information about the vehicle as per the needs and requirements of the customer. Product Leaflets are given to the customer. Mode of payment, down payment information, finance options and schemes are explained at the counter in the showroom. Right scheme is given to customer understanding their need and requirements.

Every customer must be offered test ride to have a touch and feel of the vehicle. If the customer does not agree for a test ride after the demonstration, test ride is offered, at a later time suitable to the customer. The Test ride Marshals are appointed for giving test ride to customers. The Marshals confirms the driving customer license and helmet is offered for safe test ride. Test ride distance is more than 1 km and on good route. The Marshals encourages the customer to drive as they normally do and feel the difference. While test drive it's the role of the Marshal to highlight the USPs of the vehicle and tell the customer to experience the power, comfort, sturdiness and safety of the vehicle. On return, the feedback of the customer regarding test ride is to be taken and if customer is not satisfied then the customer is again directed to the sales executive for giving information about another vehicle which the customer might like and then again for another model is given to the customer. If any of customer's friends /relatives is accompanying the customer then the Marshal will persuade for a test ride to them as well. As many times the friends and relatives influence the customer buying decision.

The customer is made satisfied with product demo and test ride as per the needs of the customer.

If a customer has an old vehicle and wants to exchange for new vehicle that facility is also there at the dealership.

Follow up: From various perspectives, a follow up call to a prospect is more testing than a cold call. Commonly, it's the follow up call that truly triggers the sales process. Hence keeping all this in mind the first call to the customer is made on the next day of the customer's visit as this helps in understanding the seriousness of the customers to buy the vehicle. Based on feedback, further follow up dates are decided. Ideally maximum three follow ups are done within the first 15 days of the customer's visit. The follow up is done only by the sales executive who has attended the customer during the visit to showroom. Follow up by any other person is not recommended. Follow up can be done through phone, SMS or email.

Sales Negotiation:

If the vehicle is newly launched then as such no negotiation happens the customer makes the payment for the vehicle. Otherwise the sales executive handles the negotiation process resolve cash discount questions of customers and sometimes offers free accessories or discount on accessories of the vehicle. Many times the sales negotiation ends with the promise of timely delivery and many times the sales manager has to come for a rescue and offer good and decent discount offer so the customer is convinced.

B. Sales:

This is a very important stage in sales process where the sales executive has to access the level of conviction of the customer to buy the vehicle. Once the customer goes through all the stages of product demonstration and test ride, the sales executive must cross check with customer whether he is satisfied with every stage especially with product.

Vehicle Selection: This is one the very important stages during the sales process. Customer may get dissatisfied if he is unable to get a vehicle of his choice colour. At

least 2-3 vehicle is made available for selection in all the colours. The sales executive will help the customer to make their choice. If any particular model/ colour is not available as per customer's requirement, then it is clearly stated when the vehicle can be made available. The vehicles are properly and neatly arranged in the selection area to ensure customer's movement around the vehicle. The sales executive needs to check with customer whether they require any accessories or not so it can be fitted at the time of delivery.

Booking: Once the customer selects the vehicle, a request is made to the customer for booking by paying the full amount or token advance. The sale executive explains him regarding the benefits of booking like timely delivery etc. The booking amount can be as low as Rs 500. The customer is informed that the booking amount is refundable in case he does not buy the vehicle and can even change the model or colour. If the customer books the vehicle, a commitment on the date of final payment is taken from customer. The sales executive makes a note about the customer's requirement on date and time of delivery. The customer is informed about the necessary documents that need to be given for registration to get the vehicle delivery.

Vehicle Delivery:

Sales executive ensures that the customer's vehicle delivery is planned on scheduled day. In case of any un-avoidable delay, sales executive informs the customer in advance and request him to take delivery at the revised date/time. Before the arrival of the customer for delivery the documentation completed. The customer is unnecessarily not kept waiting for the completion of the documentation. All the items related to vehicle delivery are kept in order:

- Invoice
- Insurance / registration document(if available at the time of delivery)
- First aid kit
- Key chain
- Tool Kit
- Gate pass

The Delivery Executive ensures that the

- Vehicle is ready with proper PDI.

- Vehicle is thoroughly washed
- All electrical are working perfectly.
- The speed cable is properly connected.
- Availability of adequate petrol.
- All the necessary accessories are fitted with the vehicle.

The sales executive needs to assure the customer how the company takes care of all the post-sale needs w.r.t. Product / Service / Insurance etc. of the customer. The owner's manual and service coupons are showed and explained the free and paid services and their intervals to the customers. The customer is also explained about warranty terms and self-maintenance tips are given. The customer is informed about the workshop location, timing, weekly off day, contact no and contact person's name. They are also explaining about the service appointment system.

C. After sales:

Service:- The Services to be benefited within the predefined kms or days from the date of offer of a Bajaj two wheeler whichever happens first. The servicing needs to be done at approved dealership or service station.

For Motorcycle: There are first 3 free services and after every 5000 kms there are 3 more paid services.

Free service entitles the customer to avail service as mentioned in the service coupon at free cost. Cost of oil, other materials and labour charges for this service are chargeable.
Pay service entitles the customer to a pay service as mentioned in the service coupon. The prescribed charge of this service, as applicable on the day of service, is payable by the customer. Cost of oil and other material for this service is chargeable.

Warranty:

Warranties from the Company are a certification to customers that if something turns out defective with the two wheeler, the Company will repair or replace it. The warranty can be claimed to the Company if there is any manufacturing defect within a period of 2 Years or 30,000 Kms., whichever occurs earlier from the date of sale.

4.8.3.5 CUSTOMER RELATIONSHIP MANAGEMENT (CRM):

Connect with Customers:

Feedback Mechanism: Follow-up calls are made after the delivery of vehicle within 2-3 days to show customers that the Company cares about their satisfaction with the Company's product.

Service reminders: Customers are reminded through SMS about their servicing schedule.

Insurance Renewal: The insurance for a two wheeler is for one year. The Bajaj dealer connects with existing customers by making calls and creating awareness of insurance renewal. It safe guards the interest of customers.

Annual maintenance contract: In order to help the customers in getting the best throughout from the two wheeler purchased, Bajaj dealers have introduced the concept of annual maintenance contract, where customers are able to consume all the services given in the contract.

Rallies organised for different segment: Motorcycle Rallies are organised by Bajaj dealers to delight the customers. The rallies are organised with a motive to participate customers for fun and develop a sense of community.

Working Time: Bajaj dealership sales and service outlets are working from Monday to Saturday from 9 am to 8 pm. Sunday is also working day and services are offered from 10 am to 7 pm. This time scheduled is specifically designed by taking into account the convenience of customers and also to give an extra service edge to satisfy the customers.

4.8.3.6 PROMOTION:

Bajaj always have made a sincere effort through promotions that biking is not about commuting but it's about making a statement. Bajaj uses print media widely for creating awareness about the products and it also displays lots of advertisements on televisions for its varied range of motorcycle.

The Bajaj Pulsar was introduced with a tagline 'Definitely Male' and the Indian customers accepted this concept and Bajaj Pulsar came up with amazing television ads where male riders were doing stunts and positioned the Pulsar with the tagline. It positioned Bajaj Pulsar as an Indian sports bike.

Bajaj totally changed the identity from ‘Hamara Bajaj’ and came up with a completely new brand of motorcycles focusing on technology and positioned itself as ‘Digital Biking’ and now it's using tagline 'Distinctly Ahead'.

The Company had its tie up with MTVs popular show Stunt Mania. The participants of the show are provided with Bajaj Pulsar to do the challenging stunts and clear the survival rounds and be the winner of the show. Its association with stunt mania (MTV) helps Bajaj in positioning its motorcycles in the youth segments.

The live Stunt Mania was organised in Phoenix Mall, Pune where the riders flaunted various stunts and drove the crowd crazy. This facilitated the Company to reach out and engage with the youth in a way that underlines Pulsar’s irreverent brand personality.

For the Bajaj V, the advertisement touched the cords of patriotism of Indian customers. It highlighted the metal used of the ancient and decommissioned maritime warship, INS Vikrant in making Bajaj V. This advertisement gathered a massive positive response from the buyers and it also associated Bajaj brand more with the value of “*patriotism*.”

All new launches are done is grand way in 5 star hotels in various parts of the country. They also use online advertising tools for launching their new motorcycles. New launch videos are posted on YouTube to target the young audience.

As it’s all about Biking, the dealers of Bajaj organise various rides for the customers of Bajaj for their wide range of motorcycle customers. Bajaj has a riding community for all the Avenger, Pulsar and KTM riders

Product Display:

The Bajaj dealerships have a spacious internal place to nicely display the two wheelers so it attracts the attention of the customers passing by and persuades them to enter the showroom. Different motorcycles have different display schemes.

Others:

The Bajaj company uses various promotion tools like the dealerships have good signage's as it can be easily seen by customers, various hoardings are displayed in the on the busy roads of cities. Various leaflets, pamphlets are interested in newspapers and are also kept at the reception area of the dealership. During festivals and exhibitions the posters, banners are displayed in the events.

4.8.4 HONDA MOTORCYCLE AND SCOOTER INDIA

4.8.4.1 DEALERS NETWORK:

HMSI dealers are present across 5 regions across the metros and hinterlands of India. They are 1000 dealers in India and with high speed its adding approximately 2 new touch-points every day. To be a HMSI dealer the main criteria is to have land available within 500m of a Hero Motors Dealership.

Dealers in Pune:

1. B U Bhandari Auto Ltd.
2. Kothari Wheels
3. Pashankar Auto Pvt. Ltd.
4. Rohan Honda
5. Yash Honda
6. Shanti Honda
7. Sterling Honda
8. Aero Wheelz
9. My Wings Honda
10. Yug Honda
11. Om Wheels Honda
12. Aman Honda

4.8.4.2 STAFFING AT DEALERSHIP

On an average the dealership at one branch has 45 to 60 people in the staff which includes the sales and service team. The sales team has 8 people/staff and 10 people in service team and 3 people in account, 2 people in SCM 2 people in administration who looks after the RTO registration and insurance. There is Sales Head/ Manager and Service Head/ Manager who report to the Showroom General Manager. Sales Head works on all kind of negotiations and final work out and Service Head/ Manager works all kind of spare and service activities. There is finance or Bank representative's desk who completes all financial needs of the customer.

4.8.4.3 PRODUCT PROFILE:

Table 4.112: Product Profile of Honda Motorcycle and Scooter India

Category	Vehicle / Model	Engine Capacity	Price	Colours	USP (Factors)
Category A Motorcycle 100cc	Dream Yuga	109.19cc	55,085	8	Mileage
	Dream Neo	109.19	51,966	2	Mileage
	CD 110 Dream	109.19	47,961	3	Low Price and Mileage
	Livo	109.19	59,592	4	Mileage
	Honda CB Twister	109.19	53,875	4	Mileage
Category B Motorcycle 125cc	CB Shine SP	124.73	68,340	5	Mileage and Pick up
	Honda SBF Stunner	124.73	62,993	4	Mileage
Category C Motorcycle 150cc	CBR 150R	149.4	1,31,000	3	Entry level Racing bike
	CB Trigger	149.4	83,433	4	Powerful engine with design
Category D Motorcycle 150cc above	CB Unicorn 160	162.71	82,842	3	Low Cost Powerful Bike
	CBR 250R	249.6	1,98,000	3	Power
Category E Scooterette	Activa 125	124.9	66,239	4	Comfort
	Dio	109.2	51607	4	Stylish and Trendy Design
	Aviator	109.2	60,320	4	Macho Design and Mileage
	Activa i	109.2	49,537 to 50,361	6	Comfort

4.8.4.4 SALES PROCESS:

The sales process is divided into three sub process as follows:

A. Pre sales:

Customer Attendance: Firstly customer is given a warm welcome by the sales executive present on the floor. At the entrance 2-3 sales executive are standing. One sale executive handles one customer from start (inquiry) to end (sale). The customer is offered a chair at inquiry desk. Product display-models are shown to customer and detail information is given to customer about product. If customer is opting for finance option details of it are given to customer as they have tie up with four finance company like HDFC Bank, ICICI Bank, L and T Finance and Yes Bank. The customer is explained in detail with the vehicle delivery process, like cash purchase takes one working day, cheque payment requires four working days and finance proposal requires eight working days. After customer is satisfied with all the answer for his queries he is taken at the reception to register all details of customers and quotation is given to customer.

Follow up: As a sales executive has done all the needful to sell the two wheeler to the customers, regardless of the possibility that the sales executive has eventually competed all the steps (choice, show, test drive and so forth) midpoints direct only one about the four will be making a purchase decision and the remaining will leave the dealership on a note that the decision will be taken later .Hence here follow-up is the artistic work of transforming those walkouts into "be-backs" and at last offer the vehicle to the customers.

Sales Negotiation: At Honda generally no such process but the dealer restricts the negotiation process by offering some discounts on accessories and merchandise items.

B. Sales:

Booking: After finalisation of customers decision the customer is taken to the cashier for payment of cash/down payment D.D/Cheque etc. as the case is; and all assistance should be rendered to customer to complete this formality.

Vehicle Selection: Once this formality is over, the customer is taken to the selection room and the customer is given a free hand in selecting the motorcycle of his/her

choice. After selection of motorcycle, chassis and engine number of the vehicle is noted down, besides informing the POI in charge. If vehicle stock is not available customer is called back for vehicle selection.

Delivery:

The two wheeler delivery is handed over to the customer by the dealer delivery executive who describes the operational factors of the vehicle and timely maintained needed. The delivery executive will explain all the aspects and usage of the features in detail and also the safe riding factors. While taking delivery of the vehicle the sales executive is also there as Honda feels that if sales executive spends time with the customer it is an opportunity for the company to strengthen the bond with the customer.

C. Post sales:

Service:- Service station is a heart of any dealership as customer is going to be associated with you or not depends on the kind of services you give to customer. After sales, service is the parameter where customer will be in touch with dealership. To have mouth publicity, sales service is the most effective medium to make customer satisfied. Many times it was difficult to make customer hurt during sales negotiations due to not able to reduce the price below certain limits, that can be compensated on in service by providing prompt service and make his satisfied, Service starts from free servicing and continuous with regular service pattern end with replacement of old vehicle with new one and again the circle starts. It included the part of planning of the activity and tracking of the vehicle and customer status. A continues update of the vehicle and issues needs to captured during the free servicing period. Prompt scheduling of servicing and advance planning is must to avoid in delays and customer dissatisfaction.

4.8.4.5 CRM:

Right from sales to after-sales service, the dealerships works in coordination with Honda to earn and maintain the trust of customers.

Honda Shield: The scheme Honda Shield Extended Warranty protects the vehicle with unique half a decade of vehicle warranty. It's a comprehensive parts coverage and it covers related labour charges too.

For Scooterette and Motorcycle: 3yrs or 36,000/40,000 kms respectively

Annual Maintenance Contract: It provides maintenance benefits to the customers who sign the contact for a nominal charge. After the free services have been availed the customer can go for this contact where they get the benefit of free maintenance service for one year.

Roadside Assistance Program: This is specially designed program which provides customer with the roadside assistance for various services like puncture tire, engine breakdown and fuel if the vehicle runs out of fuel on road anytime. The customer is charged by the Company for these additional services provided. The company is available 24X7 for all 365 days to assist customer and for any help the customer needs to dial the toll free number1800 209 2224/ 022- 4090 1518.

Engine Health Assurance: It is the program which covers the engine health for one year and provides assurance of the work done in the engine for that one year. Main Engine parts are covered in this program. The Customers can select this program after the end of the warranty period i.e. 5 years (in case of extended warranty).

Service on Wheels:

The exceptional initiative "Service on Wheels" (SoW) has been taken by Honda to reach each and every customers, especially in remote areas of India. The Company wants its customers to feel and avail the service at its doorstep so this initiative was launched. Honda's motivation is to serve its customers with speed and strengthen its ties with the valued customers.

Connect with customers:

- After free servicing is over, the dealership is in contact with customer to update the servicing intervals through messages.
- Extended warranty schemes and company sponsored service camp updates are communicated with customers.
- After free and paid servicing is over for the vehicle purchased by the customer the company proposes annual maintenance contract so that the customer is in relationship with the company for life time.
- For every new vehicle delivered there are two methods for feedback, one is telephonic feedback and other one is over a website, the UI of feedback

- After every servicing done at the dealership there are special female customer relation executive appointed to take a feedback form filled personally.

Feedback Mechanism: This is a process done at dealership of the company and also though the website of the company. Feedback mechanism at the dealership is done through different ways which includes a suggestion box is kept at the service reception centre, online feedback and also there is a Customer Relationship executive which records the feedback on the printed feedback form. As feedback explains the customer experience thus recording feedback from customers is done on priority. As dealer serves a large customer base hence there are mixed responses from the customers. The negative responses are given special attention and tried to resolve on faster pace and the notification about the repairs made must be communicated to the customer who submitted the feedback. The positive responses are the indicator of customer satisfaction and hence strategies are made further to delight the customers.

4.8.4.6 PROMOTION:

HMSI using promotional stagey through advertisement, selling, sales promotion and public relations.

Product display is kind of promotional strategy which is used at dealership where customer gets the feel of the product. The feels and makes his decisions on the product by virtue of seeing the product, clarifies his doubt about the product if any. It gives an idea about every detail of the product such as variety, quality, size, colour, design etc. It also assists the customer to see and examine the bike before they actually buy them. Product display appeals visually to the prospects, stimulates them to purchase and reminds the buyers about their need and they are attracted to buy.

Dream Neo Superstar Contest was launched for the participation of all the new and existing customers Lucky winners of the contest got an opportunity to meet Bollywood actor Akshay Kumar the Superstar. Few participants were selected for the Television advertisement of Dream Neo. There were host of exiting prices for participants like expenses paid foreign and domestic trips.

The company has taken ‘Responsible and Safe Riding’ activity by joining forces with POGO brand association with CHOTA BHEEM, India's most adored character among kids. The main objective was safe riding promotion among kids alongside their families. The company has educated more than 5 lac customers.

The Company has used social media to create awareness about the new launches and engage the fan followers by updating the events of the Company. This will help the company to position at top in the minds of the customers as customers are net savvy nowadays

4.8.5 SUZUKI MOTORCYCLE INDIA PVT. LTD.

4.8.5.1 DEALERS NETWORK:

To increase the Suzuki two-wheeler market share in the Indian market the company requires to expand their dealership network across their country. Their subsidiary Maruti Suzuki initially tried helping them reach a larger set of audience as the Indo-Japanese carmaker is the largest manufacturer of automobiles in the country. It has more than 300 authorised dealers in India.

Dealers in Pune City:

- ACE Kudale Suzuki
- Automatic Suzuki, Karvenagar
- Bhaiji Suzuki, Hadapsar
- Wonder Suzuki, Wakdewadi
- Deccan Suzuki, F C Road
- Shiv Suzuki, PCMC
- S K Wagholi, Wagholi
- Swargate Suzuki, Swargate

4.8.5.2 STAFFING AT DEALERSHIP

The total staff required for the Dealer showroom and service centre is approximately 25 to 30. The staff is required for front end sales, backend activities, workshop spares and administration department. There is a manager for sales, workshop and spare parts department to supervise the presales and post sales activities. The staff for sales

requires to be graduate and the sales person should have a pleasing personality and good communication skills. Not only the sales executives and the front end staff needs to dress to impress the prospects. Every day is an opportunity for the front end sales team to turn another showroom visitor into a loyal customer. The sales manager needs to motivate the staff for achieving the goals. In Suzuki showroom all workers are trained and well behave with customer. Suzuki showroom's staff is very friendly with customers. Service department deals with customer service needs. The staff consist of technicians whose qualification is Diploma in Automobile or Mechanic / ITI (MMV). It also has the service advisors who are interacting with the customers who come for vehicle servicing or any issues related to after sales of a vehicle. These service advisor needs to have good interpersonal skills as well as good communication skills. The service advisors are the liaison between the customer and service technicians working in the service centre. They work with customers to determine problems with a vehicle and provide technicians with accurate repair descriptions. Additionally, service advisors are responsible for greeting customers, listening to requests, scheduling appointments and estimating costs. They may also be responsible for verifying insurance coverage, conducting inspections and test driving vehicles.

4.8.5.3 PRODUCT PROFILE:

Table 4.113: Product Profile of Suzuki Motorcycle India Pvt. Ltd.

Category	Vehicle / Model	Engine Capacity	Price	Colors	USP(Factors)
Category A Motorcycle 100cc					
Category B Motorcycle 125cc	Hayate EP	110 cc	57,169	3	Mileage
	Heat	125 cc	52,400		Style
	Zeus	125cc	50,132	3	Mileage
	Slingshot	125cc	60,160	4	Style, Comfort, Performance
Category C Motorcycle 150cc	GS 150 R	149 cc	81587	3	Comfort and power
Category D Motorcycle 150cc above	GIXXER	154.5 cc	86,430	3	Sporty Look and Unique Style
	GIXXER SP	154.9 cc	91693	2	Sporty look
	GIXXER SF	154.5 cc	1,16,000	2	sporty and premium look
	GIXXER SF SP	154.9 cc	1,11,500	1	More sporty and stylish

Category	Vehicle / Model	Engine Capacity	Price	Colors	USP(Factors)
	Hayabusa	1340cc	15,62,000	3	Style
	Intruder	1783 cc	15,95,000	1	Comfort
Category E Scooterette	Let's	112.8 cc	52,869	5	Dynamic Style
	Swish	124 cc	59,476	5	Comfort
	Access	125 cc	60,541	5	power and style
	New Access	125 cc	62,716	5	Power and Mileage
	New Access SE	125 cc	65,968	5	Retro Sytle

4.8.5.4 SALES PROCESS:

The sales process is divided into three sub process as follows:

A. Pre sales:

Customer Attendance:

Sales Process is always personal as it is important for sales persons to set a basic step by maintaining a friendly relationship with the customer. At the point when any customer enters the showroom for an enquiry of a vehicle. He is welcomed and directed towards the sales executive on the floor. The sales executive needs to keep a smile, shake hands and introduce himself. The sales person describes the products and the language used by him as simple as it can be so the customers understand. It there are any doubts in the customers mind the sales person always welcome objections, interpret them clearly and handle it tactfully. The customer is convinced about the product features of the Suzuki two wheeler. The sales executives investigate the matter of whether customer plans to buy the two wheeler on cash or card or cheque or would go for finance assistance. In that case, the executive directs the customer towards the finance counter. Suzuki does not have its own fiancé company hence it has tie up with other financial institutions like HDFC Bank, ICICI Bank and Shriram Finance.

Follow up:

Making a follow-up call after a customer enquiry is important as it adds value to the brand. It gives an opportunity to build a relationship. Hence at Suzuki dealership a follow up call is made by the receptionist. The Company uses various means to contact the customers through phone, mails and WhatsApp chats. When following up, at Suzuki the contact is made with the view to put a step forward in sales process.

Sales Negotiation:

The sales executive has been instructed to rather than bringing down the price of the vehicle, offer included value, for example, discount on accessories, timely delivery with the colour choice etc. On the off chance that the customer demands an absolute bottom value, then don't offer any additional esteem.

B. Sales:

Once the customers makes up his mind for the purchase of the Suzuki vehicle the customer visits the showroom for purchase. The sales executive who attended the customer first attends the customer. This is the most enjoyable part of the sales process for customers. Here the customer makes the selection of the vehicle of his choice and also completes the payment formalities either by cash, cheque or card. The customer can also make part payment also. If the customer has opted for finance option then the customer needs to comply with all the documentation and complete the formalities. Once all the payment, documentation and vehicle selection process is done the next step is the delivery of the vehicle.

The vehicle is registered and delivered to the customer with the necessary accessories are fitted.

Suzuki Two wheelers hands over the two wheeler to the customer as per the convenience of the dealership and also the customer. Normally after registration the vehicle is delivered the same evening or next day. Before handing over the delivery to the customer it is ensured if the two wheeler is properly washed, perfect and loaded with fuel. The Invoice, insurance cover note, PUC, owner's manual and warranty card is given to the customer. The delivery process is finished by giving the safe driving tips about the two wheeler to ensure that the customer gets the correct riding a two wheeler. The customer is also educated about the service schedule, vehicle maintenance and warranty policies. The customer is also informed about the location, timings and contact person of the service centre.

The customer is communicated significant appreciation to and solicited in the matter from whether they were upbeat and happy with the dealership, the two wheeler purchasing process and the delivery process.

C. After sales:

Service:

The Servicing of vehicles has to be done at the authorised service stations and within the predefined kms or days from the date of offer of a two wheeler whichever happens first. It is mandatory to benefit all Free and Paid services according to given schedule in the owners service booklet.

For Scooters:

Access: 6 free and 6 paid services for this Scooter.

Swish: 4 free, 4 paid and 1 bonus services for this Scooter.

Let's: 4 free, 4 paid and 1 bonus services for this Scooter.

Motorcycles:

Motorcycles: 6 Free and 9 paid services for its motorcycle.

Schedule are chargeable at actual during the free service period.

Warranty:

The warranty period is that period in which Company takes responsibility of any manufacturing defect in the two wheeler. The claim can be recovered by the customers if he the services the vehicle from authorised service stations.

4.8.5.5 CRM:

The company strongly believes in giving a close ear to the customer's voice and visualising it from customers point of view. Due to this Suzuki has developed two wheelers that have won the trust and support of customers. It persistently attempts to fulfill customer expectations.

Suzuki Motorcycle India Private Limited (SMIPL) has been holding various a service campaigns in a year to inspect and replace a few parts as a precautionary measure. Suzuki always listen customer problem and solve his queries and always have communication with customer after the vehicle delivery and even after every servicing of vehicle done. Company message customers on personal and festival occasion and tries to keep customers happy and connected. The latest update from Suzuki India is made available for potential customers by sharing the riding stories of existing customers.

Extended Warranty:

This is an additional assurance given for repairs and replacements of parts under the extended warranty program. The dealer takes this responsibility. The extended warranty period is after the successful completion of the warranty period. This is an extended service given to customers to strengthen the bond between company and customers.

The term of the extended warranty period is for
PLAN A - 12 months or 12,000 kms (Scooters) / 15,000 kms (Motorcycles),
PLAN B - 24 months or 24,000 kms (Scooters) / 30,000 kms (Motorcycles),
PLAN C - 36,000 kms (Scooters) / 40,000 kms (Motorcycles)

The Extended Warranty Registration commences on the expiry of manufacturers 24 months or 24,000 kms (Scooter) / 30,000 kms (Motorcycle) warranty period which is from the date of delivery.

Value Added Service: The dealers service centre strictly watch and try to lesser the time of a customer while they give their vehicle to service. Mostly when customer come to give their vehicles in service, the service procedure of the showroom is very less and smallest so that customer will free within 5 Minutes.

Gate Entry ⟶ Receive by Service Advisor ⟶ Job Card Entry (Opening) ⟶ Estimation of Expenses

4.8.5.6 PROMOTIONS:

The Company have promoted the attributes of the vehicle through both above-the-line and below-the-line campaigns. The Gixxer launch was supported by a high decibel campaign featuring brand endorser Salman Khan. In addition to advertisements on television and in print, the company has also deployed hoardings, online marketing, retail merchandise and on ground activations to reach the consumer.

Company at dealer end has some campaigns in malls and public place where customers can easily be attracted towards motorcycles which are new and placed in campaign.

Promotional activities are taken by company at dealer like the Loan and exchange Mela, free service camps and customer meets.

Dealers have promotional schemes that are useful to attract the customer towards the showroom to purchase two wheeler. This promotional scheme provided to the customer is RTO free, Insurance free, Petrol free upto some kms, Reference sales and Exchange schemes.

4.8.6 MAHINDRA TWO WHEELERS LIMITED

4.8.6.1 DEALERS NETWORK

The company is rapidly expanding the already significant distribution and customer service networks across the country. The Company has a wide spread of dealer network comprising of more than 300 dealers and are continuously widening the reach. To serve our customers better, the company is now operating over 200 mobile service points on two wheelers.

Dealers in Pune City

- Gupta Auto
- Silver Jubilee Motors Ltd.
- Solum Automobiles System Pvt. Ltd.
- Silver Jubilee Motors Ltd.
- Gupta Auto
- Sun Auto
- Tanishk Motors
- Balaji Automobiles
- P.B. Motors
- Shree Auto
- Bhoomi Motors

4.8.6.2 STAFFING AT DEALERSHIP

The total staff required for the Dealer showroom and service centre is approximately 15 to 20. The staff is required are receptionist, sales executives, sales manager, cashier, accountant, vehicle registration assistant, service advisors, technicians, helpers,

workshop manager, spare parts manger and helpers. There is one General Manager who is responsible for sales and after sales activities in the showroom.

4.8.6.3 PRODUCT PROFILE

Table 4.114: Product Profile of Mahindra Two Wheelers Limited

Category	Vehicle / Model	Engine Capacity	Price	Colors	USP (Factors)
Category A Motorcycle 100cc	Centuro NXT	106.7 cc	52,890	2	Mileage
Category B Motorcycle 125cc					
Category C Motorcycle 150cc					
Category D Motorcycle 150cc above	Mojo	295cc	1,83,800	4	Style and Pick up
Category E Scooterette	Gusto 125	124.6 cc	51,570	4	Comfort
	Gusto 110	109.6 cc	48,570	6	Comfort
	Rodeo UZO	124.6 cc	50,420	2	Style and Power
	Duro DZ	124.6 cc	47,820	4	Power

4.8.6.4 SALES PROCESS:

The sales process is divided into three sub process as follows:

A. Pre sales:

When a customer enters a showroom, a sales executive makes a genuine effort to acknowledge and assist the customer. Greeting the customer can often be the most important aspect to closing a sale hence this aspect is taken care at the showroom. The customer is offered a seat at the enquiry counter. The customer may most likely inquire about a specific vehicle and then the sales executive gives proper information about the vehicle, shows him the vehicle displayed and even offers a test ride to feel the vehicle. The quotation and leaflets are given to the customer at the reception counter who in turn maintains the customer details in the enquiry registered. The customer is assisted with the finance schemes given at the finance counter by the ICICI Bank, Mahindra Finance and HDFC Bank.

Follow up: To maximize the sales, the reception staff after the 2-3 days of the showroom visit by the customer incorporates a follow-up call to know the intention of customers buying decision. This is recorded in the enquiry registered. If any extra information is required the call is diverted to the same executive who attended the customer earlier.

Sales negotiation: It depends per person to person. The Basic cost of the vehicle doesn't change but there is negotiation for accessories as they are optional.

B. Sales:

Sometime at the sales negotiation process time only the customer finalises the purchase and books the vehicle with nominal cash. Once the customer has made his mind for purchase, he visits the dealership for paperwork and payment.

Vehicle selection and payment of the vehicle are simultaneously done. The customer is informed with the delivery date.

The vehicle is registered and delivered to the customer as per the date specified or as the choice of the customer as to when they want the delivery. Everything is handled by the sales executive who attended the customer, as this is the time where the sales executive and customer are bonding in a relationship.

At Mahindra Two wheelers during delivery of the vehicle, puja is done as per the tradition and then the vehicle is handed over to the customer. At Mahindra dealerships it's made sure the two wheeler is clean, full of gas. The invoice, insurance cover note, PUC, owner's manual and warranty information is given to the customer. The customer is toured in the service department of dealership. The Delivery Process is ended by giving in depth information about the two wheeler to make sure the customer knows about everything related to safe and right riding a two wheeler.

C. After Sales:

Service: The Services to be benefited within the predefined kms or days from the date of offer of a two wheeler whichever happens first. It is obligatory to benefit all Free and

Paid services according to given timetable in the owners service booklet. The servicing should be benefited just at approved dealership or service station.
For all Mahindra two wheelers 6 servicing are free and after that paid service.

Warranty: Quality of Mahindra vehicles is guaranteed through a comprehensive warranty policy that sale. Details of warranty terms and conditions and warranty registration card is included in this owner's guide

4.8.6.5 CRM

KAVACH – Extended Warranty

It is a prolonged warranty offered to the customer after the Mahindra two wheelers warranty is over. It prevents the vehicle from any unforeseen damages that may occur in future. (after the manufacturer's warranty is over). The Extended Warranty gives coverage upto 5 years or 70,000 kms which ever earlier. This facility offers the customers a worry free riding ownership upto 5 years.

Connect With Customers:

- Handing Customer complaints: The customers can register their complaint and mail to customercare@mahindra.com. The Company cares about the customer complaints and tries to resolve at a faster speed.
- With You Hamesha: An initiative to be connected with customers through 24X7. The Call centre toll free no, websites, tweet handle, telephone, mail etc. helps Company to be always connected to solve customers' queries and problems if any.
- After sales or delivery of the vehicle normally on the fifteenth day customers are called for customer grievances at showroom, service centre and to know about the vehicle operation.
- A survey is always carried out in a routine way to know the consumer satisfaction trends.

4.8.6.6 PROMOTION

Negligible usage of fund provided by Mahindra for promotions and is heavily dependent on walk-ins in the showrooms. Lack of festive promotional activities

(October/ November) as in comparison with the competitors. There is less emphasis on rural promotional activities. The company has not sponsored any major event to create brand awareness.

The company uses internet and social media for promotions and connecting with the customers and prospects. The Company is trying to use new ways to get connect with the internet savvy customers. The Company uses Facebook, Twitter, LinkedIn, YouTube and Google+ to promote two wheelers. Mahindra Motorcycles has been using Twitter to its advantage by interacting with its followers very regularly with respect to customer service topics. The brand understands the importance of a good customer service strategy and therefore is capitalizing on the potential of the platform. More the customer queries are answered by a brand, more interaction will take place, hence increasing the engagement.

Bollywood actress Kareena Kapoor has been roped in by the company to promote its entire range of Power Scooters. This is done by the Company through a 360-degree multimedia campaign, encompassing print, electronic and online media. The actress was first seen riding Mahindra's scooters in the blockbuster film, 3 Idiots.

Special and exciting festive season offer 'Long Drive Offer' was launched by the company which ensured petrol discount of Rs.1500 on every purchase of Mahindra's scooterette segments. This offer was valid on all Mahindra Dealership across India.

4.8.7 INDIA YAMAHA MOTOR

4.8.7.1 DEALERS NETWORK

There are more than 800 Yamaha customer service centres and 500 dealership outlets across 29 states and four union territories of India. The company has a wide network of over 2,200 customer touch-points in India.

Dealers in Pune City:

- Monarch Automobiles
- The Spirit Sales and Service
- Kamla Landmarc Motorbikes Private Limited

- Vijayalaxmi Yamaha
- Viraj Automobile
- Yamaha Auto Lounge
- Kamla Motors
- Kings Motors
- Gurunanak Auto Lounge
- Pasalkar Automobiles
- Satav Autombiles
- J. Williams and Co.

4.8.7.2 STAFFING AT DEALERSHIP

The total staff required for the Dealer showroom and service centre is approximately 15 to 20. The staff is required for front end sales, backend activities, administration department, workshop and spares parts department.

For Service Department Yamaha's technical training program is given to develop a highly skilled technical workforce for the dealer service stations for delivering highest quality of service to the Yamaha customers.

4.8.7.3 PRODUCT PROFILE

Table 4.115: Product Profile of India Yamaha Motor

Category	Vehicle / Model	Engine Capacity	Price	Colours	USP(Factors)
Category A Motorcycle 100cc	Crux	106 cc	39,100	2	Mileage
	YBR 110	106 cc	46,465	3	Mileage
Category B Motorcycle 125cc	Saluto RX	110 cc	48,460	4	Performance
	Saluto - Disk Brake	125 cc	58,100	5	Economical and Practical Indian Family Motorcycle
	YBR 125	123 CC	56,846	3	Power and Style
Category C Motorcycle 150cc	SZ RR	149cc	69,664		Powerful and Stylish
	FZS-FI	149 cc	85,259	5	performance and efficiency
	FZ-FI	149 cc	83,196	2	Stylish and Sporty
	FAZER FI	149cc	90,405	3	Sporty look
	YZF R15s	149 cc	1,18,241	3	

Category	Vehicle / Model	Engine Capacity	Price	Colours	USP(Factors)
	YZF R15	149cc	1,21,373	3	
Category D Motorcycle 150cc above	FZ 16	153CC	76,491	2	Style
	YZF-R3	321cc	3,32,000	2	Sports Model
Category E Scooterette	Fascino	113cc	55,300	5	Sports and Stylish
	Alpha	113 cc	52,339	10	Family vehicle
	Ray Z	113 cc	51,336	4	Sporty
	Ray ZR	113cc	53,000	4	Next-Generation Real Boy's Scooter

4.8.7.4 SALES PROCESS:

The sales process is divided into three sub process as follows:

A. Pre Sales:

The journey at Yamaha dealership starts where customers are attended efficiently from the moment they enter the showroom, consulted with sales executive and offered a range of two wheelers in various specifications, finance opportunities, accessories and Yamaha merchandise collection items to suit their lifestyle. Yamaha has its own finance company named Bussan Auto Finance India Pvt. Ltd. which offers various finance schemes for the customers. There are other finance institutions like HDFC Bank and ICICI Bank who have their executives at finance counters with wide range of finance schemes available for Yamaha two wheelers.

Follow up: A thorough follow up process is not rocket science, but it is a precise science. The follow up approaches by Yamaha differentiates them from the other competitors who are calling the same customer or prospect. It distinguishes them and gives an edge. The sales executive who attended the customer

Sales Negotiation:

Every one of the endeavours are made to offer the Yamaha two wheeler by convincing the customer without offering any rebates or free embellishments. Regularly, every customer under estimate free–accessories offer and requests compliment/money markdown and so on. In that inevitability the Asst. Sales Manager must to be counseled and if all else fails not lose the deal the Asst. Sales Manager properly counseling with General Manager may bring appropriate choice and strike down the arrangement. The

transaction procedure contrasts according to the kind of the vehicle. For most recent launched vehicle such process does not happen.

B. Sales:

After the customer comes up with the buying decision the customer visits the showroom for further traditions. The next course of action is done by the sales executive who attended the customer. This is the time when a relationship is creating between the customer and brand. From the meet and welcome to the delivery everything is taken care by the sales executive. It's not the esteem it's the regard and these business steps will make the regard to the customer and make the customer see that this dealer of Yamaha Motors is the best one to offer a vehicle to the customer.

The customer can select the model and colour and then make the booking or vice versa. For selection of vehicle the customer is take along the vehicle selection area where the customer at ease can select the vehicle he wants and prefers.

The customers need to make the booking either in part or full. The customer can choose any mode of payment like cash/ cheque/ card. As per the process 2-3 days is required for clearing of cheque and few more days for finance approval if the Yamaha two wheeler is taken on finance. After the completion of all the documentation and traditions done the vehicle is for registration and after a day the vehicle is passed on to the customer. Customer can in like manner pick the date and time of delivery as indicated by their religious conviction or as per their development.

Before the customer comes in person for the delivery the vehicle is cleaned and made arranged for the delivery as its promising occasion for the customer. The petrol tank is filled for approximately 10 kms. Before passing on the vehicle the Pre Delivery Inspection person checks with the vehicle and additional items like accessories, if any, they are properly associated. The Invoice, registration paper, assurance cover note, PUC, owner's manual and warranty card are given to the customer. In the midst of the delivery, the sales or the delivery executive will give tips for the operations of the vehicle, portray the upkeep required and familiarize the customer with the servicing intervals, warranty specifications and also the location of the service centre with the timings and contact person. The customer is expressed profound gratitude to and asked

in the matter of whether they were happy and satisfied with the dealership, the two wheeler buying process and the delivery methodology.

C. After sales:

Service:

The Services to be benefited within the predefined kms or days from the date of offer of a two wheeler whichever happens first. It is obligatory to benefit all Free and Paid services according to given timetable in the owners service booklet. The servicing should be benefited just at approved dealership or service station.

For Scooters: There are 5 free services, 3 paid and 3 bonus services

For Motorcycle: There are 3 to 6 free services, 5 to 9 paid and 2 bonus services depending upon the different models of motorcycles.

Warranty:

It provides the customers a shield for safeguarding its two wheeler from any manufacturing defects. The Company takes the responsibility for the period mentioned below:

Motorcycle: For 2 years or 30000 kms from the date of purchase (whichever is earlier)
Scooter: For 2 years or 24000 kms from the date of purchase (whichever is earlier)

4.8.7.5 CRM

Checklist before Ride: A checklist is given to customers to ensure good mileage and for long life of the vehicles.

Safety Riding Tips: Customers are made to remember some basic motorcycle safety practices to ensure enjoyable rides.

Extended Warranty: Extended warranty starts after completion of IYM warranty. There is a minimal cost which has to be borne by the customer to avail this extra warranty.

For Scooter / Motorcycle: 3yrs or 36,000/40,000 KMS respectively

Service Camps:

Company organises service camps to be again connected and be closer to the customers. Such camps provides platform for the customers to seek advice from the expert service engineers about the usage and maintenance of their two wheeler. The Company in return is benefited with the customer feedback about the product and its experience. The company provides some exciting offers to all those who participated in the Service Camps.

For the rural customers Yamaha organize Mobile Service Caravan (MSC) operated through a fully equipped mobile service van which gives door steps service to every valuable customers.

Connect with customers:

- Feedback of sales and after sales services
- Service reminders were given to customers through SMS
- Various events information are shared
- Customer meets to understand the satisfaction level of customers.
- During the festive season, Yamaha arranges test rides and service camps. Other programs are also organised like Yamaha Children Safety Program, Yamaha Female Safety Program for being in touch with customers.

4.8.7.6 PROMOTION

The promotions were done at the dealer end by advertising through Cinema Halls. Various exchange melas were organised in various parts of the city. Demo Vans were placed in front of the colleges in Pune to attract the young crowd. Dealers of Yamaha offered various contests and festival discounts to attract customers.

The company sponsored the football team of John Abraham NorthEast United FC and hence with every test ride of Yamaha RayZR there was a chance to win the merchandise like, team Jersey, autographed football and free match passes every week. There is also a lucky winner contest to upload the video with Yamaha Ray ZR and earn the maximum likes and the lucky winner had a chance to meet John Abraham and the team of NorthEast United FC.

4.9 HYPOTHESES VALIDATION

The researcher has tested the presumptions on the basis of data collected and interpreted using different techniques of analysis. No good research is complete without validation of hypothesis. From this point of view the researcher has compared the statements of hypotheses with the findings drawn and has validated the basic assumptions of the study.

4.9.1 HYPOTHESIS TESTING - 1

Purpose:- To study the impact of brand name, price and fuel economy on sales of two wheelers.

Variables and Measurement:-

Level of importance in consideration at the time of purchase

In all 755 respondents were presented with 16 parameters and were asked to rank their level of expectation between 1 to 5 (1-Not Important at all, 2-Less Important, 3-Neutral, 4- Important, 5- Extremely Important). A list of parameters is given below

	PARAMETERS
1.	Brand Image
2.	Company Image
3.	Price
4.	Fuel Economy/ Mileage
5.	Driving Comfort
6.	Safety
7.	Pick up
8.	Colour
9.	Latest Technology
10.	Reliability
11.	Internal Space / storage space
12.	Style and Aesthetics
13.	Maintenance Cost
14.	Resale Value
15.	Service Network
16.	Accessories

H_0 - Brand name, price and fuel economy has no major impact on sales of two wheelers.

H_1- Brand name, price and fuel economy has a major impact on sales of two wheelers.

Statistical Test: - Friedman Chi Square Test

Level of Significance: $\alpha = 0.05$

Test Statistics[a]	
N	755
Chi-Square	1887.935
Df	15
Asymp. Sig.	.000
a. Friedman Test	

Observation:

χ^2 (15) = 1887.935, P value (0.000), N=755

Conclusion: Since the P value (0.000) is less than the level of significance (0.05) the Null hypothesis is rejected. Hence it is concluded that brand name, price and fuel economy have a major impact on sales of two wheelers.

In order to identify where the difference lies in customer's expectations, we refer to ranks table.

Table 4.116: Ranking of factors as key influencers

Ranks	
Parameters	**Mean Rank**
Brand Image	14.20
Company Image	9.02
Price	9.12
Fuel Economy/ Mileage	9.11
Driving Comfort	8.56
Safety	9.12
Pick up	8.51
Colour	7.37
Latest Technology	8.53
Reliability	7.69
Internal Space / storage space	6.35
Style and Aesthetics	8.15
Maintenance Cost	7.98
Resale Value	7.06
Service Network	7.89
Accessories	7.35

NOTE:- Since the data is mean rank, the larger value indicates more favourable responses. From the ranks table it can be seen that

Brand Image mean rank is 14.20

Price mean rank is 9.12

Safety mean rank is 9.12

Fuel Economy/ Mileage mean rank is 9.11

Company Image mean rank is 9.02

Driving Comfort mean rank is 8.56

Latest Technology mean rank is 8.53

Pick up mean rank is 8.51

Style and Aesthetics mean rank is 8.15

Maintenance Cost mean rank is 7.98

Service Network mean rank is 7.89

Reliability mean rank is 7.69

Colour mean rank is 7.37

Accessories mean rank is 7.35

Resale value mean rank is 7.06

Internal Space / storage space mean rank is 6.35

From the data analysis it can be observed that customers rate **brand name, price and fuel economy** high among 16 parameters and have positive impact on sales of two wheelers.

4.9.2 HYPOTHESIS TESTING - 2

Purpose:- To study the satisfaction level of customers with respect to brand name, price and fuel economy of two wheelers after purchase.

Variables and Measurement:-

To check customers level of satisfaction all 755 respondents were presented with 16 parameters and were asked to rank their level of satisfaction between 1 to 5 (1-Highly Dissatisfied, 2-Dissatisfied, 3- Neutral, 4- Satisfied, 5- Highly Satisfied)

	PARAMETERS
1.	Brand Image
2.	Company Image
3.	Price
4.	Fuel Economy/ Mileage
5.	Driving Comfort
6.	Safety
7.	Pick up
8.	Colour
9.	Latest Technology
10.	Reliability
11.	Internal Space / storage space
12.	Style and Aesthetics
13.	Maintenance Cost
14.	Resale Value
15.	Service Network
16.	Accessories

H_0 - "There is no change in customer's satisfaction level with regards to Brand name, price and fuel economy after purchasing two wheelers."

H_1 -"There is a positive change in customer's satisfaction level with regards to Brand name, price and fuel economy after purchasing two wheelers."

Statistical Test:- Friedman Chi Square Test

Level of Significance: $\alpha = 0.05$

Test Statistics[a]	
N	755
Chi-Square	548.878
Df	15
Asymp. Sig.	.000
a. Friedman Test	

Observation:

χ^2 (15) = 548.878, P value (0.000), N=755

Conclusion: Since the P value (0.000) is less than the level of significance (0.05) the Null hypothesis is rejected. Hence it is concluded that there is a positive change in customer's satisfaction level with regards to Brand name, price and fuel economy after purchasing two wheelers.

In order to identify where the difference lies in customers satisfaction, we refer to ranks table.

Table 4.117: Ranking of factors as per customer satisfaction

Ranks	
Parameters	**Mean Rank**
Brand Image	10.44
Company Image	9.49
Price	8.98
Fuel Economy/ Mileage	8.82
Driving Comfort	9.14
Safety	8.84
Pick up	8.88
Colour	8.56
Latest Technology	8.41
Reliability	7.96
Internal Space / storage space	6.78
Style and Aesthetics	8.66
Maintenance Cost	8.07
Resale Value	6.89
Service Network	8.11
Accessories	7.96

NOTE:- Since the data is mean rank, the larger value indicates more favourable responses. From the ranks table it can be seen that

Brand Image mean rank is 10.44

Driving Comfort mean rank is 9.14

Price mean rank is 8.98

Pick up mean rank is 8.88

Safety mean rank is 8.84

Fuel Economy/ Mileage mean rank is 8.82

Style and Aesthetics mean rank is 8.66

Company Image mean rank is 8.56

Latest Technology mean rank is 8.41

Service Network mean rank is 8.11

Maintenance Cost mean rank is 8.07

Reliability mean rank is 7.96

Accessories mean rank is 7.96

Colour mean rank is 7.37

Resale value mean rank is 6.89

Internal Space / storage space mean rank is 6.78

Hence it is observed that customers are satisfied with brand name, price and fuel economy and rate it high in preference and making positive impact on sales of two wheelers.

4.9.3 HYPOTHESIS TESTING-3

Purpose:- To study whether storage space and comfort of driving play any major role in purchase decision making of a two wheeler amongst female customers.

Statistical Test:- Cross tabulation and chi square test

Variables and Measurement:-

In all 755 respondents were asked to rank the level importance attached to the storage space and comfort of driving while purchasing two wheeler by female customers between 1 to 5 (1-Not Important at all, 2-Less Important, 3- Neutral, 4- Important, 5-Extremely Important). To analyze the data, it is transformed into three variables and output is presented in the form of table. To test the hypothesis both the factors are separately considered by stating two different hypotheses.

H_0 – "Internal storage space and comfort of driving does not influence purchase decision of a two wheeler of female customers."

H_1 – "Internal storage space and comfort of driving influence purchase decision of a two wheeler of female customers."

To test effect of driving comfort on purchase decision of female customers, the hypothesis is

H_0A – "Comfort of driving has no influence on purchase decision of a two wheeler for female customers."

H_1A – "Comfort of driving has positive influence on purchase decision of a two wheeler in case of female customers."

Table 4.118: Cross tabulation of driving comfort and Gender

			Driving Comfort			Total
			Not important	Important	Neutral	
Gender	Male	Count	135	223	274	632
		% within Gender	21.4%	35.3%	43.4%	100.0%
		% within Driving Comfort	88.8%	78.0%	86.4%	83.7%
		% of Total	17.9%	29.5%	36.3%	83.7%
	Female	Count	17	63	43	123
		% within Gender	13.8%	51.2%	35.0%	100.0%
		% within Driving Comfort	11.2%	22.0%	13.6%	16.3%
		% of Total	2.3%	8.3%	5.7%	16.3%
Total		Count	152	286	317	755
		% within Gender	20.1%	37.9%	42.0%	100.0%
		% within Driving Comfort	100.0%	100.0%	100.0%	100.0%
		% of Total	20.1%	37.9%	42.0%	100.0%

From the above table it is observed that 63 (i.e. 51.2%) females responded that comfort of driving is the important criterion in purchase decision making of a two wheeler.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.537[a]	2	.003
Likelihood Ratio	11.364	2	.003
Linear-by-Linear Association	.013	1	.909
N of Valid Cases	755		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 24.76.			

In the table above the "**Pearson Chi-Square**" value is (2) = 11.537, which is associated with p = .003 which is less than standard value 0.05 indicating no risk in rejecting null hypothesis which means there is statistically significant association between gender and driving comfort, that is, driving comfort has positive influence on purchase decision of a two wheeler amongst the female customers.

Symmetric Measures					
		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	.124			.003
	Cramer's V	.124			.003
Interval by Interval	Pearson's R	-.004	.033	-.114	.909[c]
Ordinal by Ordinal	Spearman Correlation	-.016	.034	-.440	.660[c]
N of Valid Cases		755			

Symmetric Measures				
	Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
a. Not assuming the null hypothesis. b. Using the asymptotic standard error assuming the null hypothesis. c. Based on normal approximation.				

Phi and Cramer's V are tests of the strength of association and it can be observed from above table that the strength of association between the variables is positive.

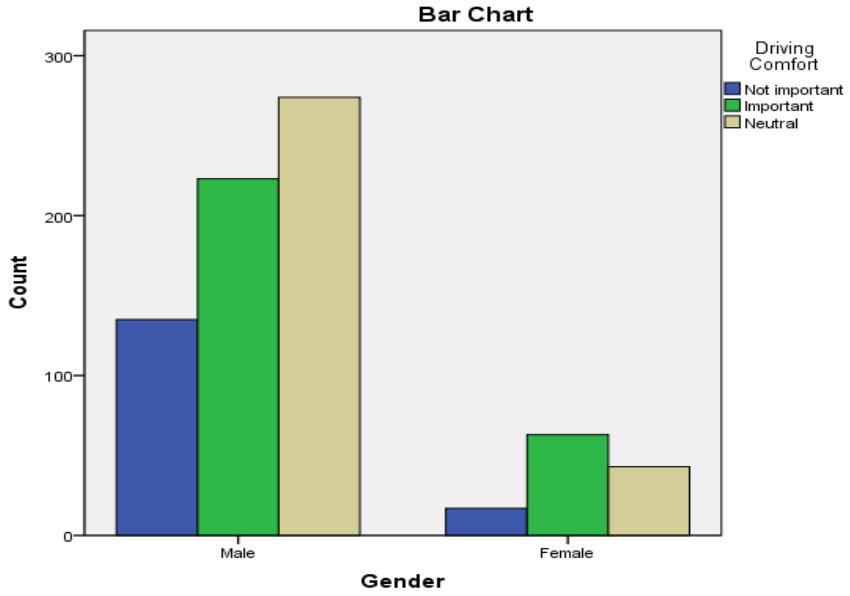


Figure 4.42: Importance Level of Driving Comfort as per Gender

It can be easier to visualize data than read tables and the clustered bar figure allows researcher to conclude that factor comfort of driving is important while making purchasing decision to buy two wheelers in case of female customers.

To test effect of internal storage space on purchase decision of female customers, the hypothesis is

H_0B – "Internal storage space has no influence on purchase decision of a two wheeler for female customers."

H_1B – "Internal storage space has positive influence on purchase decision of a two wheeler in case of female customers."

Table 4.119: Cross tabulation of Internal / storage space and Gender

	Internal / storage space	Total

			Not important	Important	Neutral	
Gender	Male	Count	291	128	213	632
		% within Gender	46.0%	20.3%	33.7%	100.0%
		% within Internal / storage space	90.1%	74.9%	81.6%	83.7%
		% of Total	38.5%	17.0%	28.2%	83.7%
	Female	Count	32	43	48	123
		% within Gender	26.0%	35.0%	39.0%	100.0%
		% within Internal / storage space	9.9%	25.1%	18.4%	16.3%
		% of Total	4.2%	5.7%	6.4%	16.3%
Total		Count	323	171	261	755
		% within Gender	42.8%	22.6%	34.6%	100.0%
		% within Internal / storage space	100.0%	100.0%	100.0%	100.0%
		% of Total	42.8%	22.6%	34.6%	100.0%

From the above table it is observed that 43 (i.e. 35%) females responded that internal storage space is the important criterion in purchase decision making of a two wheeler.

Chi-Square Tests			
	Value	df	Asymp. Sig.(2-sided)
Pearson Chi-Square	20.329[a]	2	.000
Likelihood Ratio	20.468	2	.000
Linear-by-Linear Association	8.618	1	.003
N of Valid Cases	755		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 27.86.			

In the table above the "**Pearson Chi-Square**" value is $\chi(2) = 20.329$, which is associated with $p = .000$ which is less than standard value 0.05 indicating no risk in rejecting null hypothesis which means there is statistically significant association between gender and internal storage space, that is, internal storage space has positive influence on purchase decision of a two wheeler amongst the female customers.

Symmetric Measures					
		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	.164			.000
	Cramer's V	.164			.000
Interval by Interval	Pearson's R	.107	.034	2.951	.003[c]
Ordinal by Ordinal	Spearman Correlation	.111	.034	3.060	.002[c]
N of Valid Cases		755			

Symmetric Measures				
	Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
a. Not assuming the null hypothesis. b. Using the asymptotic standard error assuming the null hypothesis. c. Based on normal approximation.				

Phi and Cramer's V are tests of the strength of association and it can be observed from above table that the strength of association between the variables is positive.

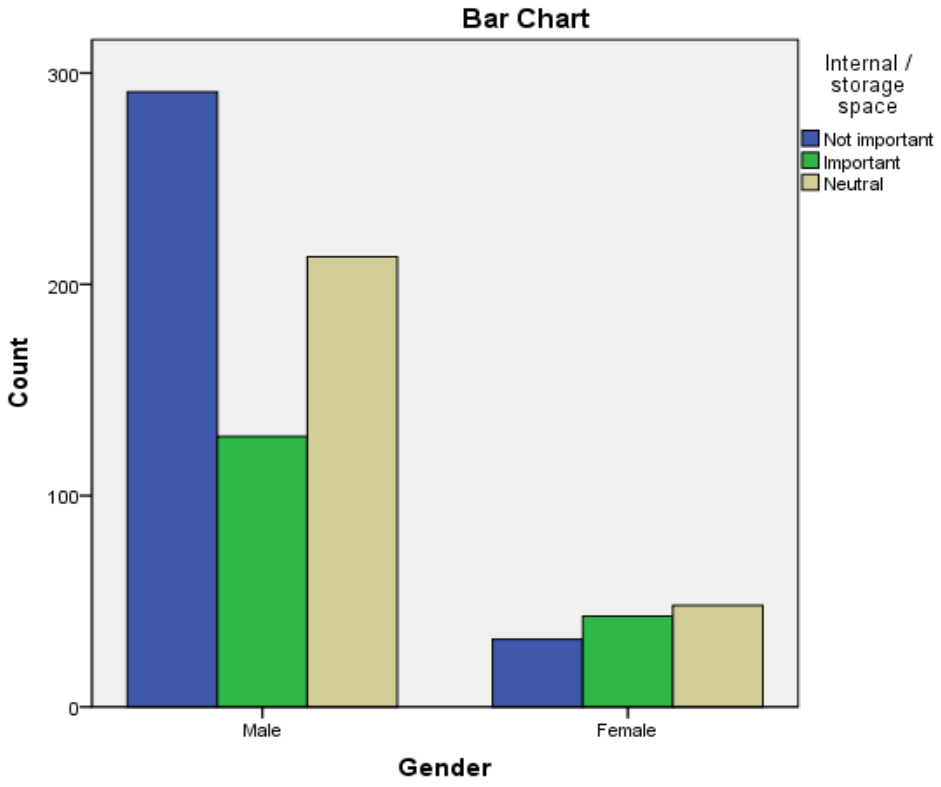


Figure 4.43: Importance Level of Internal / storage space as per gender

It can be easier to visualize data than read tables and the clustered bar figure allows researcher to conclude that factor internal storage space is important while making purchasing decision to buy two wheelers in case of female customers.

Summary of two sub hypothesis is shown in table below.

Table 4.120: Summary of two sub hypothesis

Hypothesis	Factors	Pearson Chi-Square	P-value	Correlation	Decision
H_{01}	Comfort in Driving	11.537	.003	.124	Null hypothesis rejected
H_{02}	Internal Storage Space	20.329	.000	.164	Null hypothesis rejected

From the table above it can be observed that internal storage space and comfort of driving influence purchase decision of a two wheeler of female customers.

4.9.4 HYPOTHESIS TESTING - 4

Purpose: -To study whether pickup, colour and latest technology play any role in influencing the purchase decision making of a two wheeler amongst youngsters.

Statistical Test: - Cross tabulation and chi square test

Variables and Measurement:-

In all 755 respondents were asked to rank the level importance attached to pick up, colour and latest technology while purchasing two wheeler by youngsters, between 1 to 5 (1-Not Important at all, 2-Less Important, 3- Neutral, 4- Important, 5- Extremely Important). The researcher has defined the Youngsters the age group of 18-35. To analyze the data, it is transformed into three variables and output is presented in the form of table. To test the hypothesis all the three factors are separately considered by stating three different hypotheses. The data is transformed to 1- Not Important at all and 5-Extremely Important.

H_0 – "Pickup, colour and latest technology does not influence purchase decision making of a two wheeler amongst youngsters."

H_1 – "Pickup, colour and latest technology influence purchase decision making of a two wheeler amongst youngsters."

To test the hypothesis all the factors are separately considered by stating three different hypotheses. Researcher considered three separate hypotheses to study the role of pickup, colour and latest technology with age.

To test effect of pickup on purchase decision of a two wheeler, the hypothesis is

H_0A – "Pickup is not the major criterion in purchase decision making of a two wheeler amongst youngsters."

H_1A – "Pickup is the major criterion in purchase decision making of a two wheeler amongst youngsters."

Table 4.121: Cross tabulation of Pickup and Age

Age * Pick up Cross tabulation					
			Pick up		
			Not at all important	Extremely important	Total
Age	18-21	Count	19	87	106
		% within Age	17.9%	82.1%	100.0%
		% within Pick up	11.4%	14.8%	14.0%
		% of Total	2.5%	11.5%	14.0%
	21-25	Count	79	226	305
		% within Age	25.9%	74.1%	100.0%
		% within Pick up	47.6%	38.4%	40.4%
		% of Total	10.5%	29.9%	40.4%
	25-35	Count	42	200	242
		% within Age	17.4%	82.6%	100.0%
		% within Pick up	25.3%	34.0%	32.1%
		% of Total	5.6%	26.5%	32.1%
	35-50	Count	21	62	83
		% within Age	25.3%	74.7%	100.0%
		% within Pick up	12.7%	10.5%	11.0%
		% of Total	2.8%	8.2%	11.0%
	50 and above	Count	5	14	19
		% within Age	26.3%	73.7%	100.0%
		% within Pick up	3.0%	2.4%	2.5%
		% of Total	.7%	1.9%	2.5%
Total		Count	166	589	755
		% within Age	22.0%	78.0%	100.0%
		% within Pick up	100.0%	100.0%	100.0%
		% of Total	22.0%	78.0%	100.0%

From the above table it is observed that 589 respondents (i.e. 78%) consider pickup as the important criterion in purchase decision making of a two wheeler. Respondents aged between 21 to 35 years, majorly consider pickup as extremely important.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.510[a]	4	.011
Likelihood Ratio	7.602	4	.017
Linear-by-Linear Association	.010	1	.921
N of Valid Cases	755		
a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.18.			

In the table above the "**Pearson Chi-Square**" value is$\chi(4) = 7.510$, which is associated with $p = .011$ which is less than standard value 0.05 indicating no risk in rejecting null hypothesis which means there is statistically significant association between Age and pickup; that is, pickup is the major criterion in purchase decision making of a two wheeler.

Symmetric Measures					
		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	.350			.011
	Cramer's V	.350			.011
Interval by Interval	Pearson's R	-.004	.037	-.099	.921[c]
Ordinal by Ordinal	Spearman Correlation	.009	.036	.247	.805[c]
N of Valid Cases		755			

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on normal approximation.

Phi and Cramer's V are tests of the strength of association and it can be observed from above table that the strength of association between the variables is strong.

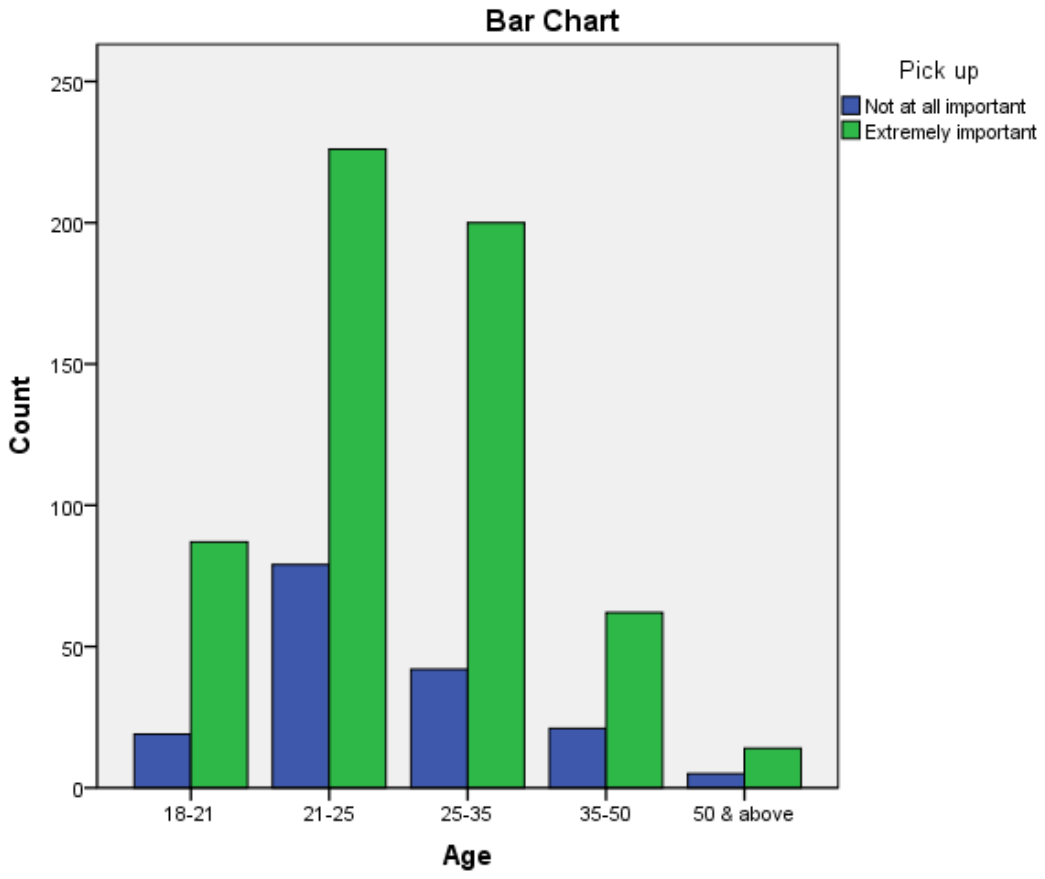


Figure 4.44: Importance level of Pickup as per Age

It can be easier to visualize data than read tables and the clustered bar figure allows researcher to conclude that though the pickup criterion is important while making purchasing decision to buy two wheelers.

To test effect of colour on purchase decision of a two wheeler, the hypothesis is

H_0B – "Colour is not the major criterion in purchase decision making of a two wheeler amongst youngsters."

H_1B – "Colour is the major criterion in purchase decision making of a two wheeler amongst youngsters."

Table 4.122: Cross tabulation of Colour and Age

			Colour		Total
			Not at all important	**Extremely important**	
Age	18-21	Count	32	74	106
		% within Age	30.2%	69.8%	100.0%
		% within Colour	14.3%	13.9%	14.0%
		% of Total	4.2%	9.8%	14.0%
	21-25	Count	95	210	305
		% within Age	31.1%	68.9%	100.0%
		% within Colour	42.4%	39.5%	40.4%
		% of Total	12.6%	27.8%	40.4%
	25-35	Count	57	185	242
		% within Age	23.6%	76.4%	100.0%
		% within Colour	25.4%	34.8%	32.1%
		% of Total	7.5%	24.5%	32.1%
	35-50	Count	34	49	83
		% within Age	41.0%	59.0%	100.0%
		% within Colour	15.2%	9.2%	11.0%
		% of Total	4.5%	6.5%	11.0%
	50 and above	Count	6	13	19
		% within Age	31.6%	68.4%	100.0%
		% within Colour	2.7%	2.4%	2.5%
		% of Total	.8%	1.7%	2.5%
Total		Count	224	531	755
		% within Age	29.7%	70.3%	100.0%
		% within Colour	100.0%	100.0%	100.0%
		% of Total	29.7%	70.3%	100.0%

From the above table it is observed that 531 respondents i.e. 70.3% responded that colour is the important criterion in purchase decision making of a two wheeler.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.778[a]	4	.044
Likelihood Ratio	9.678	4	.046
Linear-by-Linear Association	.142	1	.707
N of Valid Cases	755		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.64.			

In the table above the "**Pearson Chi-Square**" value is $\chi(4) = 9.778$, which is associated with $p = .044$ which is less than standard value 0.05 indicating no risk in rejecting null hypothesis which means there is statistically significant association between Age and colour; that is, colour is the major criterion in purchase decision making of a two wheeler.

Symmetric Measures					
		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	.314			.044
	Cramer's V	.314			.044
Interval by Interval	Pearson's R	-.014	.038	-.376	.707[c]
Ordinal by Ordinal	Spearman Correlation	-.001	.037	-.040	.968[c]
N of Valid Cases		755			
a. Not assuming the null hypothesis. b. Using the asymptotic standard error assuming the null hypothesis. c. Based on normal approximation.					

Phi and Cramer's V are tests of the strength of association and it can be observed from above table that the strength of association between the variables is strong.

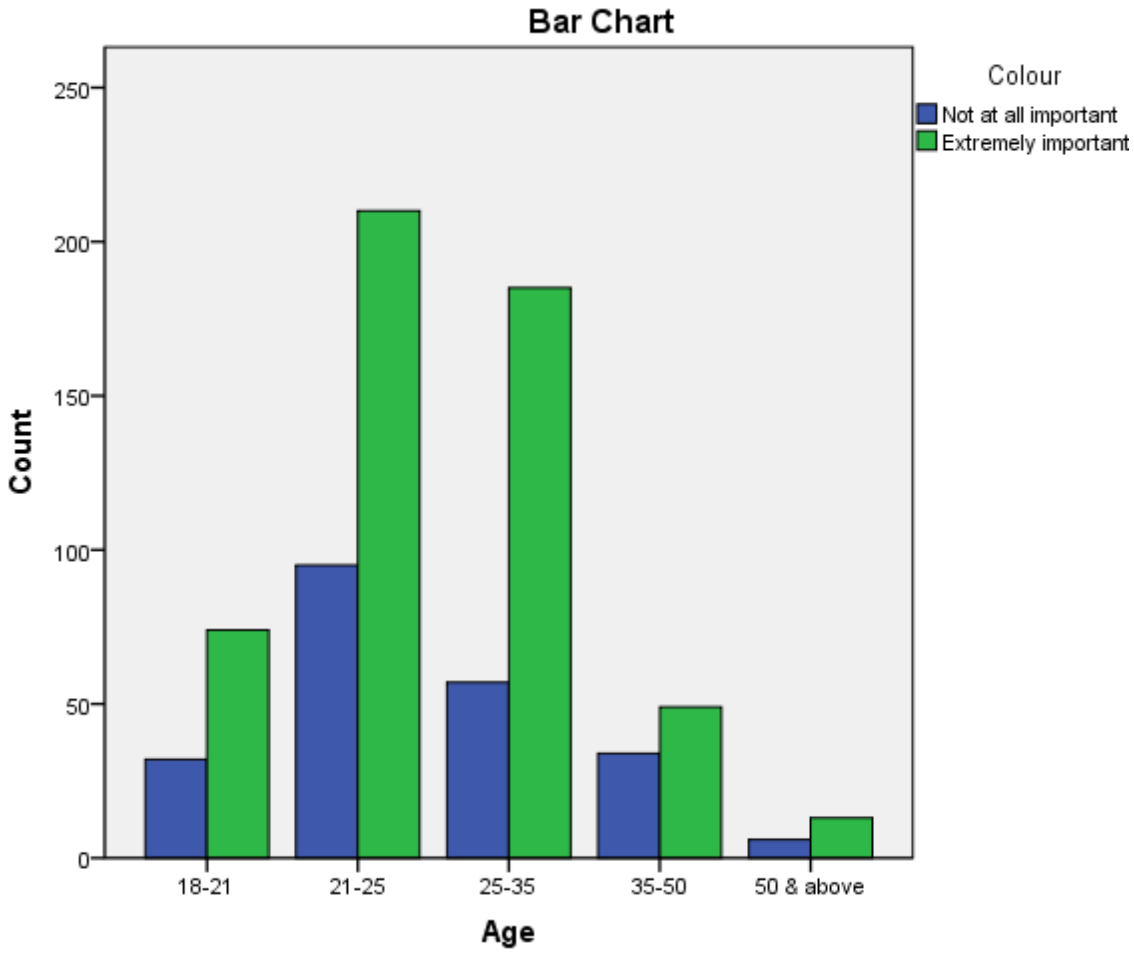


Figure 4.45: Importance level of Colour as per Age

It can be easier to visualize data than read tables and the clustered bar figure allows researcher to conclude that though the colour criterion is important while making purchasing decision to buy two wheelers.

To test effect of latest technology on purchase decision of a two wheeler, the hypothesis is

H_0C – "Latest technology is not the major criterion in purchase decision making of a two wheeler amongst youngsters."

H_1C – "Latest technology is the major criterion in purchase decision making of a two wheeler amongst youngsters."

Table 4.123: Cross tabulation of Latest technology and Age

			Latest Technology		Total
			Not at all important	**Extremely important**	
Age	18-21	Count	27	79	106
		% within Age	25.5%	74.5%	100.0%
		% within Latest Technology	16.8%	13.3%	14.0%
		% of Total	3.6%	10.5%	14.0%
	21-25	Count	64	241	305
		% within Age	21.0%	79.0%	100.0%
		% within Latest Technology	39.8%	40.6%	40.4%
		% of Total	8.5%	31.9%	40.4%
	25-35	Count	42	200	242
		% within Age	17.4%	82.6%	100.0%
		% within Latest Technology	26.1%	33.7%	32.1%
		% of Total	5.6%	26.5%	32.1%
	35-50	Count	25	58	83
		% within Age	30.1%	69.9%	100.0%
		% within Latest Technology	15.5%	9.8%	11.0%
		% of Total	3.3%	7.7%	11.0%
	50 and above	Count	3	16	19
		% within Age	15.8%	84.2%	100.0%
		% within Latest Technology	1.9%	2.7%	2.5%
		% of Total	.4%	2.1%	2.5%
Total		Count	161	594	755
		% within Age	21.3%	78.7%	100.0%
		% within Latest Technology	100.0%	100.0%	100.0%
		% of Total	21.3%	78.7%	100.0%

From the above table it is observed that 594 respondents i.e. 78.7% responded that latest technology is the important criterion in purchase decision making of a two wheeler.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.555[a]	4	.009
Likelihood Ratio	7.336	4	.019
Linear-by-Linear Association	.057	1	.811
N of Valid Cases	755		
a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.05.			

In the table above the "**Pearson Chi-Square**" value is$\chi(4) = 7.555$, which is associated with $p = .009$ which is less than standard value 0.05 indicating no risk in rejecting null hypothesis which means there is statistically significant association between Age and latest technology; that is, latest technology look is the major criterion in purchase decision making of a two wheeler.

Symmetric Measures					
		Value	Asymp. Std. Error[a]	Approx. T[b]	Approx. Sig.
Nominal by Nominal	Phi	.170			.009
	Cramer's V	.170			.009
Interval by Interval	Pearson's R	.009	.038	.239	.811[c]
Ordinal by Ordinal	Spearman Correlation	.013	.038	.370	.712[c]
N of Valid Cases		755			

a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.
c. Based on normal approximation.

Phi and Cramer's V are tests of the strength of association and it can be observed from above table that the strength of association between the variables is strong.

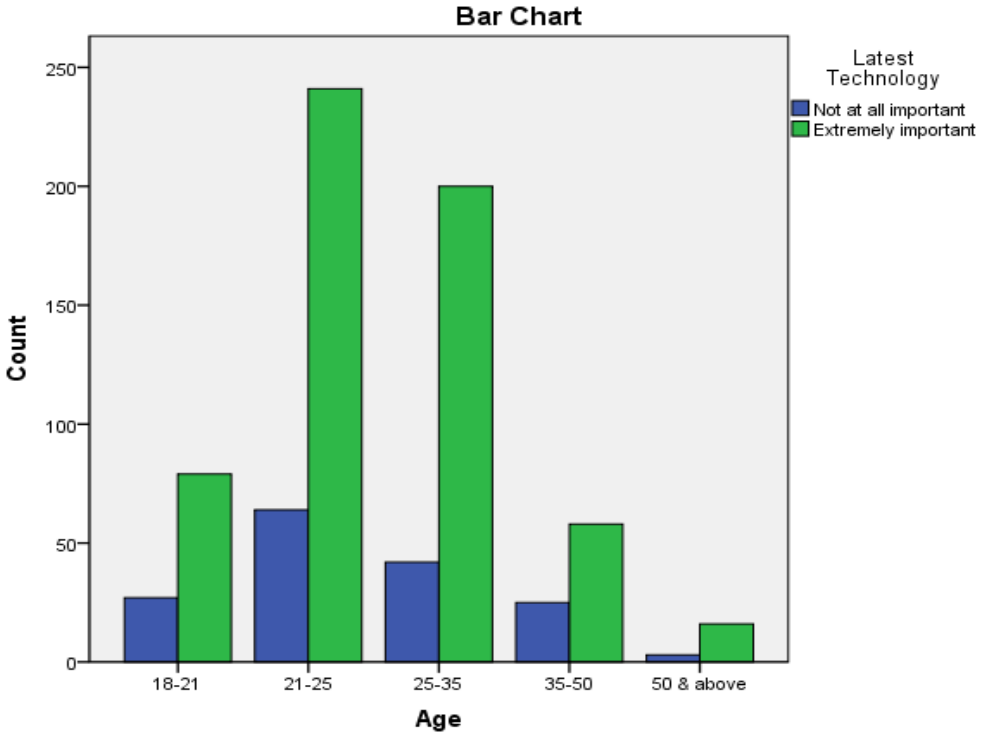


Figure 4.46: Importance level of Latest technology as per Age

It can be easier to visualize data than read tables and the clustered bar Figure allows researcher to conclude that though the latest technology criterion is important while making purchasing decision to buy two wheelers.

Summary of three sub hypothesis is shown in table below.

Table 4.124: Summary of three sub hypothesis

Hypothesis	Factors	Pearson Chi-Square	P-value	Correlation	Decision
H_0A	Pickup	7.510	.011	.350	Null hypothesis rejected
H_0B	Colour	9.778	..044	.314	Null hypothesis rejected
H_0C	Latest technology	7.555	.009	.170	Null hypothesis rejected

From the table above it can be observed that pickup, colour and latest technology influence purchase decision of a two wheeler amongst youngsters.

4.9.5 HYPOTHESIS TESTING-5

Purpose:- To study the impact of dealers image, commitment by dealer for delivery time and other facilities extended by them on purchase decision of customers of two wheelers.

Statistical Test: - Friedman Chi Square Test

Variables and Measurement:-

In all 755 respondents were presented with 14 parameters and were asked to rank their level of expectation about aspect of dealer at the time of purchase between 1 to 5 (1- Not Important at all, 2- Less Important, 3- Neutral, 4- Important, 5- Extremely Important). A list of parameters is given below

	PARAMETERS
1.	Dealers Image
2.	Reference
3.	Location of Dealer Outlet

	PARAMETERS
4.	Layout and Interior
5.	Product Display
6.	Helpful and Courteous Trained Sales Staff
7.	Sufficient time spent by the sales person to explain technical aspects of vehicle.
8.	Ease and fast sales procedure
9.	Availability of Product range
10.	Test ride facility
11.	Commitment by Dealer / Delivery Time
12.	Finance facility
13.	Attractive Discount offers
14.	Exchange offers

H_0- "There is no impact of dealer's image, commitment for delivery time and helpful and courteous trained sales staff on purchase decision of customers of two wheelers."

H_1- "There is a positive impact of dealers image, commitment for delivery time and helpful and courteous trained sales staff on purchase decision of customers of two wheelers."

Level of Significance: $\alpha = 0.05$

Test Statistics[a]	
N	755
Chi-Square	377.320
Df	13
Asymp. Sig.	.000
a. Friedman Test	

Observation:

χ^2 (13) = 377.320, P value (0.000), N=755

Conclusion: Since the P value (0.000) is less than the level of significance (0.05) the Null hypothesis is rejected. Hence it is concluded that there is a positive impact of dealer's image, commitment for delivery time and helpful and courteous trained sales staff on purchase decision of customers of two wheelers.

In order to identify where the difference lies in customers' expectations, we refer to ranks table.

Table 4.125: Mean Rank of Dealer related factors

Ranks	
Parameters	**Mean Rank**
Dealers Image	8.74
Reference	6.80
Location of Dealer Outlet	7.36
Layout and Interior	6.47
Product Display	7.29
Helpful and Courteous Trained Sales Staff	8.16
Sufficient time spent by the sales person for explanation about technical aspects of vehicle	7.74
Ease and fast sales procedure	8.06
Availability of Product range	7.94
Test ride facility	7.76
Commitment by Dealer / Delivery Time	8.22
Finance facility	7.09
Attractive Discounts offers	7.01
Exchange offers	6.36

NOTE:-Since the data is mean rank, the larger value indicates more favourable responses. From the ranks table it can be seen that

Dealers Image mean rank is 8.74

Commitment by dealer / delivery time mean rank is 8.22

Helpful and courteous trained sales staffs mean rank is 8.16

Ease and fast sales procedure mean rank is 8.06

Availability of Product range mean rank is 7.94

Test ride facility mean rank is 7.76

Sufficient time spent by the sales person for explanation about technical aspects of vehicle mean rank is 7.74

Location of dealer outlet mean rank is 7.36

Product Display mean rank is 7.29

Finance facility mean rank 7.09

Attractive Discounts offers mean rank is 7.01

Reference mean rank is 6.80

Layout and Interior mean rank is 6.47

Exchange offers mean rank is 6.36

From the data analysis it can be observed that customers rate **Dealers Image, Commitment by dealer / delivery time and Helpful and courteous trained sales staff are** high among 14 parameters and have positive impact on sales of two wheelers.

4.9.6 HYPOTHESIS TESTING - 6

Purpose:- To study the level of satisfaction achieved with regards to dealers image, commitment for delivery time and other facilities extended to the customer after purchasing the two wheelers.

Statistical Test: - Friedman Chi Square Test

Variables and Measurement:-

Further to check customers level of satisfaction all 755 respondents were presented with same 14 parameters and were asked to rank their level of satisfaction between 1 to 5 (1-Highly Dissatisfied, 2-Dissatisfied, 3- Neutral, 4- Satisfied, 5- Highly Satisfied)

	PARAMETERS
1.	Dealers Image
2.	Reference
3.	Location of Dealer Outlet
4.	Layout and Interior
5.	Product Display
6.	Helpful and Courteous Trained Sales Staff
7.	Sufficient time spent by the sales person to explain technical aspects of vehicle.
8.	Ease and fast sales procedure
9.	Availability of Product range
10.	Test ride facility
11.	Commitment by Dealer / Delivery Time
12.	Finance facility
13.	Attractive Discount offers
14.	Exchange offers

H_0- "There is no change in the level of satisfaction with regards to dealer's image, commitment for delivery time and helpful and courteous trained sales staff after purchasing the two wheelers."

H_1- "There is a positive change in the level of satisfaction with regards to dealer's image, commitment for delivery time and helpful and courteous trained sales staff after purchasing the two wheelers."

Level of Significance: $\alpha = 0.05$

Test Statistics[a]	
N	755
Chi-Square	165.456
Df	13
Asymp. Sig.	.000
a. Friedman Test	

Observation:

χ^2 (13) = 165.456, P value (0.000), N=755

Conclusion: Since the P value (0.000) is less than the level of significance (0.05) the Null hypothesis is rejected. Hence it is concluded that there is a positive change in the level of satisfaction with regards to dealer's image, commitment for delivery time and other facilities extended by them after purchasing the two wheelers.

In order to identify where the difference lies in customers satisfaction, we refer to ranks table.

Table 4.126: Mean Rank of Dealer related factors in regards to customer satisfaction

Ranks	
Parameters	**Mean Rank**
Dealers Image	8.49
Reference	7.44
Location of Dealer Outlet	7.78
Layout and Interior	6.97
Product Display	7.77
Helpful and Courteous Trained Sales Staff	7.86
Sufficient time spent by the sales person for explanation about technical aspects of vehicle	7.58
Ease and fast sales procedure	7.79
Availability of Product range	7.75

Ranks	
Parameters	**Mean Rank**
Test ride facility	7.28
Commitment by Dealer / Delivery Time	7.83
Finance facility	7.23
Attractive Discounts offers	7.11
Exchange offers	6.61

NOTE:-Since the data is mean rank, the larger value indicates more favourable responses. From the ranks table it can be seen that

Dealers Image mean rank is 8.49

Helpful and Courteous Trained Sales Staff mean rank is 7.86

Ease and fast sales procedure mean rank is 7.79

Location of Dealer Outlet mean rank is 7.78

Product Display mean rank is 7.77

Availability of Product range mean rank is 7.75

Sufficient time spent by the sales person for explanation about technical aspects of vehicle mean rank is 7.58

Reference mean rank is 7.44

Commitment by Dealer / Delivery Time mean rank is 7.83

Test ride facility mean rank is 7.28

Finance facility mean rank is 7.23

Attractive Discounts offers mean rank is 7.11

Layout and Interior mean rank is 6.97

Exchange offers mean rank is 6.61

Hence it is observed that customers are most satisfied with **Dealers Image, Commitment for delivery time and Helpful and Courteous Trained Sales staff.**

4.9.7 HYPOTHESIS TESTING - 7

Purpose: -To study the gap between perception of customer and dealer for factors influencing customers buying behaviour.

Statistical Test: - Friedman rank Test

Variables and Measurement:-

Researcher collected data from 755 customer respondents and 74 dealer respondents and was compared for different factors and is presented in the form of tables for easy comparison.

H_0 - "There is no gap between customer and dealer perception on factors influencing customers buying behaviour."

H_1 - "There is a gap between customer and dealer perception on factors influencing customers buying behaviour."

To test the hypothesis three criterions were selected viz. effectiveness of promotional tools, factors considered while purchasing and after-sales service factors. With the help of Friedman rank test mean ranks were compared for different factors and observations were recorded in the form of tables.

1. Effectiveness of promotional tools

In all eight promotional tools given with the scale of 1-5, where 1- Not at all effective, 2- Less Effective, 3- Neutral, 4- Effective and 5- Very effective to customers and dealers and responses were analysed.

Table 4.127: Ranking of Effective Promotional Tools

Ranks of Effectiveness of Promotional Tools		
Promotional Tools	**Mean Rank**	
	Customers view	**Dealers view**
TV	4.87	4.64
Internet/Social Media	3.49	3.36
Hoardings / Banners	3.37	4.41
Newspaper / Magazine	3.25	5.72
Finance Schemes	3.92	4.88
Attractive Discount Offers	3.97	5.16
Promotional Campaign	3.11	4.55
Contest / Sweepstake	1.88	3.28

It is observed from the table that television, attractive discount offers and finance schemes are most effective promotional tools as per customer's responses whereas

newspaper / magazine, attractive discount offers and finance schemes are top three effective promotional tools as per dealer's responses.

2. Factors considered while purchasing

To test the factors considered while purchasing two wheelers with the scale of 1-8, where 1-Least influential and 8-Most Influential to analyze the responses for gap finding.

Table 4.128: Ranking of Purchasing factors

Purchasing Factors Ranks						
Factors considered while purchasing	**Mean Rank**					
	Customers view	**Dealers view**				
		Category A Motorcycle 100cc	**Category B** Motorcycle 125cc	**Category C** Motorcycle 150cc	**Category D** Motorcycle 150cc above	**Category E** Scooterette
Mileage	5.60	7.62	5.69	3.46	2.89	2.74
Price of Vehicle	5.15	7.27	6.72	5.32	4.07	4.12
Style	4.91	4.46	6.64	7.47	7.20	6.65
Pick-up	4.82	3.81	6.22	7.39	7.43	3.27
Cost of Maintenance	4.00	5.15	3.50	1.59	2.01	1.30
Comfort	4.50	3.19	2.78	4.90	5.55	7.31
Colour	3.41	3.09	2.84	2.24	1.29	4.19
Safety	3.60	1.41	1.61	3.63	5.55	6.42

It is seen from the table that mileage, price of vehicle and style are top three factors for customers whereas mileage, price of vehicle and cost of maintenance are top three factors for category A which influence the purchase decision. If we see category B, C, D and E the top three factors differ from customers perception.

3. After-sales service factors

If we analyze after sales factors with the scale 1-5, where 1-Not Important at all, 2-Less Important, 3- Neutral, 4-Important and 5- Extremely Important it is clearly seen that as per customers perception cost of servicing, timely service and well trained mechanics. If we see dealer's perception the top three factors are timely service, well trained mechanics and cost of servicing.

Table 4.129: Ranking of post sales factors

After-Sales Service Factors Ranks		
After-sales service factors	**Mean Rank**	
	Customers view	**Dealers view**
Cost of Servicing	4.68	3.81
Timely Service	4.51	5.07
Well Trained Mechanics	4.31	4.24
Cleanliness and Comfort of Service Reception	3.60	2.66
Long opening hours for Servicing	3.44	3.17
On road break down service	3.68	2.05
Availability	2.10	2.47
Price	1.98	1.81
Life of Spare parts	1.92	1.72

From the above analysis researcher could reject null hypothesis and accepts alternate which states that there is a gap between customer and dealer perception on factors influencing customers buying behaviour.

Objective- To study the factors influencing customers buying decisions of a two wheeler

To understand the responses the mean value of the rating is used and analysed to get the detailed analysis. To read the mean scores detail Rating Scale is referred from table below.

Table 4.130: Mean Rating Scale of factor influencing purchase decision

Mean Rating Scale		
Mean Scores	**Percentage**	**Rating**
Above 6.4	80.01 and above	Excellent
Between 6.4-5.92	80-74	Very good
Between 5.84-5.28	73-66	Good
Between 5.2-4.64	65-58	Fair
Between 4.56-4.0	57-50	Poor
Below 3.9	49.9 and below	Very Poor

If we check descriptive statistics for factors influencing purchase decision of the customers and refer above table with mean values it is observed that only factor which influences customers buying decision is mileage of the two wheelers.

Table 4.131: Descriptive Statistics of factors influencing the customers purchase decision

Descriptive Statistics						
	N	**Mean**	**Std. Deviation**	**Minimum**	**Maximum**	**Rating**
Mileage	755	5.60	2.437	1	8	Good
Price of Vehicle	755	5.15	2.314	1	8	Fair
Style	755	4.91	2.299	1	8	Fair
Pick-up	755	4.83	2.227	1	8	Fair
Cost of Maintenance	755	4.01	2.051	1	8	Poor
Comfort	755	4.50	2.000	1	8	Poor
Colour	755	3.41	1.946	1	8	Very Poor
Safety	755	3.60	2.044	1	8	Very Poor

Objective- To study the level of satisfaction of the customers after purchasing the two wheelers

To understand the responses the mean value of the rating is used and analysed to get the detailed analysis. To read the mean scores detail Rating Scale is referred from table below.

Table 4.132: Mean Rating Scale of customer satisfaction after purchase

Mean Rating Scale		
Mean Scores	**Percentage**	**Rating**
Above 4.0	80.01and above	Excellent
Between 4.0-3.7	80-74	Very good
Between 3.6-3.3	73-66	Good
Between 3.2-2.9	65-58	Fair
Between 2.8-2.5	57-50	Poor
Below 2.4	49.9 and below	Very Poor

Satisfaction after purchasing two wheelers by customers can be observed from the table given below.

Table 4.133: Descriptive Statistics of customers satisfaction after purchase

Descriptive Statistics						
	N	**Mean**	**Std. Deviation**	**Minimum**	**Maximum**	**Rating**
Brand Image	755	4.23	.768	1	5	Excellent
Company Image	755	4.05	.830	1	5	Excellent
Price	755	3.96	.855	1	5	Very good

Descriptive Statistics						
	N	**Mean**	**Std. Deviation**	**Minimum**	**Maximum**	**Rating**
Fuel Economy/ Mileage	755	3.91	.914	1	5	Very good
Driving Comfort	755	3.97	.877	1	5	Very good
Safety	755	3.92	.884	1	5	Very good
Pick up	755	3.94	.937	1	5	Very good
Colour	755	3.88	.903	1	5	Very good
Latest Technology	755	3.85	.903	1	5	Very good
Reliability	755	3.76	.928	1	5	Very good
Internal storage space	755	3.50	.971	1	5	Good
Style and Aesthetics	755	3.89	.947	1	5	Very good
Maintenance Cost	755	3.73	1.019	1	5	Very good
Resale Value	755	3.52	1.010	1	5	Good
Service Network	755	3.77	.933	1	5	Very good
Accessories	755	3.76	.956	1	5	Very good

It is seen that brand and company image satisfies all the customers in fullest manner whereas internal storage space and resale value gives average satisfaction. Further few questions were asked to the customers to know more about the satisfaction level and the ranks are shown in table below.

Table 4.134: Mean rank about customer satisfaction

Ranks	
	Mean Rank
The two wheeler I have bought reflexes my personality	9.27
The two wheeler I have bought suits my lifestyle	8.59
The occasion of purchasing a two wheeler was influenced by the religious beliefs.	6.02
The two wheeler I have bought was influenced by peer pressure	5.25
I look for opinion from friends and family before buying two wheeler	7.65
I like to be noticed on the road	7.16
I always buy tried and tested products	7.47
I would prefer to buy a 2-Wheeler on installments now, than save and buy in future	6.10
I bought a 2-Wheeler as public transport is not reliable	6.74
It is important to me to be aware of all the alternatives before buying a two wheeler.	7.42
Usually reading about products or asking people about them won't really help me make a purchase decision.	6.25
The vehicle purchased gives me better value for money	7.58

Ranks	
	Mean Rank
I bought a two wheeler because of emotional attachment with that brand.	5.52

The top two rankers are reflexes my personality and suit my style bottom two rankers are bought two wheeler influenced by peer pressure and emotional attachment with the brand.

4.10 CONCLUSION

The researcher has empirically analyzed the objectives with the help of hypotheses and statistical tools for the study. The study reveals that the conceptual research models are empirically proved.

CHAPTER 5
CONCLUSIONS AND SUGGESTIONS

The researcher has summarized the study in this Chapter. This Chapter highlights the observations made by the researcher through the survey. The researcher has drawn the conclusions from the primary and secondary sources of data, respondents interviewed through a survey and data analysis done in Chapter 4. The suggestions are given by the researcher which are related to the improvement of pre and post sales practices of two wheeler companies executed through the Dealers. Few suggestions are also made to customers in this Chapter. This chapter is divided into three parts that is conclusion, suggestion and scope for future study.

5.1. CONCLUSIONS:

This research provides insights about the Automobile Industry with special reference to two wheeler industry.

5.1.1 After studying the Automobile Industry and Two wheeler industry with reference to Indian and Global scenario certain conclusions are drawn:

a. The automobile industry has directly contributed to various aspects of growth like road development, emergence of suburbs, shopping centres, development of ancillary industries, such as the oil and travel businesses. It also has a great contribution towards the employability ratio thereby directly contributing to the economic growth of a country

b. The individual mobility, comfort, convenience that an automobile bestows are unparalleled by any other means of transportation.

c. The pre liberalization era witnessed a closed market in India in 1980 but in 1991 due to liberalization the market was flourished with competition and the growth which is persistent till today. Due to de-licensing and 100 percent FDI in Indian market the purchasing power of Indian customers raised.

d. The automobile industry is highly diverse, comprising of various segments such as passenger vehicles, two wheeler, utility vehicles and commercial vehicles.

e. The Indian two wheeler industry covers of three segments i.e. motorcycles, mopeds and scooterettes. As per the study, the moped is a diminishing segment and the two wheeler is dominated by motorcycles and scooterettes.

f. The two wheeler industry dominated the Indian automobile industry with a market share of 80%, second place was the passenger vehicles with a market share of about 14% and both the commercial vehicles and three-wheelers market share was 3% respectively

g. The two wheeler segment has commendable increase in sales from 1,17,68,910 in 2010-11 to 1,64,55,911 in 2015-16. Since 2010, the share of scooterettes in the two-wheeler market has multiplied to 30.6%. Financial year 2016 saw annual scooter sales grew with the aid of 12%, that of motorcycles were flat and mopeds got here down through 1%.

h. The market share for financial year 2015 of major two wheeler players is Hero MotoCorp (40.2%), Honda (26.6%) TVS Motors (13.2%), Bajaj Auto (11.1%) and others (9%).

i. The mopeds were strong since 2006 to 2008, whereas scooters with gears were in Pune market till 2008 and then the market was dominated by motorcycles from 2008 to 2013, in 2013 scooters without gear known as scooterette entered the Pune market and still giving a tough fight to motorcycle market share.

5.1.2 After the analysis of the primary data collected through questionnaires, following conclusions are drawn:-

5.1.2.1 Customers profile based on their demographics

The respondents were from Pune city and they differed in demographic aspects such as Age, Gender, Income group, Educational qualifications, marital status, Occupation and family size.

a. Of the total sample of 755 respondents, 632 (83.7%) were males and remaining 123 (16.3%) were females.

b. The age group which dominated irrespective of the gender was 21-25 and 25-30.

c. 64.4% of the respondents were married since the average respondents were from late adolescent age group.

d. The highest group using two wheeler is the one who belong to salaried class (39.5%) and next is the students (31.9%) according to the data analyzed.

e. It is observed that 79.8% of the customers are graduates and post graduates, this implies that the respondents (two wheeler customers) are highly qualified.

f. The two wheeler respondents (33.5%) have an annual earning between 250000-500000 and 23.7% of the respondents are earning 500000-1000000 per annum.

g. It was observed that the highest group of two wheelers users is in the smaller size of family, 53.5% of respondents have at the most three members in the family.

5.1.2.2 Purchase Pattern

The researcher has made sincere effort to trace down a pattern followed by the respondents though they differ in their demographic profile, while purchasing a two wheeler.

a. The purpose of purchasing a wheeler is different for every customer and the data revealed 72.1% of the respondents are using their two wheeler daily to commute to office or college, 21.8% of the respondents are using their vehicle very often to buy groceries and daily need, 8.4% of the respondents are using to drop children to school and 16.8% of the respondents are using their vehicle for other reasons.

b. Average daily travel of the respondents was 20 - 40 kms.

c. The type of two wheeler owned by the respondents is 70.6% of respondent own a motorcycle while 29.4% own a scooterette.

d. 29.7% of the respondents are using Honda, 22.8% of the respondents are using Hero Motors, 21.3% of the respondents are using Bajaj, 11.5% of the respondents are using TVS, 9% of the respondents are using Yamaha, 3.8% of respondents are using Suzuki and 1.9% of the respondents are using Mahindra & Mahindra two wheelers

e. 63.4% do not own a previous two wheeler hence it implies that the respondents were first time users of two wheeler.

f. 36.6% of the respondents own a previous two wheeler. Yamaha customers are very much brand loyal as 50% of the respondents purchase the same previous brand of two wheeler.

g. The major reason for two wheeler consideration was convenience for 49.9% of respondents while purchasing the two wheeler, 23.3% of the respondents prefer

a two wheeler for an economic reason, 17.4% of the respondents prefer a two wheeler due to lack of public transport.

h. Due to convenience factor another two wheeler in the household is also preferred by 45.3 % the respondents.

i. In the category of second two wheeler owned by customer, Honda has a major share of 14%, followed by Hero Motors with 9.5%, TVS by 7.4% and Bajaj by 6%.

j. 58% of the respondents have purchased two wheeler during regular period and 42% of the respondents have made their purchases during festival seasons.

5.1.2.3 Influence of different sources on the purchase decision of customers

The researcher has successfully attempted to have a deep look at the influencers among the members of the social group of the respondents, be it family members / friends / colleagues.

a. Friends/relatives (61.1%)is ranked highly influential source to register the brand in customers mind followed by Television (46.6%) whereas local mechanics (21.7%), newspaper/magazine and paper insertions(15.9%) and hoardings/ banners(12.5%) are not so influential to register the brand in customers mind. Product display (20.4%) shows a neutral influencing balance on registering the brand.

b. 70.7% of the respondents give preference in buying a vehicle used by their friends/relatives/collegeaus.

c. 36.4% of the respondent's decision is self- made, 34.0% of the respondents choose the brand by the influence of family members wish and 25.0% of the respondents choose this brand by the influence of their friends. Colleagues and local mechanics have very negligible influence on purchase decisions regarding the brand.

d. Advertisement (62.8%) has been ranked as influential promotional element that persuade the customer to buy followed by finance schemes (41.8%) as second influential promotional element and attractive discount offers(40.9%) as third influential promotional element.

5.1.2.4 The conclusions that can be drawn from the presales factors that influence the customers to buy a particular two wheeler, as discussed in section 4.3 of chapter 4 are as follows:

a. The 87.7% of respondents give importance to Brand image before deciding to purchase a two wheeler. Other factors rated by the respondents on the basis of importance before purchase are Price(46.4%), Fuel Economy and Safety both with 44.7%, Internal/ Storage Space (42.7%), Company Image (39.8), Pick Up (38.9%), Latest Technology (38.7%), Driving Comfort (37.8%), Style and Aesthetics (34.8%), Service Network (32.2%), Maintenance Cost(31.5%), Colour (29.6%), Accessories (27.1%), Resale Value(26.2%) and Reliability (26.1%).

b. 87.4% of respondents were satisfied with the Brand image after purchase of a two wheeler, followed by Company Image (71.6%), Driving Comfort (76.1%), Fuel Economy (72.7%) and Price (49.3%).

c. The researcher has identified the association between the demographic characteristics and the factors influencing the buying behaviour of the respondents.

- There is an association of Age with Brand Image, Colour, Price
- There is an association of Gender with Company Image, Driving Comfort, Pick Up, Reliability, Internal / Storage Space, Style and Aesthetics, Resale Value, Accessories and Latest Technology
- There is an association of Annual Family Income with Price and Reliability
- There is an association of Occupation with Price, Pick Up, Latest Technology, Fuel Economy, Reliability, Internal / Storage Space, Maintenance Cost, Resale Value
- Safety and Service Network has no association with the demographic factors of respondents

d. It can be noticed that the mean gap for all the 16 factors influencing the purchase decision with the level of importance in consideration at the time of purchase and level of satisfaction while using the two wheeler is positive except the brand image factor with a negative score of 0.12.

e. 49.4% of the respondents ranked Mileage as a most influenced factor while purchasing the vehicle followed by Price of the vehicle (39.3%), Style (31.3%),

Pickup (30.2%), Comfort(18.6%), Cost of maintenance (13.9%), Safety (9.2%) and Colour (7.4%).

f. It is observed that age of the respondents has correlation with Mileage, Price of Vehicle and Pick up.

g. 30.3% of the respondents spent less than 7 days for the search of information before the actual purchase, 36.56% of the respondents invest 7-15 days in search of information before the actual purchase, 23.97% of the respondents invest 15-30 days in search of information before the actual purchase, 9.13% of the respondents invest more than 30 days in search of information before the actual purchase.

h. It is observed that 69.8% of the respondents do comparative analysis of different brands before purchasing and the 30.2% of the respondents do not compare any brands.

i. 85.2% of the respondents have visited at least one to three dealers before considering their purchase decision. 14.8% of the respondents visited 4 to more than 5 dealers to come to a purchase decision.

5.1.2.5 Buying Trends

a. 89.14% of customers agree that in their case, buying is based on the personality of the customers.

b. It is noticed that 83.71% of the respondents have agreed to the influence of lifestyle while purchasing a two wheeler

c. 54.04% of the respondents agreed that in their case, occasion of buying is based on religious beliefs.

d. 44.37% of customers are influenced by peer pressure

e. 73.64% of the respondents are looking for the opinion from friends and family members before buying the two wheeler.

f. 67.15% of customers are tempted to buy a two wheeler as they want to be noticed on the road.

g. 70.33% of the respondents feel that they always buy tried and tested products.

h. 53.12 % of respondents prefer to buy vehicle on installments instead of ready cash.

i. 73.78% of the respondents are aware of the alternative products in the respective two wheeler segments before buying the two wheeler.

j. 56.16 % of the respondents agree to the point that their purchasing was not influenced by reading about products and reviews from people.

k. 72.05% of respondents have received better value for money through the two wheeler purchased.

l. 48.14% of the respondents have an emotional attachment with the brand.

5.1.2.6 The conclusions that can be drawn from the factors that influence the customers to buy a two wheeler from a particular two wheeler dealer are as follows:

a. For 81.0% of the customers dealer's image is important while considering the buying of a two wheeler and it was noticed that 77.1% of customers are satisfied with the dealers image.

b. 80.4% of the respondents consider the importance of commitment given by the dealer and Helpful, courteous and trained sales staff (77.3%), Ease and Fast Sales Process (76.8%) and Sufficient time spent by the sales staff (74%) are the factors related to dealer sales staff which motivates the two wheeler buyers to prefer one dealership over another.

c. 77.3% of the respondents have rated the importance of the factor – availability of product range.

d. 74.2% of the customers have rated the test drive facility at dealership as an important factor.

e. Attractive discount offers (71.9%) is also rated as an important factor.

f. 71.4% of the customers have rated reference of the dealer given by an associate or a family members or friends as an important factor while choosing the dealer over others.

g. 71.4% of the respondents consider Location of the dealer as one of the important considerations in a customer's dealership choice decisions.

h. 71% of the respondents have rated exchange offers as an important factor while deciding the dealership.

i. 70.7 % of respondents have rated the finance facility at dealership as important factor while considering the purchase decision.

j. Layout and interiors of dealership (64.3%) and Product Display (64.3%) have a same impact on customers as per the data presented.

5.1.2.7 Post sales influencing factors

a. 93.3% of the respondents have rated cost of servicing as important factor, followed by timely service (87.7%) and well trained mechanics (83.5%). On road break down service (74.7%), cleanliness and comfort of service reception (72.6%) and long opening hours (70.8%) has an important role to play however its rating is not as high in terms of buyer's criteria of buying.

b. 77.9% of the respondents are satisfied with the cost of servicing, 83.9% of respondents are satisfied with timely service and 71.1% of the respondents are satisfied with the trained mechanics at the dealerships. Overall 68.2% of respondents are satisfied with overall service experience of the dealership.

c. 86.9% of the respondents have rated price of the spare parts as an important factor, followed by availability of spare parts (85.9%) and reliability of spare parts (81.5%).

d. 72.6% of the respondents are satisfied with the availability of spare parts, 69.1% of the respondents are satisfied with the price of the spare parts and 68.2% of the respondents are satisfied with the reliability of the spare parts.

e. 73.4% of the respondents rated claim and insurance settlement procedure as an important factor and 69.9% respondents rated help extended by dealer in claim settlement as an important factor.

f. It was noticed 53.1% of the respondents are satisfied with the claim and settlement procedure and 49.4% of the respondents are satisfied with the help extended by dealer in insurance claim settlement process.

g. The mean gap for the 13 post sales service factors with the level of importance and level of satisfaction is calculated and there exists a gap with each post sales factors.

h. 61.9% of the customers avail servicing facility at dealer's servicing center whereas 38.1% of the respondents avail servicing facility with their local mechanics.

i. 86.9% of the respondents were interested in recommending but 13.1% of the respondents were not interested in recommending the vehicle used.

j. 68.9% of the respondents were interested purchasing the same brand of vehicle in future and 31.1% of the respondents were not interested in purchasing the same brand of vehicle in future.

k. 78.3% of the respondents were satisfied with explanation about driving of vehicle at the time of the vehicle delivery and 62.4% of the respondents were satisfied with the service intimations provided timely by the dealer. It is also noticed that a notable response is towards the neutral side for the factors Information sharing by dealer/company regarding new product launch (37.2%), Customers connect through sending Festival Message (33%), Cognizance of feedback (30.1%), Feedback Mechanism (26.6%) and Intimation regarding Service due date (23.2%).

l. It is concluded that 72.6% of the respondents are happy for the overall service experience with the dealer and only 5.3% of the respondents were not happy with the overall service experience with the dealer.

m. 79% of respondents are satisfied with the services provided by the dealer and 81.1% of the respondents would recommend the service provided by the dealer to others.

5.1.2.8 Profile of the Two wheeler dealers:

a. 74 two wheeler dealers are studied by the researcher and Honda represents highest share with 20.2%, TVS with 18.9 %, Hero MotoCorp with 16.2%, Bajaj with 14.9%, Mahindra & Mahindra and Yamaha with 10.8%, followed by Suzuki with 8.2%.

b. It is noticed that nearly 58 (78.3%) dealers have their branches in Pune city. 22 dealers have one branch, 20 dealers have two branches and 16 dealers have 3 and more branches. 16 dealers do not have any branch other than the dealership outlet.

c. It is noticed out of 74 respondents, 24 dealers had 2 sub-dealers, 19 dealers had 3 and more sub-dealers and 13 dealers had only one sub- dealer.

d. Out of 74 respondents, 28 dealers had 2 service stations, 27 dealers had 1 service stations and 19 dealers had 3 and more service stations.

5.1.2.9 Responses of Two Wheeler Dealer Managers about Pre Sales Practices.

a. It is noticed that the major features of dealership that influence the customers according to the rating done by dealers are Vehicle Delivery Commitment (85.1%), Location of the Dealer(81.1%), Ease and Fast Sales Process (79.6%), Helpful and Trained Sales Staff (78.4%) and Finance Facility (75.6%).

Similarly, it is noticed that Product Range (68.9%) and Test Ride Facility (64.8%), Layout and Interior (67.6%) and Attractive Discount Offers (62.1%) work as strengths of two wheeler dealerships. Product Display (59.5%) and Exchange Offers (45.9%) are rated as least influencing factors by dealers.

b. 44.59% of the dealers attend the customer who walk-in immediately, 20.27% within 2 minutes,10.81% within 5-10 minutes,16.22% within 10-15 minutes and 8.1% attend customers within more than 15 minutes.

c. 79.7% of the managers reported that customers like to purchase a two wheeler from a dealership on weekends i.e. Friday, Saturday and Sunday.

d. The enquiry ranges from 11-20 per day on weekdays whereas on weekends this frequency increases to above 20. The statistics also reveals the fact that some dealers have less than 10 enquiries on weekends rather than on weekdays and it can be inferred that these dealerships may be in industrial/ office areas which are closed on weekends hence less footfalls on weekends

e. 83.8% of the dealer managers have reported that the two wheeler company and dealer together jointly conduct promotional activities and share jointly the promotional expenses (85.1%).

f. 58.7% of the managers were of the opinions that the promotional expenses are shared in the proportion of 90:10 and 36.5% of the managers were of the opinions that the promotional expenses are shared in the proportion of 80 : 20.

g. It is noticed that finance schemes (73%), promotional campaigns (68.9%) and attractive discount offers (66.2%) are rated as effective promotional tools by managers while deciding the right mix of promotional tools in the regular (non-festive) period. Newspaper / Magazine/ Paper insertions (89.2%), Finance schemes (86.5%) and Discount offers (77%) are rated as effective tools while designing the promotional tools in the festive period.

h. 62.2% of the dealers prefer promotional activities through newspaper and 60.8% of the dealers prefer promotional activities through promotional campaigns on weekends.

i. 62.2% of the two wheeler companies use social media/ internet for promotion activities and 37.8% of two wheeler companies do not use social media.

j. The managers revealed that less than five enquires per day are generated through online medium of promotion.

k. 74.3% of dealers reveal that the minimum qualifications requirement for salesperson is graduation.

l. 91.9% of managers provide Incentive Schemes for Staff of dealership. It also reports that monetary (43.2%) and combination of monetary and non-monetary (43.2%) incentives schemes to motivate the staff. As per the data, the managers prefer to pay the incentive to the staff per month (47.3%) followed by quarterly (24.3%) payment option also.

m. 95.9% of the managers reported that they conduct and organize training for their sales persons. 50.0% of the managers revealed that both the two wheeler company and dealer give training to the sales persons of the dealership. It is noticed that 36.5%of the managers stated that quarterly training is provided to the sales person followed by half yearly (24.3%), yearly (21.6%) and monthly (17.6%).

n. According to 98.6% of managers, staff do give reference about the product to their near and dear one and add to the volume of sales. 60.4% of dealer managers agree that the contribution of sales staff in purchase decision is above 30 % in total sales.

o. 90.5% of the dealers were with the opinion that finace facility available at dealership helps the customer to take purchase decision.78.4% of the dealers have tie up with the financial institution specified by the two wheeler company to facilitate the sales and 21.6% of the dealers do not have tie up with financial institutes specified by the company. 34.6% of the dealers express that more than 40% of the customers avail finance facility.

p. According to the managers for Category 'A' vehicles, the most preferred factors are mileage (97.3%) and price (94.6%) of the vehicle followed by cost of maintenance (67.6%).

q. It is noticed for Category 'B' vehicles, according to the managers customer give Preference to price (94.6%), mileage (90%), style and aesthetics (83.8%) and then pick up (60%).

r. For Category 'C' vehicles, according to the managers the factors dominating the category are style and aesthetics (97.3%) and pick up (95.9%)

s. For Category 'D' vehicles, according to the managers the factors most dominating the category are pick up (90.5%) and style and aesthetics (86.5%).

t. According to the perception of the dealers, comfort (82.5%) and style and aesthetics (60.8%) are the most preferred factors in the Category 'E' vehicles.

5.1.2.10 Responses Two Wheeler Dealer Managers about post sales practices

a. Timely Service (79.7%), Well Trained Mechanics (49%) and Cost of Servicing (36.5) are the factors which are rated as the most important while designing the post sales practices for customer satisfaction by Dealers. Long opening hours for servicing (16.2%), Cleanliness and Comfort of Service Reception (9.5%) and on road break down service (8.2%) are of least importance according to the managers.

b. 90.5% of the mangers have rated availability of spare parts as an important factor followed by price (78.4%) and reliability (69.2%) while designing the inventory management of spare parts for customer satisfaction by two wheeler dealers.

c. It is noticed that 91.9% of the dealer managers have a feedback mechanism at the dealership.

d. 94.6% of the managers connect with their customers majorly through SMS followed by tele-calls (83.8%). It is also noticed only 48.6% of managers use internet / mails and 51.4 % of managers do not use mails or internet to be in touch with customers.

e. 78.4% dealers share the launch of new product with their existing customers, 71.6% dealers maintain their relationship through service reminders, 56.8% of dealers continue their relationship through promotional campaign, 43.2% dealers share their special finance schemes with their customers and 23% of dealers involve and engage their customers for events like Rides and camps.

f. 95.9% of the managers have agreed that customers do come to a dealership because of the reference given by existing customersIt also depicts, that 33.8% of the managers feel that (10 - 20)% of the dealership sales is due to the referral system.

g. 24.3% of mangers feel less than 10% is the contribution of repeat sales to the total sales and interestingly 23% of the managers feel there is 30% – 40% of contribution of repeat sales to the total sales.

h. 58.1% of the managers do not have loyalty schemes or programs for customers at their dealership.

5.2. SUGGESTIONS

The study has some meaningful suggestions for, the customers, the two wheeler companies and the managers of two wheeler dealers. These suggestions will be helpful for the all the stakeholders of two wheeler industry too.

There is a continuous and significant change in the approach of consumers towards two wheeler industry. The change is witnessed in a phased manner from curiosity to attraction and from attraction to action. How the consumers are responding to this change has already been discussed in the earlier chapter. In this area, the researcher has some suggestions based on the data analysis, insights gained and ideas generated. The suggestions are classified in two categories as to:

a. Suggestions to two wheeler companies
b. Suggestions to two wheeler dealer managers
c. Suggestions to customers

5.2.1. Suggestions to two wheeler companies

5.2.1.1 Statistics shows Convenience followed by Economic reason are the major considerations while purchasing the vehicle hence the two wheeler manufacturers should exert more efforts to improve the fuel efficiency of the vehicle.

5.2.1.2 The research acknowledges the need of fuel efficient vehicle hence Two wheeler companies understandably should take significant steps to develop more fuel-efficient vehicles.

5.2.1.3 The study shows that customers do not rate the Safety factor as an important while buying, here the two wheeler companies can come up with safety programs for customers and highlight the concern and importance of safety. This can create a company to have a differentiating factor in this competitive market of two wheelers. Two wheeler companies should focus on making improvements in vehicle structures and safety systems. The Company can make helmet as a compulsory accessory with the vehicle provided with a safety lock for the helmet. The Company can run various Safety Programs making awareness about using helmets. The Company can use this Safety factor for branding its position in the market.

5.2.1.4 It is of importance for the two wheeler companies to consider the definite associations between the demographic factors of the respondents and factors influencing the purchase. These associations need to be taken into consideration to reap the benefits of satisfying customer needs.

5.2.1.5 The study highlights the important factors influencing customer behaviour, as they are Brand Image, Price of the Vehicle and Mileage The customers rational purchase decisions of buying a two wheeler brand is ruled by the value for money. Two wheeler companies are recommended to devise communication strategies to induce the concept of value for money while purchasing the two wheeler brands.

5.2.1.6 Researcher investigated that Word of mouth from family, relatives and friends proves to be the most influential source of information for registering the two wheeler brand and hence for harnessing word of mouth the two wheeler companies should have a satisfied customer base. To transform buyers into a compelling promoting tool, the two wheeler companies must delight the customers with its outstanding product and service factors that have a core word-of-mouth potential.

5.2.1.7 The study reveals that Television is the second influential source of information to customers and Advertisements is also ranked as influential promotion tool and hence the companies need to understand the promotion about the brand and company through such promotion tools. The vast accessible information has significantly changed the equilibrium of power between two wheeler companies and customers. As a result of this the customers have turned out to be progressively distrustful about customary company driven advertising and progressively want to settle on buying choices to a great extent on what companies exactly communicate to them about their vehicles. Hence through Television the advertising medium should focus on the factors the customers consider while buying a two wheeler.

5.2.1.8 During festivals, the company should develop an innovative print and television advertising campaign that highlights the product as a means to celebrate the festivals. During the festive season, people are interested to

buy new things and the company should target on this propensity of the customers to introduce some very attractive offers and discount.

5.2.1.9 Companies need to realize that their customers are not only different from each other, but are also different from themselves at different times. Customers have different needs and act differently during festive seasons and at regular days.

5.2.1.10 The study has revealed a strange fact that the two wheeler companies jointly executive the advertisement campaigns but the expenses shared by the dealer is very negligible. As the dealer finds no place in the planning of advertising policies. The Company should think about incorporating the dealer in the advertisement process as dealer knows better about the particular area and effectiveness of the advertisement in a particular area. This will help the Companies to yield expected results.

5.2.1.11 The study found a negligible evidence of latest generation technologically evolved channels like online medium. The two wheeler company need to stay up to date and connect with the customers over more than one modes of communication with a purpose to be powerful and effective. In this internet world the two wheeler companies need to focus on usage of digital media for promotion.

5.2.1.12 With the growing sophistication of engine technology the importance for maintenance of vehicles at Dealer's Service stations has been highlighted by the research. The two wheeler companies should try to design good Post Sales Services as it can act as a distinguishing factor to reap the benefits of repeat sales. Hence the Company need to give proper and timely technical training to the staff of Dealer's Service stations.

5.2.1.13 Companies with the help of Dealers should organize training for Customers on various factors mentioned below:

a. Operating a two wheeler
b. Use of Clutch, Break and Gear
c. Preliminary Maintenance

5.2.1.14 Demo videos to be designed and uploaded on websites. The videos should be about functioning and the operating system of vehicle. It should also have maintenance videos and also accidents videos. These videos will surely educate the customers.

5.2.1.14 Strong Customer Relationship Management practices should be designed and implemented by the Two wheeler Companies.

5.2.1.15 Existing customers are the most important source of new leads for sales. Some innovative program must be designed by the company for interacting regularly with the customers.

5.2.1.16 Companies need to conduct Customer Satisfaction Survey regularly so that it can identify new opportunities for making improvement in the product and service that are valued by the customers.

5.2.2. Suggestions to two wheeler dealer managers

The managers are the policy formulators for the promotion and operation of a dealership. The managers have to look at market from both the point of view as an opportunity and as a challenge. As an opportunity marketing offers a group change to enhance business, expand market share and attract new customer segment. As a challenge, it has to resolve the threat of growing competition, emergence of new business, products and changes in the other external variables affecting the sales and performance adversely. Following are the suggestions to managers as to what can be done to sustain challenge of competition and enhance the performance:

5.2.2.1. The statistics revealed in the study emphasis the importance of dealers before making a purchase decision. As it shows, Dealers image is an important consideration while purchasing a two wheeler, the dealer should develop and maintain a good image in the eyes of customers. This can be done through various sales practices like, employing helpful, courteous and trained sales staff, ease and fast process and by developing trust by delivering the two wheeler on time.

5.2.2.2. The study reveals that friends and relatives are the influential source of information to customers and hence the dealers need to understand the

promotion about the brand and dealership through word of mouth publicity. They need to design their sales experience in such a way that customer is not only satisfied but also delighted.

5.2.2.3 The research indicates that the two wheeler dealers need to understands the power of internet. It has been observed that two wheeler dealers are not making potential use of internet in the current era is of e-commerce. Thus it is suggested that two wheeler dealers need to use internet as a tool for customer interaction. The interaction with the customer should be once the customer makes an enquiry with the dealership, throughout the sales process and also after sales process. The use of internet will help the dealers to be in close connection with their customers.

5.2.2.4 As the study reveals the importance sales and after sales staff, it is suggested that dealers should hire the employees who has a good the understanding about customer satisfaction, as it is a key for survival.

5.2.2.5 The study shows that the customers are not attended immediately the moment they walk in the showroom. It's an age of fast movement wherein the customers doesn't have patience to wait and hoop to next shop. The companies cannot afford to lose the customers just because of slow response. The dealers need to address this problem by attending the customer as soon as the customer steps in the dealership. The customer needs to feel important the moment he enters and hence the dealers need to create such environment.

5.2.2.6 As the after sales is an important factor to differentiate one dealer from another. The dealers must understand the importance. As the study highlights the customers responses on post sales factors the dealers must develop a rich after sales practices so the customer is delighted with the experience.

5.2.2.7 The study reveals that customer relationship is highly maintained through service intimations and other factors were least considered. The dealers should have a good feedback mechanism and its cognizance should be maintained properly as the success of dealership depends on enhancing

frequency of repeat buyers and reference given by existing buyers. In order to retain the existing customers and prove their relationship, loyalty program become an essential tool in the hands of managers. The loyalty program leads to improvement in number of existing customers, multiplication of referrals, mouth publicity of CRM program.

5.2.2.8 The gap score is highly negative for the factors Commitment by Dealer / Delivery Time, Test ride facility, Helpful and Courteous Trained Sales Staff and Ease and fast sales procedure. The dealership needs to address these gap and take significant steps to reduce the gaps and convert the negative gap score in positive gap score. The dealers should take a serious concern of these gaps as it will have an adverse impact on dealer's image in the market.

5.2.2.9 The study reveals the negative gap score between the level of importance and level of satisfaction towards post sales factors. As the gap are visible with the post sales factors related to servicing of vehicle, spare parts and insurance. The two wheeler companies need to improve their post-sales practices and fill the gap.

5.2.3. **Suggestions to Customers**

5.2.3.1 Customers should make more rational decision and its decision should have less influence of peers.

5.2.3.2 Customers should make analytical comparative analysis of options available in the market.

5.2.3.3 Customers use two wheeler for convenience but should take care of safety and use helmet. Safety should also be a prime factor while making a purchase decision by the customers.

5.2.3.4 The customers need to read manual before use and should undergo training on proper use of vehicle. Customers are needed to understand the technical aspects and functioning of the vehicle. They should also have a basic knowledge of preliminary maintenance of a two wheeler.

5.2.3.5 Customers should do servicing of vehicles at dealer authorised service stations where record of all important parts of vehicle is maintained. Spare parts should also be replace at regular intervals.

5.3 SCOPE FOR FURTHER RESEARCH

The research work covers the study of changing marketing policies of the automobile industry with special reference to Pune city however, the theme contains potent for further research in following areas:-

1. The customers buying decisions in semi-urban and rural areas.
2. Study of the motives behind changing the brand while purchasing another vehicle by the customers.
3. Study the factors which induce the customers to do the vehicle servicing from the service centres other than the authorized one.
4. Study of the additional factors which are expected to change over time.
5. Change in consumer buying experience due to wider access through improved internet connectivity through to social and online media.

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Customer Questionnaire

1. Name: _____

2. Mobile No. : _____ Email ID: _____

3. Demographic Factors

Gender	Male		Female							
Marital Status	Single		Married							
Age (in yrs)	18 -21		21-25		25-35		35-50		50 and above	
Qualification	High School		SSC		HSC		Graduation		PG	
Occupation	Student		Professional/ Business		Salaried		Housewife		Retired	
Annual Family Income (Rs.)	Less than 1,50,000		1,50,000 to 2,50,000		2,50,000 to 5,00,000		5,00,000 and 10,00,000		10,00,000 and above	
Family Members with you	0		1		2-3		4-5		More than 5	

4. What is your purpose for purchasing a 2-wheeler. (Multiple Choice)

Commuting to office/ College	Buying groceries and daily needs	Dropping children to school	Others

5. Why do you prefer a 2-wheeler.

Economic	Convenient	Lack of public transport	Others

6. What type of two-wheeler do you currently own.(your recent purchase)

Scooterette		Motorcycle	

7. a. Which two wheeler brand you are currently using.

Bajaj	Hero Motors	TVS	Yamaha	Honda	Suzuki	Mahindra & Mahindra

Model _____Which Dealer _____

b. What was the mode of payment while purchasing the vehicle.

Cash		Bank Loan		Finance available at dealer counter	

c. When you have purchased the vehicle.

Festive Period		Regular (Non-Festive) Period	

d. Since how many years you are using the vehicle

<1	1-2	2-4	4-6	6-8	8-10	> 10

e. Previous two wheeler (if any) _____ Which brand _____

f.

Bajaj	Hero Motors	TVS	Yamaha	Honda	Suzuki	Mahindra & Mahindra	Others

Which Dealer _____

8. a. Do you own another vehicle in your house:

Yes		No	

b. If Yes, Please mention

Bajaj	Hero Motors	TVS	Yamaha	Honda	Suzuki	Mahindra & Mahindra	Others

9. Average daily travel on 2-wheeler.

0-5 (km)	5-20 (km)	20-40 (km)	40-60 (km)	60 & above (km)

10. Source of information which registers the brand in your mind.

(Rank from 1 to 7 (1= Least influential & 7= Most Influential)

Friends / Relatives	TV	Local Mechanic	Displays	Internet/Social Media	Hoardings / Banners	Newspaper / Magazine/ Paper Insertions

11. Promotional element which impulses you to buy. (Rank1-Least influential & 5= Most Influential)

Celebrity Endorsement	Advertisement	Finance Schemes	Attractive Discount Offers	Promotional Campaign	Contest / Sweepstake

12. Rank the Factors considered while purchasing (1-Least influential & 8= Most Influential)

Mileage	Price of Vehicle	Style& Aesthetics	Pick-up	Cost of Maintenance	Comfort	Colour	Safety

13. Parameters under consideration while buying a two wheeler.

	Level of Importance in consideration at the time of purchase- (1-Not Important at all, 2-Less Important, 3- Neutral, 4- Important, 5- Extremely Important)					Level of Satisfaction while using- (1- Highly Dissatisfied, 2-Dissatisfied, 3- Neutral, 4- Satisfied, 5- Highly Satisfied)				
Brand Image										
Company Image										
Price										
Fuel Economy/ Mileage										
Driving Comfort										
Safety										
Pick- up										
Colour										
Latest Technology										
Reliability										
Internal / storage space										
Style & Aesthetics										
Maintenance Cost										
Resale Value										
Service Network										
Accessories										

14. Aspects of Dealer under consideration.

	Level of Importance (1-NotImportant at all, 2- Less Important, 3- Neutral, 4- Important, 5- Extremely Important)					Level of Satisfaction (1- Highly Dissatisfied, 2- Dissatisfied , 3- Neutral, 4- Satisfied, 5- Highly Satisfied)				
Dealers Image										
Reference										
Location of Dealer Outlet										
Layout & Interior										
Product Display										
Helpful & Courteous Trained Sales Staff										
Sufficient time spent by the sales person for explanation about technical aspects of vehicle.										
Ease & fast sales procedure										
Availability of Product range										
Test ride facility										
Commitment by Dealer / Delivery Time										
Finance facility										
Attractive Discount offers										
Exchange offers										

15. When you entered the showroom from where you have purchased the vehicle, what was the total time taken before someone from the dealer staff attended you.

Immediate	2-5 min	5-10 min	10-15min	>15 min

16. Major Influence on your purchase decision regarding the brand/model.

Self	Family Members	Friends / Relatives	Colleagues	Local Mechanic

17. Whether you really did comparative analysis of different brands / models.

Yes		No	

18.1Do you prefer to buy a vehicle which is used by your friend/ relatives/ colleagues.

Yes		No	

19. Please tick the number of Two Wheeler Dealers you visited in search of a two wheeler before you actually purchased it:

1	2	3	4	5	>5

20. Please mention the number of days you have invested in Search of Information before actual Purchase of Two wheeler:

Less than 7 days	7-15 days	15-30 days	More than 30days

21. How much is the emotional element in your purchase decision.

Negligible	Low	Neutral	High	Very High

22. Servicing facility being availed at present.

Cost	Free		Paid	
Place	Dealer's Servicing Centre		Local Mechanic	

23. After-sales service factors.

	Level of Importance 1-Not Important at all 2- Less Important, 3- Neutral, 4- Important, 5- Extremely Important					Level of Satisfaction 1- Highly Dissatisfied, 2- Dissatisfied, 3- Neutral, 4- Satisfied, 5- Highly Satisfied				
A. Servicing of Vehicle:										
• Cost of Servicing										
• Timely Service										
• Well Trained Mechanics										

	Level of Importance 1-Not Important at all 2- Less Important, 3- Neutral, 4- Important, 5- Extremely Important					Level of Satisfaction 1- Highly Dissatisfied, 2- Dissatisfied, 3- Neutral, 4- Satisfied, 5- Highly Satisfied				
• Cleanliness & Comfort of Service Reception										
• Long opening hours for Servicing										
• On road break down service										
• Overall Service Experience										
B. Spare parts:										
• Availability										
• Price										
• Reliability										
C. Insurance:										
• Claim & settlement Procedure										
• Help extended by Dealer in claim settlement										

24. Any manufacturing fault experienced in the vehicle:

Yes		No	

If Yes,

	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly Satisfied
Experience with regards to support extended by the dealer					

25. Following are few statements related to purchase decision of a two wheeler, please indicate to what extent you agree or disagree with the statements:

	Strongly Disagree	Somewhat disagree	Neither agree nor disagree	Somewh at Agree	Strongly Agree
The two wheeler I have bought reflexes my personality					
The two wheeler I have bought suits my lifestyle					
The occasion of purchasing a two wheeler was influenced by the religious beliefs.					
The two wheeler I have bought was influenced by peer pressure					
I look for opinion from friends and family before buying two- wheeler.					

	Strongly Disagree	Somewhat disagree	Neither agree nor disagree	Somewh at Agree	Strongly Agree
I like to be noticed on the road					
I always buy tried and tested products					
I would prefer to buy a 2-Wheeler on instalments now, than save and buy in future					
I bought a 2-Wheeler as public transport is not reliable					
It is important to me to be aware of all the alternatives before buying a two wheeler.					
Usually reading about products or asking people about them won't really help me make a purchase decision.					
The vehicle purchased gives me better value for money					
I bought a two wheeler because of emotional attachment with that brand.					

26. Do you recommend your friends & relatives the vehicle you are using?

Yes		No	

27. If anytime in future you indented to purchase a two wheeler will you purchase the same Make/ Brand?

Yes		No	

28. Engagement with the Dealer after purchasing the vehicle.

	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied
Explanation/Guidance about proper driving of vehicle at the time of vehicle delivery					
Customers connect through sending Festival Message					
Information sharing by dealer/company regarding new product launch					
Intimation regarding Service due date					
Feedback Mechanism					

	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied
Cognizance of feedback					

29. Rate the overall service experience with the dealer.

    (1:Very Bad, 2:Bad, 3: Neutral,4: Good,5: Excellent)

1		2		3		4		5	

30. Would you recommend the service provided by the dealer.

Yes		No	

    If No, Why _____

31. Do you have a four wheeler.

Yes		No	

QUESTIONNAIRE FOR TWO WHEELER DEALERS

1.a	Name of Dealer & Address: Year of Establishment:
b.	Name of Representative: Designation :
c.	Contact Ph. No. landline: Mobile : Email: Website:
d.	Business Type & Setup: Sole proprietorship ☐ Partnership ☐ Pvt. Ltd. ☐
e.	Turnover: < 1 Cr. ☐ 1-5 C ☐ 5-10 Cr. ☐ 10-50 Cr. ☐ 50- 100 Cr ☐ >100 Cr ☐
f.	No of Employees: <20 ☐ 20-50 ☐ 50-100 ☐ 100-150 ☐ 150 -200 ☐ >200 ☐

A. Your Network

1. Locations:

No. of branches	No. of sub – dealers you have	No. of service stations/ workshops you have

B. Process

1. Rate the following factors on the basis of importance you give while designing/ formulating your sales practices. **(Rate on a scale of 1-5, 1 means lowest value and 5 means highest value)**

Layout & Interior	
Location	
Product Display	
Attractive Discount Offers	
Helpful, Courteous & Trained Sales Staff	
Availability of Product range	
Exchange Offers	
Ease & fast sales procedure	
Finance Facility	
Test Ride Availability	
Vehicle delivery commitment	

2. Time taken to attend a customer, when customer walks in.

Immediate	2-5 min	5-10 min	10-15min	>15 min

C. Sales Pattern

1. Which days of the week consumer prefer to purchase?

Beginning of the week	Midweek	Weekends

2. No. of enquiries (approximate) on weekdays _____ & weekends _____

3. Purchase (approximate) on weekdays _____, weekends _____ & on special days _____

D. Promotions

1.

	Dealer	Company	Both
Promotional activities			
Promotional Expenses			
If both, then shared in what percentile			

50:50		60:40		70:30		80:20		90:10	

2. Please rate the effectiveness of following promotional tools used to persuade your customers**, with the scale of 1-5, where 1- Not at all effective, 2- less Effective, 3- Neutral, 4- Effective & 5- Very effective**

Promotional tools	**Festive period**	**Regular (Non- Festive) Period**
Newspaper / Magazine/ Paper insertions		
Hoardings		
Television Commercials		
Through internet		
Attractive Discount offers		
Finance schemes		
Promotional Campaign (Demo van, Free PUC camps, displays, loan & exchange mela, ralleys		
Contest / Sweepstake		

3. Do you use any social media / internet for promotion activities?

Yes		No	

If Yes, Name them

_____

4. Percentage of online enquiries generated through internet.

<5	5-10	10-20	30-40	40-50	50-60	>60

5. Days of the week preferred for promotional activities.

	Weekend (Fri, Sat & Sun)	Weekdays (Mon - Thur)
Newspaper		
Promotional Campaign		

E. Staffing

1. Category & No. of Staff

Sales	Workshop	Spare parts	Admin Staff
Sales Manager –	Works Manager -	Spare parts Manager-	Accounts -
Asst. Sales Manager –	Asst. Works Manager –	Asst. Spare parts Manager-	HR -
Sr. Sales Executives-	Service Advisor-	Store Keepers -	Loan -
Sales Executives-	Technicians-		RTO/Insurance Exec. -
Telecallers -	Helpers	Helpers	

2.Qualification for sales staff	Undergraduate		Graduate		Post Graduate					
3.Any incentive schemes for staff	Yes		No							
3a. If Yes, are the schemes	Monetary		Non-Monetary		Both					
3b. When	Monthly		Quarterly		Half Yearly		Yearly			
4.Training for Sales persons	Yes		No							
4a.If Yes By whom	Company		Dealer		Both					
4b. When	Monthly		Quarterly		Half Yearly		Yearly			
5.Do some customers come to you because of reference of staff	Yes		No							
5a. How much is the contribution of sales staff in purchase decision of customer.	5% - 10%		10%- 20%		20% - 30%		30% - 40%		above 40%	

F. Finance:

1. Do you have tie-up with financial institution specified by the Company? Yes ☐ No ☐
   If No, do you have tie-up with any financial institutions at your end. Name: _____

2.How important is the finance facility, when it comes to purchase decision of a customer	Extremely Important		Important		Neutral		Less important		Not at all important			
2a.Percentage of customer who avail finance facility	<10		10- 20		20 - 30		30 - 40		40 -50		>50	

G. After Sales Service:

1. Prioritise the following factors as a part of your after-sales practices for customer satisfaction. (Rank the Factors you consider important, Rank on a scale 1-6, where 1-means Extremely important, 6-means not at all important)

Cost of Servicing	
Timely Service	
Well Trained Mechanics	
Cleanliness & Comfort of Service Reception	
Long opening hours for Servicing	
On road break down service	

2. Spare parts Inventory Policy:

Rate the following factors according to the Importance you give as a contributing factor to after sales service. (1- Extremely Important, 2-Important, 3- Neutral, 4- Less Important, 5-Not Important at all)

Spare parts	Level of Importance
Availability	
Price	
Reliability	

H. CRM

1. Is there a customer feedback mechanism?	Yes		No											
2. Do some customers come to you because of reference of existing customers	Yes		No											
2a.Percentage of reference sales in your total sales	<10		10- 20		20 - 30		30 - 40		40 -50		50- 60		>60	
3.Repeat purchase	Yes		No											
3a.Percentage of repeat purchases in your total sales	<10		10- 20		20 - 30		30 - 40		40 -50		50- 60		>60	

4. Rate the following factors regarding Insurance according to the importance you give as a CRM activity. (1-Not Important at all, 2- Less Important, 3- Neutral, 4-Important, 5- Extremely Important)

Insurance Claim & settlement Procedure	
Insurance reminders	
Re-insurance	

5. How you keep in touch with your existing customers. (Multiple choice)

SMS	Mails/internet	Tele-calls	Letters/Greetings

6. Which information do you share with your existing customers.

New Product Launch		Promotional Campaign		Special Finance schemes		Ride/ Camps (Events for bikers)		Service reminders	

7. Do you have loyalty schemes/programmes?

Yes		No	

If Yes, Name them

_____

I. Product Profile

Category	Vehicle / Model	Engine Capacity	Price	Colours	USP (Factors)	Average Monthly Sales
Category A Motorcycle 100cc						
Category B Motorcycle 125cc						

Category	Vehicle / Model	Engine Capacity	Price	Colours	USP (Factors)	Average Monthly Sales
Category C Motorcycle 150cc						
Category D Motorcycle 150cc above						
Category E Scooterette						

J.1. Customer Segment

Vehicle Category	Most Potential Customer Segment			
	Gender	Age Group	Occupation	Income
	Male - **1** Female **-2**	(18-21) – **1** (21-25) – **2** (25-35) – **3** (35-50) – **4** (Above 50) - **5**	Student – **1** Service – **2** Business / Professional – **3** Housewife – **4** Senior Citizen - **5**	(Dependent) – **1** (Less than 1,00,000) – **2** (1,00,000 to 2,50,000) – **3** (2,50,000 to 5,00,000) – **4** (Above 5,50,001) - **5**
Category A Motorcycle 100cc				
Category B Motorcycle 125cc				
Category C Motorcycle 150cc				
Category D Motorcycle 150cc above				
Category E Scooterette				

J.2. Factors

Vehicle Category	Rank the Factors you consider important while selling (Rank on a scale 1-8, where 1- not at all important & 8 – extremely important)							
	Mileage	Price of Vehicle	Style & Aesthetics	Pick-up	Cost of Maintenance	Comfort	Colour of the vehicle	Safety
Category A Motorcycle 100cc								
Category B Motorcycle 125cc								
Category C Motorcycle 150cc								
Category D Motorcycle 150cc above								
Category E Scooterette								

J. Open Ended Questions

J.1 Dealer Network

a. What are the criteria & norms prescribed by the parent company for location of a dealer outlet.

J.2 Staffing

a. Organisation Structure
b. Role of sales and service staff

J.3 Product Profile

J.4 Process

a. What are the stages / desk through which customer goes from the point he enters the showroom till the final purchase. (Enquiry and follow-Up)
b. Importance of front-end experience as an important factor in finalising a purchase decision.
c. Aspects considered while designing the pre sales, sales and after sales process
d. Sales Negotiation Process, if any

J.5 CRM

1. How is your customer feedback mechanism?
2. Various activities to bond with the customers.

J.6 Promotions

1. What promotions activities are taken by Parent Company.
2. What promotion activities are taken by dealer individually & Why.
3. Objectives behind Product Display