

“A study on woman's preference in various brands of two wheelers in Chennai”

Submitted in partial fulfilment of the requirement for the award of

Bachelor of Business Administration

A.ANTONY JENIFA

38280018



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

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**JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119
www.sathyabama.ac.in**

DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **A.ANTONY JENIFA (38280018)** who carried out the project entitled “**WOMAN PREFERENCE FOR VARIOUS BRAND OF TWO WHEELER’S**” under our supervision from 6th January 2020 to 6th March 2020.

**Dr.MATHAN
(Internal Guide)**

**Dr.Bhuvaneswari.G M.B.A., Ph.D.,
Dean – School of Management Studies**

Submitted for Viva voce Examination held on_____

Internal Examiner

External Examiner

DECLARATION

A.ANTONY JENIFA(38280018) hereby declare that the Project Report entitled “**WOMEN PREFERENCE FOR VARIOUS BRAND OF TWO WHEELER’S**”. done by me under the guidance of **DR.N.MATHAN**.

DATE:

A.ANTONYJENIFA

PLACE:

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ABSTRACT

Women now drive the world economy. Women are the world's most influential consumers, and their impact on the economy is rising every year. Customer Perception remains a research topic of strong interest. By keeping in view that future non-refundable income of average household people will increase, so in future their demand and need both increases. The study was carried out to assess the amount of womens preference towards Two Wheeler Brands. The outcome of the study was based on 100 consumers selected from IN TAMIL NADU. The data required for the study have been collected through questionnaires and analyzed by using statistical techniques as tools, such as Simple Percentage and Z test. The study pointed out that the women's preference for various brand of two wheelers.

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CHAPTER 1

1.1 INTRODUCTION

India has overtaken China to materialize the world's leading market for two-wheelers. A sum of 17.7 million two-wheelers were sold here preceding year, that's over 48,000 units every day. Indian two wheeler production is as old as 53 years .Until the middle of 80's there were only three major motorbike producers in India namely Rajdoot, Escorts and Enfield. The two-wheeler industry is perhaps mainly occurring place in terms of new models launched, upgraded products and innovative marketing techniques. Today the Indian two-wheeler markets in highly aggressive the numerous companies who offer anything and everything that a consumer demands and that too at reasonable price. The Indian two-wheeler industry is conquered by three players, Bajaj, Honda and TVS Suzuki, who account for 80 percent of the total two-wheeler market. The industry can be divided in to three broad segments: scooters, motorcycles and mopeds. In the scooters segment Bajaj in the market leader, Honda is the market leader in the motor cycles segment and in the segment of mopeds, TVS controls the major chunk of the market. Most Indian players in two wheeler industry had been into some kind of strategic alliance, technical collaboration or joint venture with foreign players

Automobile is one of the largest industries in global market. Peter Drucker has called the automobile industry as "the industry of industries". Being the leader in product and process technologies in the manufacturing sector, it has been recognised as one of the drivers of economic growth. During the last decade, the production and management systems have been revolutionized worldwide in the automobile industry. The automotive industry is now facing new and pressing challenges well directed efforts have been made to provide a new look to the automobile policy for realising the sector's full potential for the economy. Steps like abolition of licensing, removal of quantitative restrictions and initiatives to bring the policy framework in consonance with WTO requirements have set the industry in a progressive track.

Removal of the restrictive environment has helped restructuring, and enabled industry to absorb new Technologies, aligning itself with the global development and also to realise its potential in the country. The liberalisation policies have led to continuous increase in competition which has ultimately resulted in modernisation in line with the global standards as well as in substantial cut in prices. The industry is manufacturing over 11 million 2 and 4

wheeled vehicles and exporting about 1.5 million every year. It is the world's second largest manufacturer of motorcycles, with annual sales exceeding 13.3 million units in 2010-2011. Fueled by government stimulus packages, better demand and lower loan interest rates, the automobile industry has reported a whopping 26.41% growth in sales in the year 2009-10. In the domestic market, the sales were driven by car and the two-wheelers. While the car segment posted a 25.10 percent growth in 2009- 2010, the two wheeler witnessed a 25 percent surge in 2009- 2010 and 27%in 2010 –2011.

Automobile sector, especially the Two-wheeler sector is growing exponentially .According to Auto Component Manufacturers Association (ACMA) the projection for Two-wheeler production is 24 million by 2014-15. Aggressive marketing by the auto companies and auto finance companies have also played a significant role in boosting automobile demand, especially from the population in the middle income group.

Worldwide service firms have been the pioneers in adopting the practice of customer relationship management practices. In India too, the service firms took some of the early initiatives in customer relationship management, especially in financial services. Relationship management is emerging as the core marketing activity for business operating in fiercely competitive environments. On average, business spends 6 times more to acquire customers than they do to keep them (Gruen, 1997). Therefore, many firms are now paying more attention to their relationships with existing customers to retain them and increase their share of customer's purchases.

Intensifying competition and technological developments made businesses look for ways to reduce costs and improve their effectiveness. Studies have shown that while manufacturing costs declined from 55% to 30% and management cost declined from 25% to 15%, the marketing costs have increased from 20% to 55 %. The practice of relationship marketing has the potential to improve marketing productivity through improved marketing efficiencies and effectiveness. It has been observed that two wheeler segment has registered significant growth during the last two decades. An extension of this growth has been that there has been an enormous growth in demand for the sector that offers after sales service to this segment. According to the experts in the automobile industry, authorised service outlets account for 40 percentage of the after sales and service business with the unorganised sector making up for the rest. Today the value of vehicle servicing industry is huge. Currently estimated at

20,000 crore this could rise to as much 27,000 crore by 2015. This results a huge market for servicing of Two-wheeler.

More than 55 million two-wheelers are moving on Indian roads. Accordingly, two-wheeler service sector should have generated revenue amounting to INR 100,000 million per year, but in reality, this has not been realised in the organised service sector, the Indian two-wheeler service industry has not considered servicing as a line of business and providing conveniently reliable services is most important in two-wheeler services in India to capture the market. Indications are that the unorganised segment of this sector are favoured for servicing as opposed to organised segment of the service sector. Hence the attempt is made by the researcher to study the Customer relation management (CRM) and its efficacy in the Metropolitan region of Mumbai

1.2 INDUSTRY PROFILE

THE TWO-WHEELER INDUSTRY

The two-wheeler industry in India has grown rapidly in the country since the announcement of the process of liberalization in 1991 by the then finance minister Dr. Manmohan Singh, now Prime Minister of India.

Previously, there were only a handful of two-wheeler models available in the country. Currently, India is the second largest producer of two-wheelers in the world. It stands next only to China and Japan in terms of the number of two-wheelers produced and the sales of two-wheelers respectively. In the year 2005-2006, the annual production of two-wheelers in India stood at around 7600801 units.

The trend of owning two-wheelers is due to a variety of facts peculiar to India. One of the chief factors is poor public transport in many parts of India. Additionally, two-wheelers offer a great deal of convenience and mobility for the Indian family.

Bajaj auto began trading in imported Vespa Scooters in 1948. Meanwhile Automobile Products of India (API) commenced production of scooters in the country in the early 50's. Until 1958, API and Enfield were the only producers of two-wheelers in India. However, Bajaj signed a technical collaboration in 1960 with Piaggio of Italy to produce Bajaj Scooters. This deal expired in 1971.

The condition of motorcycle manufacturers was no different. Until the mid 80's, there were only three major motorcycle manufacturers in India namely Rajdoot, Escorts, and Enfield. The two-wheeler market was opened to foreign manufacturers in the mid 80's. The industry, which had seen a smooth ride before, faced fierce foreign competition.

Motorcycle companies like the Yamaha, Honda, and Kawasaki, set up shop in India in collaboration with various Indian two-wheeler companies. Companies like Escorts, Rajdoot and faced immense competition from smaller 100 cc Japanese technology motorbikes. Bikes manufactured by Hero Honda, the only company manufacturing four-stroke bikes at that time, gained massive popularity.

In the mid 80's, Kinetic introduced a variomatic gearless scooter in collaboration with Honda. This scooter became instantly popular with the younger generation, especially people who found it difficult to use geared scooters. The introduction of scooterettes created another segment for people such as women and teenagers who could not get used to driving either motorcycles or gearless scooters. Many companies such as Kinetic, TVS, and Hero also started manufacturing mopeds that proved immensely popular with people who wanted a simple riding machine.

The change in the government's policy owing to pollution control norms and the Kyoto agreement saw the phasing out of two stroke two-wheelers from production. Currently there are around 10 two-wheeler manufacturers in the country, they being Bajaj, Hero, Hero Honda, Indus, Kinetic, Royal Enfield, Suzuki, TVS, and Yamaha.

The latest trend in the two-wheeler market is the introduction of electrically operated vehicles from a range of manufacturers such as Indus and Hero. These can be recharged from convenient household electrical points. The only disadvantage is speed, which is restricted to around 25 miles per hour.

Currently, the motorcycle market is witnessing a demand for higher volume engines. Previously, the 100 cc bikes were very popular owing to the high fuel efficiency offered. However, the market is maturing fast. Sensing this movement, Bajaj has introduced the Bajaj Pulsar, with 150, 180 and 200 cc engines with Dual Twin Spark Ignition (DTSi) techno

1.3 COMPANY PROFILES:

1.3.1 TVS MOTOR COMPANY

Founded in 1979, TVS Motor Company, the USD 1.5 billion, flagship company of the 100 year old, USD 7 billion, TVS Group, is one of India's leading two-wheeler manufacturers and among the top seven in the world. The company has the widest range of products in the Indian two and three wheeler industry with exports to more than 60 countries worldwide.

Driven by technology and innovation at the helm, TVS Motor Company boasts of a rich talent pool of more than 7000 personnel who constantly emphasize the company's commitment to ensure best practices in state-of-the-art manufacturing facilities at Hosur in Tamilnadu, Mysore in Karnataka, Nalagarh in Himachal Pradesh and Karawang in Indonesia.

Mr.VenuSrinivasan, the Chairman of TVS Motor Company has led by example, winning many laurels including the prestigious "Padma Shri" award. "Order of Diplomatic Service Merit" medal from Korean President, The JRD Tata Corporate, The Star of Asia award by Business Week, The Jamsheji TATA Lifetime Quality Achievement Award and Emerging Corporate Giant - Times & Harvard Business School Association are other high-profile awards bestowed on him, on behalf of the company. He was also awarded the coveted Ishikawa-Kano Award presented by Asian Network for Quality. Among the latest honours conferred on him was an honorary doctor of science degree by Purdue University, USA.

The company's penchant for quality resulted in it becoming the first two-wheeler manufacturer to win the coveted Deming Award in 2002. It was the first Indian company to deploy a catalytic converter in a 100 cc motorcycle and the first to indigenously produce a four stroke 150cc motorcycle. In 2006, the company's TVS Apache became the first Indian motorcycle to consecutively win six prestigious awards in a row. In 2007, TVS became the first Indian automobile manufacturer to roll out as many as seven new products on a single day, a testimony to its manufacturing prowess. In 2012, TVS Motor Company was declared as 'India's most trusted Two Wheeler Brand' by the Brand Equity Most Trusted Brand Survey and in 2014 TVS Jupiter became the most awarded scooter in India, winning six 'Scooter of the Year' awards from leading publication houses in the country.

In 2015, TVS Motor Company emerged as the most awarded two wheeler manufacturer of the year having received 'Two wheeler manufacturer of the Year', 'Motorcycle of the Year upto 110 cc' : TVS StaR City+ and 'Two Wheeler Commercial of the Year': TVS Sport at

the NDTV Car and Bike awards 2015, ‘Motorcycle of the Year Upto 110cc’ : TVS StaR City+ at the Car India Bike India Awards 2015 and ‘Scooter of the Year’ : TVS Scooty Zest at the Bloomberg Autocar India Awards 2015, ET Zigwheels Awards 2014 and CNBC Overdrive Awards 2015. In the inaugural edition of JD Power India Two-wheeler IQS 2015, TVS brands featured in the top three, across segments. While TVS Wego and TVS Jupiter claimed top spots, TVS Sport, TVS Star City+ featured in the top three in economy motorcycles and TVS Apache RTR 160 and 180 in the top three in premium category.

TVS Motor Company’s customer inspired engineering approach, has enabled it to introduce the widest product range that caters to all segments of the two and three wheeler industry in India. Total customer satisfaction is achieved through excellence in quality that stems from the company’s management philosophy which is based on the five pillars of TQM (Total Quality Management). Quality awareness therefore percolates through the entire organisation from new product development to after sales services.

Products

TVS Motor Company’s products straddle all industry segments with TVS Sport and TVS StaR City+ in the economy segment, TVS Phoenix 125 in the executive segment and TVS Apache series RTR in the performance segment. The company also manufactures TVS Max4R, a product dedicated to rural commuters. The scooter segment of the company comprises of TVS Scooty Pep+, TVS Scooty Streak, TVS WEGO, TVS Jupiter and TVS Scooty Zest while TVS XL Super and Heavy Duty comprise the mopeds segment. The company’s three-wheeler TVS King is India’s first 200 cc auto rickshaw with electric start and elegant styling, available in Petrol, LPG, CNG and Diesel versions.

Distribution

Today TVS Motor functions through a strong nationwide network of more than 3500 touch points including dealers, authorised service centres and other certified points across all the states in India.

Global Presence

TVS Motor Company’s wholly owned subsidiary - PT TVS Motor Company Indonesia, manufactures TVS Neo, TVS Rockz& TVS Tormax - the new generation of bebek, to cater to ASEAN markets. The motorcycle portfolio of PT TVS Motor, Indonesia includes TVS

Apache RTR 160, TVS Apache RTR 180 and TVS Apache RTR 180 ABS. The company recently introduced TVS Dazz, its first offering in the automatic skubek space. Currently TVS Motor Company has international presence in more than 60 countries in Asian, African and Latin American Continents.

BEYOND BUSINESS – SRINIVASAN SERVICES TRUST

Srinivasan Services Trust (SST), the social arm of Sundaram-Clayton Limited and TVS Motor Company for charitable purposes was established in 1996 and has been promoting holistic and sustainable development of rural communities in TN, Karnataka, Maharashtra and Himachal Pradesh

Since inception, SST has been actively engaging in community development work in order to enhance the socio-economic status of the people through a multi-sector approach of strengthening the education system, providing access to better economic improvement, water and irrigation facilities, improving health services and sanitation facilities, developing community infrastructure and creating a clean and green environment. The work of SST has changed the lives of people in more than 1200 Villages across Tamil Nadu, Karnataka, Maharashtra and Himachal Pradesh.

SST has won several awards in recognition of its achievements in the field of rural development and nation building, the most recent being the prestigious Times Of India Social Impact Award on Advocacy & Empowerment in Corporate category in 2013.

Future Outlook

With technology and innovation as its key drivers, TVS Motor has invested significantly in research and development and is committed to bringing out new generation products which would redefine segments, while consolidating and strengthening the existing position of TVS Motor Company in the two and there wheeler segments, worldwide.

1.3.2 YAMAHA MOTOR

Yamaha is a Japanese manu from Yamaha Corporationfacturer of motorcycles, marine products such as boats and outboard motors, and other motorized products. The company was established in 1955 upon separation (however, Yamaha Corporation is still the largest private company shareholder with 9.92%, as of 2019),and is headquartered in Iwata, Shizuoka,

Japan. The company conducts development, production and marketing operations through 109 consolidated subsidiaries as of 2012.

Led by Genichi Kawakami, the company's founder and first president, Yamaha Motor began production of its first product, the YA-1, in 1955. The 125cc motorcycle won the 3rd Mount Fuji Ascent Race in its class.

The company's products includes motorcycles, scooters, motorized bicycles, boats, sail boats, personal water craft, swimming pools, utility boats, fishing boats, outboard motors, 4-wheel ATVs, recreational off-road vehicles, go-kart engines, golf carts, multi-purpose engines, electrical generators, water pumps, snowmobiles, small snow throwers, automobile engines, surface mounters, intelligent machinery, industrial-use unmanned helicopters, electrical power units for wheelchairs and helmets. The company is also involved in the import and sales of various types of products, development of tourist businesses and management of leisure, recreational facilities and related services. Yamaha's motorcycle sales are the second largest in the world and Yamaha is the world leader in water vehicle sales.

HISTORY:

Beginnings: 1955

The motorcycle division of Yamaha was founded in 1955, and was headed by Genichi Kawakami. Yamaha's initial product was a 125 cc (7.6 cu in) two-cycle, single cylinder motorcycle, the YA-1, which was a copy of the German DKW RT 125. The YA-1 was a competitive success at racing from the beginning, winning not only the 125cc class in the Mt. Fuji Ascent, but also sweeping the podium with first, second and third place in the All Japan Autobike Endurance Road Race that same year. Early success in racing set the tone for Yamaha, as competition in many varieties of motorcycle racing has been a key endeavor of the company throughout its history, often fueled by a strong rivalry with Honda, Suzuki, Kawasaki and other Japanese manufacturers.

Yamaha began competing internationally in 1956 when they entered the Catalina Grand Prix, again with the YA-1, at which they placed sixth. The YA-1 was followed by the YA-2 of 1957, another 125cc two stroke, but with significantly improved frame and suspension. The YD-1 of 1957 was a 250cc two-stroke twin cylinder motorcycle, resembling the YA-2, but

with a larger and more powerful motor. A performance version of this bike, the YDS-1 housed the 250cc two-stroke twin in a double downtube cradle frame and offered the first five-speed transmission in a Japanese motorcycle. This period also saw Yamaha offer its first outboard marine engine.

Yamaha Motor Company was incorporated on 1 July 1955 (Japan). Highlighting its presence in the performance motorcycle segment, the company announced that in 2020 they will be celebrating their 65th anniversary on the 1st of July, 2020 with a holiday they call "Yamaha Day". The theme for Yamaha Day 2020 is "heritage" – Yamaha plans to use this holiday to enhance the brand's connection with their customers.

Success and growth in the 1960s

By 1963 Yamaha's dedication to both the two-stroke engine and racing paid off with their first victory in international competition, at the Belgium GP, where they won the 250cc class. Success in sales was even more impressive, and Yamaha set up the first of its international subsidiaries in this period beginning with Thailand in 1964, and the Netherlands in 1968. 1965 saw the release of a 305cc two-stroke twin, the flagship of the company's lineup. It featured a separate oil supply which directly injected oil into the gasoline prior to combustion (traditionally riders had to pre-mix oil into gasoline together before filling the gas tank on two stroke engines). In 1967 a new larger displacement model was added to the range, the 350cc two stroke twin R-1.

In 1968 Yamaha launched their first four-stroke motorcycle, the XS-1. The **Yamaha XS-1** was a 650cc four-stroke twin, a larger and more powerful machine that equaled the displacement and performance of the popular British bikes of the era, such as the Triumph Bonneville and BSA Gold Star. Yamaha continued on with both the two-stroke line and four-stroke twins at a time that other Japanese manufacturers were increasingly moving to four cylinder four-stroke machines, a trend led by Honda in 1969 with the legendary CB-750 four-stroke four-cylinder cycle.

Two stroke era begins: the 1970s

Not until 1976 would Yamaha answer the other Japanese brands with a multi-cylinder four stroke of their own. The XS-750 (and later 850) a 750cc triple cylinder machine with shaft

final drive was introduced almost seven years after Honda's breakthrough bike. Yamaha's first four-cylinder model, the XS-1100 followed in 1978, again with shaft drive. Despite being heavier and more touring oriented than its rivals it produced an impressive string of victories in endurance racing.

The 1970s also saw some of the first dedicated off-road bikes for off-road racing and recreation. Yamaha was an early innovator in dirt-bike technology, and introduced the first single-shock rear suspension, the trademarked "Monoshock" of 1973. It appeared in production on the 1974 Yamaha YZ-250, a model which is still in production, making it Yamaha's longest continuous model and name.

Yamaha continued racing throughout the 1960s and 1970s with increasing success in several formats. The decade of the 1970s was capped by the XT500 winning the first Paris-Dakar Rally in 1979.

1980s: diversification and innovation

By 1980 the combination of consumer preference and environmental regulation made four strokes increasingly popular. Suzuki ended production of their GT two stroke series, including the flagship water-cooled two-stroke 750cc GT-750 in 1977. Kawasaki, who had considerable success throughout the 1970s with their two-stroke triples of 250cc, 350cc, 500cc and 750cc ended production of road-going two strokes in 1980. Yamaha bucked this trend and continued to refine and sell two-strokes for the street into the 1980s. These bikes were performance oriented, water-cooled twin cylinder machines, designed to achieve excellent performance taking advantage of the lower weight of two strokes. The RZ-250 of 1980^[13] was the progenitor of this series. The RZ-350, the largest displacement model, was a popular hot-rod bike of the 1980s and continued to be sold in some countries into the early 1990s.

Throughout the 1980s the motorcycle industry gradually went from building a few basic but versatile models designed to work well in many roles, to offering many more specialized machines designed to excel in particular niches. These included racing and performance street riding, touring, motocross racing, enduro and recreational off-road riding, and cruising. Yamaha branched out from the relatively small number of UJMs (Universal Japanese

Motorcycle) at the start of the decade to a much larger set of offerings in several clearly defined markets at the end of the decade.

The XV750 of 1981 featured an air-cooled V-twin four-stroke engine and cruiser styling, and was one of the first Japanese cruiser style motorcycles. By the end of the 1980s Yamaha had offered dozens of cruiser styled bikes in a variety of displacements and engine configurations.

The RZV500 was one of the first "repli-racers", a near copy of Kenny Roberts competition GP bike, it featured a liquid-cooled two-stroke motor of 500cc displacement in a V4 configuration, along with a perimeter frame and full fairing.^[14]

A more popular and practical high-performance model for the street was introduced in 1985, the FZ750. It was an innovative 750cc four-stroke inline four cylinder model. It was the first motorcycle to feature a five-valve cylinder head, something Yamaha became well known for. It also featured a cylinder block canted forward at 45 degrees, and a box-section steel perimeter frame. Production of the FZ continued until 1991.

Another bike that was performance-oriented was the Yamaha RX-Z, introduced in 1985 as a two-stroke naked sport bike, related to the Yamaha RX-135 and Yamaha RD-135, borrowing its chassis and platform. Originally equipped with a five speed transmission and a solid front disc brake rotor with rear drum brakes, it was popular in Malaysia and Singapore. After a few years on the market, the engine was upgraded with the installation of a six-speed transmission, together with a newer instrument panel and handlebar switches, as well as a cross-drilled front disc brake rotor, while the rear remained with the drum brakes. The design was unchanged until it was updated in 2004, with the rear lights being borrowed by the Yamaha Y125Z and a new headlight. It was also installed with a catalytic converter, which reduced its horsepower to 19bhp. However, the maximum torque remained unchanged but the low-end torque was improved compared to the early models. Some owners of the earlier RX-Z motorcycles may have problems during take-off because the engine tends to stall when an inexperienced rider tries to take off in the first gear. However, the problem was resolved in the new model. In Malaysia, this bike was associated with street racers and was featured in many Malay movies. In 2011, after 26 years, it was discontinued.

The 1990s: Performance bikes and a spin-off brand

In 1998 Yamaha marketed a 1000cc four cylinder road bike called the YZF 'R1', this model introduced a new style of gearbox design which shortened the overall length of the motor/gearbox case, to allow a more compact unit. This, in turn allowed the motor to be placed in the frame further forward, designed to improve handling in a short wheel-based frame.

In 1995, Yamaha announced the creation of Star Motorcycles, a new brand name for its cruiser series of motorcycles in the American market. In other markets, Star motorcycles are still sold under the Yamaha brand. This was an attempt to create a brand identity more closely aligned with the cruiser market segment, one of the largest and most lucrative in the USA.

The 2000s: Expansion and consolidation

In 2007, Yamaha established the Philippine operations and distributes Yamaha motorcycles under the corporate name of Yamaha Motor Philippines, Inc., one of more than 20 worldwide subsidiaries operating on all continents.

Yamaha purchased small engine maker Subaru Industrial Power Products from Subaru in October 2017. Subaru's engines powered lawnmowers, generators and water pumps and have since been rebranded as Yamaha.

MOTORCYCLE RACING HIGHLIGHTS

Three-time Grand Championship winner Kenny Roberts at the 1981 German Grand Prix.

In motorcycle racing Yamaha has won 39 world championships, including 7 in MotoGP and 10 in the preceding 500 cc two-stroke class, and 1 in World Superbike. In addition Yamaha have recorded 208 victories at the Isle of Man TT and head the list of victories at the Sidecar TT with 40.^[16] Past Yamaha riders include: Jarno Saarinen Giacomo Agostini, Bob Hannah, Heikki Mikkola, Bruce Anstey, Kenny Roberts, Eddie Lawson, Wayne Rainey, Jeremy McGrath, Stefan Merriman, Dave Molyneux, Ian Hutchinson, Phil Read, Chad Reed, Ben Spies, Jorge Lorenzo, and nine-time world champion Valentino Rossi. Their current lineup consists of Fabio Quartararo and Maverick Viñales.

The Yamaha YZ450F won the AMA Supercross Championship two years in a row, in 2008 with Chad Reed, and 2009 James Stewart. Yamaha was the first to build a production monoshock motocross bike (1975 for 250 and 400, 1976 for 125) and one of the first to have a water-cooled motocross production bike (1977 in works bikes, 1981 in off-the-shelf bikes). Yamaha's first Motocross competition four-stroke bike, the YZ400F, won the 1998 USA outdoor national Championship with factory rider Doug Henry.

Since 1962, Yamaha made production road racing Grand Prix motorcycles that any licensed road racer could purchase. In 1970, non-factory privateer teams dominated the 250 cc World Championship with Great Britain's Rodney Gould winning the title on a Yamaha TD2.

Yamaha also sponsors several professional ATV riders in several areas of racing, such as cross country racing and motocross. Yamaha has had success in cross country with their YFZ450, ridden by Bill Ballance, winning 9 straight titles since 2000. Yamaha's other major rider, Traci Cecco, has ridden the YFZ450 to 7 titles, with the first in 2000. In ATV motocross, Yamaha has had success with Dustin Nelson and Pat Brown, both who race the YFZ450. Pat Brown's best season was a 3rd place title in 2007, while Nelson has had two 1st place titles in the Yamaha/ITP Quadcross, one in 2006 and the other in 2008.

PRODUCTS

OVERVIEW

Yamaha Motor is a highly diversified company which produces products for a large number of industries and consumer market segments:

Motorcycles: Sport bikes, *Star* Cruiser bikes, trail bikes, road racers and motocross racers

Commuter vehicles, including scooters

Recreational vehicles: All-terrain vehicles and snowmobiles

Boats: Powerboats, sailboats (e.g. Yamaha 26, a sailboat produced in the 1970s), utility boats and custom boats

Marine engines: Outboard motors, electric marine motors, marine diesel engines and stern drives

Personal watercraft – see WaveRunner

Electric bicycles

Automobile engines

Industrial-use unmanned helicopters

Golf cars

Power products: generators, multipurpose engines, water pumps and snow throwers

Swimming pools, watersliders and pool-related equipment

Intelligent machinery, including compact industrial robots

Electric wheelchairs and wheelchair electric drive units

Yamaha parts and accessories, apparel, cycle helmets and motor oil^[18]

Industrial robots and surface mounters^[19]

CURRENT LINE-UP

In a partnership with Arctic Cat (now owned by Textron), Yamaha Motor Company supplies the 1,050cc 3-cylinder (135+ HP) and 998cc 3-cylinder turbocharged (180+ HP) engines for use in a collaborative chassis sold under each brand name. While there are similarities between the respective manufacturers' models, small differences can be noted. SR Viper (Arctic Cat 7000-series equivalent) and SideWinder (Arctic Cat 9000-series equivalent) models are equipped with Yamaha clutches and changes to certain plastic body panels (such as the color, suspension set-up, windshield and intercooler housing on turbocharged models). The suspension layout, chassis, gauge package, and handlebar switchgear remain the same between both brand's snowmobiles. This partnership was established for the 2014 model year with the introduction of the 2014 SR Viper and Arctic Cat 7000-series line-up.

In 2017, Arctic Cat and Yamaha introduced the world's most powerful snowmobile engine with the release of the SideWinder and 9000-series line-ups. Historic "Japan Built" models (such as the Apex and RS Vector lineups) and most SR Viper models were removed from

production to support the sale of "hold-over" units from previous models years at MSRP. This was a new move to the industry in order to support dealerships and sell the large number of previous model year snowmobiles that have remained unsold.

1.3.3 HERO HONDA :

Hero MotoCorp Limited, formerly Hero Honda, is an Indian multinational motorcycle and scooter manufacturer based in New Delhi, India. The company is the largest two-wheeler manufacturer in the world, and also in India, where it has a market share of about 46% in the two-wheeler category. As of 31 December 2020, the market capitalisation of the company was ₹68,474 crore.

HISTORY

Hero Honda started its operations in 1984 as a joint venture between Hero Cycles (sometimes called Hero Group, not to be confused with the Hero Group food company of Switzerland) of India and Honda of Japan. In June 2012, Hero MotoCorp approved a proposal to merge the investment arm of its parent Hero Investment Pvt. Ltd. with the automaker. This decision came 18 months after its split from Hero Honda.

"Hero" is the brand name used by the Munjal brothers for their flagship company, Hero Cycles Ltd. A joint venture between the Hero Group and Honda Motor Company was established in 1984 as the Hero Honda Motors Limited at Dharuhera, India. Munjal family and Honda group both owned 26% stake in the Company.

During the 1980s, the company introduced motorcycles that were popular in India for their fuel economy and low cost. A popular advertising campaign based on the slogan 'Fill it – Shut it – Forget it' that emphasised the motorcycle's fuel efficiency helped the company grow at a double-digit pace since inception. In 2001, the company became the second largest two-wheeler manufacturing company in India and globally. It maintains global industry leadership to date.¹ The technology in the bikes of Hero Motocorp (earlier Hero Honda) for almost 26 years (1984–2010) has come from the Japanese counterpart Honda.

Termination of Honda joint venture and the renaming

HERO KARIZMA R

By December 2010, the board of directors of the Hero Honda Group had decided to terminate the joint venture between Hero Group of India and Honda of Japan in a phased manner. The Hero Group would buy out the 26% stake of the Honda in JV Hero Honda. Under the joint venture Hero Group could not export to international markets (except Nepal, Bangladesh and Sri Lanka) and the termination would mean that Hero Group could now export. From the beginning, the Hero Group relied on their Japanese partner Honda for the technology in their bikes.

The Japanese automaker exited the joint venture through a series of off-market transactions by giving the Munjal family—which held a 26% stake in the company—an additional 26%. Honda, wanting to focus only on its independent fully owned two-wheeler subsidiary—Honda Motorcycle and Scooter India (HMSI)—, exited Hero Honda at a discount and got over ₹6,400 crore (equivalent to ₹120 billion or US\$1.6 billion in 2019) for its stake. The discount was between 30% and 50% to the current value of Honda's stake as per the price of the stock after the market closed on 16 December 2010.

The rising differences between the two partners gradually emerged as an irritant. Differences had been brewing for a few years before the split over a variety of issues, ranging from Honda's reluctance to fully and freely share technology with Hero (despite a 10-year technology tie-up that expired in 2014) as well as Indian partner's uneasiness over high royalty payouts to the Japanese company. Another major irritant for Honda was the refusal of Hero Honda (mainly managed by the Munjal family) to merge the company's spare parts business with Honda's new fully owned subsidiary, HMSI.

As per the arrangement, it was a two-leg deal. In the first part, the Munjal family, led by BrijmohanLalMunjal group, formed an overseas-incorporated special purpose vehicle (SPV) to buy out Honda's entire stake, which was backed by bridge loans. This SPV was eventually thrown open for private equity participation, and those in the fray included Warburg Pincus, Kohlberg Kravis Roberts (KKR), TPG, Bain Capital, and Carlyle Group.

FORMATION OF THE NEW COMPANY

The name of the company was changed from Hero Honda Motors Limited to Hero MotoCorp Limited on 29 July 2011. The new brand identity and logo of Hero MotoCorp were developed by the British firm Wolff Olins. The logo was revealed on 9 August 2011 in London, to coincide with the third test match between England and India.

Hero MotoCorp can now export to Latin America, Africa and West Asia. Hero is free to use any vendor for its components instead of just Honda-approved vendors.

On 21 April 2014, Hero MotoCorp announced its plan on a ₹254 crore (equivalent to ₹327 crore or US\$46 million in 2019) joint venture with Bangladesh's Nitol-Niloy Group in the next five years to set up a manufacturing plant in Bangladesh. The plant started production in 2017 under the name "HMCL Niloy Bangladesh Limited". Hero MotoCorp owns the 55% of the manufacturing company and rest 45% is owned by Niloy Motors (A subsidiary of Nitol-Niloy Group). Hero also updated its 100cc engine range in 2014 for 110cc bikes except Hero Dawn.

HERO ELECTRIC

Hero Optima Plus

In 2007, Hero MotoCorp incorporated Hero Electric as a 100% subsidiary of the group. The company started manufacturing electric scooters from its Ludhiana plant. Its Optima scooter range is reportedly the highest-selling electric scooter in India as of 2019.

EQUITY INVESTMENTS

In July 2013, HMC acquired 49.2% shareholding in Erik Buell Racing, a motorcycle sport company which produced street and racing motorcycles based in East Troy, Wisconsin, United States. EBR filed for bankruptcy in 2015 and Hero MotoCorp proceeded to acquire certain assets for ₹18.2 crore (equivalent to ₹25 crore or US\$3.5 million in 2019).

HMC invested ₹205 crore (US\$30.5 million) as Series B round of funding in October 2016 and gained a 32.31% stake in Ather Energy, a startup company manufacturing electric scooters. It invested a further ₹130 crore (US\$19 million) in 2018.

OPERATIONS

Hero Motor Corporate has five manufacturing facilities based at Dharuhera, Gurugram, Neemrana, Haridwar, and Halol under the Green Field stage. These plants together have a production capacity of over 76 lakh (7.6 million) 2-wheelers per year. Hero MotoCorp has a sales and service network with over 6,000 dealerships and service points across India. It has a customer loyalty program since 2000, called the Hero Honda Passport Program which is now known as Hero GoodLife Program.

It is reported that Hero MotoCorp has five joint ventures or associate companies, Munjal Showa, AG Industries, Sunbeam Auto, Rockman Industries and Satyam Auto Components, that supply a majority of its components.

As of March 2013, the company has sold over 7 crore (70 million) 2-wheelers since its inception in 1984. It sold 60.7 lakh (6.07 million) 2-wheelers in 2012, out of which 55 lakh (5.5 million) were motorcycles. Hero MotoCorp sells more two-wheelers than the second, third and fourth-placed two-wheeler companies put together. Its most popular bike, the Hero Honda Splendor sells more than 10 lakh units per year.

The company has a stated aim of achieving revenues of ₹64,000 crore (equivalent to ₹740 billion or US\$10 billion in 2019) and volumes of 10 lakh two-wheelers by 2016–17. This in conjunction with new countries where they can now market their two-wheelers following the disengagement from Honda. Hero MotoCorp hopes to achieve 10% of its revenues from international markets, and they expected to launch sales in Nigeria by end-2011 or early-2012. Hero MotoCorp launched XPulse 200 adventure motorcycle in India on 1 May 2019, along with the XPulse 200T touring motorcycle.

In 2019, Hero MotoCorp sold more than 78 lakh (7.8 million) units, which is the highest by any two-wheeler company in the world. It registered its best-ever monthly performance by selling 7,69,000 units in the month of September in 2018. In the April - June 2018 quarter (non-festive time), the company registered its best-ever quarterly performance by selling more than 21 lakh (2.1 million) units.

LISTINGS AND SHAREHOLDING

The equity shares of Hero MotoCorp are listed on the Bombay Stock Exchange, and the National Stock Exchange of India, where it is a constituent of the NIFTY 50.

As on 31 December 2013, the promoters Munjal Family held around 40% equity shares in Hero MotoCorp. Over 61,000 individual shareholders hold approx. 7.44% of its shares. Foreign Institutional Investors hold approx. 30% shares in the company.

Shareholders (as on 31 December 2013)	Shareholding
Promoter Group	39.92%
Foreign Institutional Investors (FII)	30.63%
Foreign Corporate Bodies	12.29%
Individual shareholders	06.44%
Insurance companies	05.38%
Mutual Funds / UTI	02.56%
Bodies Corporate	01.60%
Financial Institutions / Banks	00.53%
Others	00.60%
Total	100.0%

EMPLOYEES

As of 31 March 2014, the company had 6,782 employees, out of which 66 were women (1.1%). It also had approx. 13,800 temporary employees on that date. The company had an attrition rate of 5.1% in the FY 2012–13. The company spent ₹8,210 crore (equivalent to ₹120 billion or US\$1.7 billion in 2019) on employee benefits during the FY 2012–13.^[3]

AWARDS AND RECOGNITION

The 2006 Forbes list of the 200 World's Most Respected Companies had Hero Honda Motors ranked at #108.

The Brand Trust Report published by Trust Research Advisory has ranked Hero Honda in the 7th position among the most trusted brands in India.

It received the 'Best Value for Money Bike Maker' and 'Best Advertising' in Two Wheelers Category at the Auto India Best Brand Awards 2012.

INITIATIVES

The company started Raman Kant Munjal Foundation (RKMF), in 1992 when it was known as Hero Honda Motors Ltd., that looks after:

Raman MunjalVidyaMandir (Educational Institution)

BML Munjal University

During the financial year, the company spent ₹1.4 crores on corporate social responsibility.

SPONSORSHIP

Hero has been the sponsor of the Caribbean Premier League, a Twenty-20 Cricket Franchise, since 2018. Hero also sponsors India's top men's football league the Indian Super League, men's second-tier I-League, third-tier I-League 2nd Division, women's top-tier Indian Women's League and also the domestic football tournament Super Cup. They are also the principal sponsors of the Indian football team's training kit and the developmental team Indian Arrows. Since 2014, Hero has sponsored the Hero World Challenge golf tournament. Hero also sponsors, or partly sponsors, two British events on the Golf European Tour: English Open (known as the Hero Open) and the Betfred British Masters.

3.1 NEED FOR STUDY

- Research methodology is mainly needed for the purpose of framing the research
- process and the designs and tools that are to be used for the project purpose.
- Research methodology helps to find the customer experience base for the product.
- This time research methodology is framed for the purpose of finding the level of
- customer satisfaction and changing trends of the customer expectations.

3.2 SCOPE OF THE STUDY:

- The scope of the study reveals the preference of ladies over two wheelers. It confined with special reference .
- The vital purpose of the study has been conducted to identify the consumers evaluate their preferences and find out the factors in which it decides the buying decision, and to analyze the expectation level of two wheelers.
- The study creates a ground for future research in the similar field and would similar inferences that could be analyzed.

3.3 OBJECTIVES OF THE STUDY:

This project is designed mainly to identify the women's response preference for various brand of two wheelers

PRIMARY OBJECTIVE:

A study on women's preference for various brand of two wheelers

SECONDARY OBJECTIVES

- ❖ To study the preference of ladies over two-wheelers
- ❖ To study the various aspects, which determines the purchase or buying behavior?
- ❖ To examine the expectations of ladies over two-wheelers.

CHAPTER 2

REVIEW OF LITERATURE:

2.1 INTRODUCTION

In this Chapter, the researcher has made an attempt to study and understand the complex concepts of Customer experience. This attempt includes, understanding the basic concepts of Customer experience, analyzing research studies made by earlier researchers in respect of Customer experience in automotive Industry, For this, the researcher has used various books, research Journals and websites. The detailed list is further elaborated in the Bibliography. Through this Literature Survey researcher wants to find

2.2 LIST OF REVIEWS

- **Saraswathi S. (2008)** analysed the Post-Sales Service customer satisfaction on 100 samples of various two-wheelers buyers of Hyderabad and Secunderabad. The study was presented in two parts: Part-I, on perception of customers on post-sale-service and Part-II, on ranking of respondents and satisfactory index on post-sale-service of two-wheeler automobile industry. Study found moderate mean values for some dimensions. Hence suggested manufacturers/ dealers to invest highly valuable service staff in the specific problem areas, i.e., specialised skills, satisfaction after the test ride and quality of service
- **Hemanth, C. R. (2010).** Customer satisfaction level on after sales and service for two wheelers [project report].
- **Sahdev, C. (2010).** Marketing strategy of two wheeler segment in automobile industry - A study on Bajaj and Hero Honda.
- **M. Arutselvi (2011),** in her paper entitled on, “A study on customer satisfaction towards TVS Bikes” in kanchipuram town, it has examined that the performance of SARADAS Auto Agencies for retaining the customers by their approved sales. The study has used descriptive research method and has adopted survey method for data collection. A sample of 130 respondents has been occupied for this study. The study

has concluded that the sales of Saradas Auto Agencies for TVS two wheelers were superior because of the right approach of the group of genuine mechanics.

- **Faiz Ahmed Shaikh (2011)** A critical analysis of consumers buying behavior two wheelers (observations pertinent to Ahmed Nagar city, Maharashtra. The main objective of the study focus on identify the most preferred two wheeler manufacturing companies, In two wheeler marketing, relationship with consumers is very important and their cannot be good relationship unless we understand customer preference well. Information was collected from a sample size of 200 respondents. The toll used in the study is just below 80% of the total two wheelers market in India which is dominated by Hero Honda with a market share of 59%. Scooter segment market share is about 18% which is lead again by Honda motorcycle and scooter India Pvt. Ltd., with a market share of 43%.
- **Anuj (2011)**,Analyzing the state of competition in India two wheelers industry. The main theme of the study wills customer love to be with two- wheeler. The information on a foresaid factors will help manufacturer determine its manufacturing and marketing strategies for sustaining and growth of the business. The study had found that the automobile industry in India in one of the largest in the world and one of the fastest growing globally. Finally they conclude that report divides two wheelers industry in segments on the basics of price and scooters have been treated as separate segment.
- **AnujkumarKanojia, (2011)**, “Analysing the state of competition in Indian Two wheeler industry”, Competition commission of India ,Report Newdelhi
- **RanjitMundu, Heart Trivedi,YuvarajKurade, (2011)**,Analysis of factors influencing two wheeler purchases by women”, Beacon management review.
- **Kannusamy (2011)**,”Brand preference of two wheelers: Problems and satisfaction level of consumers”, Ushers journal of business management.

- **Senthilkumar .S and Manadevan . A. (2011),** “Further prospects of Indian automobiles with special reference to two wheelers and motor cycle segment “, Indian Journal of Marketing.
- **Syed Arish Abbas (2012)** “An analytical study of consumer behaviour while buying motor cycle “, Skyline business school February 8.
- **Rajesh Mahrotra 2012** found that mileage and engine power are the important factors which affects the buying behaviour, while consumers are not bothered about price.
- **Abdul Karim B.A. 2012** observed that comfort and convenience is the driving force for the purchase of two wheeler. The study noted that over crowd is the major reason for avoiding the public transport
- **Abdulkarim .B.(2012),**”A study of two wheelers consumer buying behavior in Tirunelveli city “
- **Soni , S., &Soni, A. (2012).** Consumer behaviour towards two- wheeler bikes - A comparative study of rural and urban consumers of Jodhpur District of Rajasthan. Global Research Analysis
- **Dogra. S.A. (2013),** “Effect of celebrity endorsement on consumer buying behaviour with special reference to two wheelers industry,” The Journal of Indian management and strateg
- **Bijapurkar, Rama. (2013)** Explores the field of consumerism in India and the strategies that are developed to satisfy the consumer. In this book, the author discussed about the surroundings in which consumers survive; the way they believe, their heterogeneous nature and their transformation. India being an rising market in the world, there are a lot of business opportunities. The author tries to educate the readers how to be ready to grasp these opportunities and use them. As an overall

result of different changes, India is now in the third decade after liberalization. And he mentioned the structure of consumption and behavior of consumers in his book.

- **Vijay, Kumar M; Chandra, Basha and Chand,S. (2015)** Price is arguably the most vital and important influence on the positioning of the product and its growth and hence has a direct impact on the volume of the sale of the product and share in the market. If put to the right and thoughtful use, effective pricing can earn a business organization a major and sustained share in a given market. A marketing manager can also maintain resale price of his product, maximize profit and achieve the targeted return on investment. As we know, price of any product can directly influence the demand factor and other factors of production of a product directly. Price fixation of any product is not simple and it depends upon several factors like product cost, availability of substitutes, demand, market share, and geographic factors and so on. 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 price and resale value of the product

- **DugganiYuvaraju and DurgaRao (2014)** have made a study on, “Customer Satisfaction towards Honda Two Wheelers: A Case Study in Tirupati”. The study has aimed to analyze the customer satisfaction of two wheelers. The study has found that 60 per cent of the respondents have come to know Honda Bikes through Advertisement media, 90 per cent of the respondents were completely satisfied with the mileage and performance of the bike, 73 per cent are satisfied with pick-up of the Honda Bike, 56 per cent of the respondents have attracted by the quality of the service. 50 per cent of the respondents are satisfied with the design of the bike, 54 per cent of the respondents have considered the price of the Honda, 60 per cent of the respondents have felt the explanation were “excellent.” The study has concluded that there is a significant difference among the preferable factors such as, mileage, pickup, price and design

2.3 CONCLUSION

A literature review may constitute an essential chapter of a thesis or dissertation, or may be a self-contained review of writings on a subject. In either case, its purpose is to place each work in the context of its contribution to the understanding of the subject under review. Describe the relationship of each work to the others under consideration. Identify new ways to interpret, and shed light on any gaps in, previous research. Resolve conflicts amongst seemingly contradictory previous studies. Point the way forward for further research

CHAPTER 3

RESEARCH METHODOLOGY

3.4 RESEARCH DESIGN

3.4.1 DESCRIPTIVE RESEARCH DESIGN

Descriptive research is a study designed to depict the participants in an accurate way . More simply put, descriptive research is all about describing people who take part in the study.

3.5 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

PRIMARY DATA

Questionnaire given to 120 respondents

SECONDARY DATA

Websites and online journals, Published reports & Review of literature from published articles

3.6 SAMPLE SIZE:

Sample size in 120

3.7 PERIOD OF STUDY

The duration of study is from January 2021 to March 2021 which is a three months of study.

3.8 LIMITATION OF THE STUDY:

- The study was restricted to 120 respondents .
- The data was obtained through questionnaire and it has its own limitations.
- The result would be varying according to the individuals as well as time

CHAPTER 4

DATA ANALIYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALIYSIS

TABLE 4.1.1: AGE OF THE RESPONDENTS

S.NO	Particulars	No Of Respondent	Percentage
1.	18 -25	106	88.3
2.	26-30	11	9.2
3.	31-45	3	2.5
	TOTAL	120	100.00

Source : Primary Data

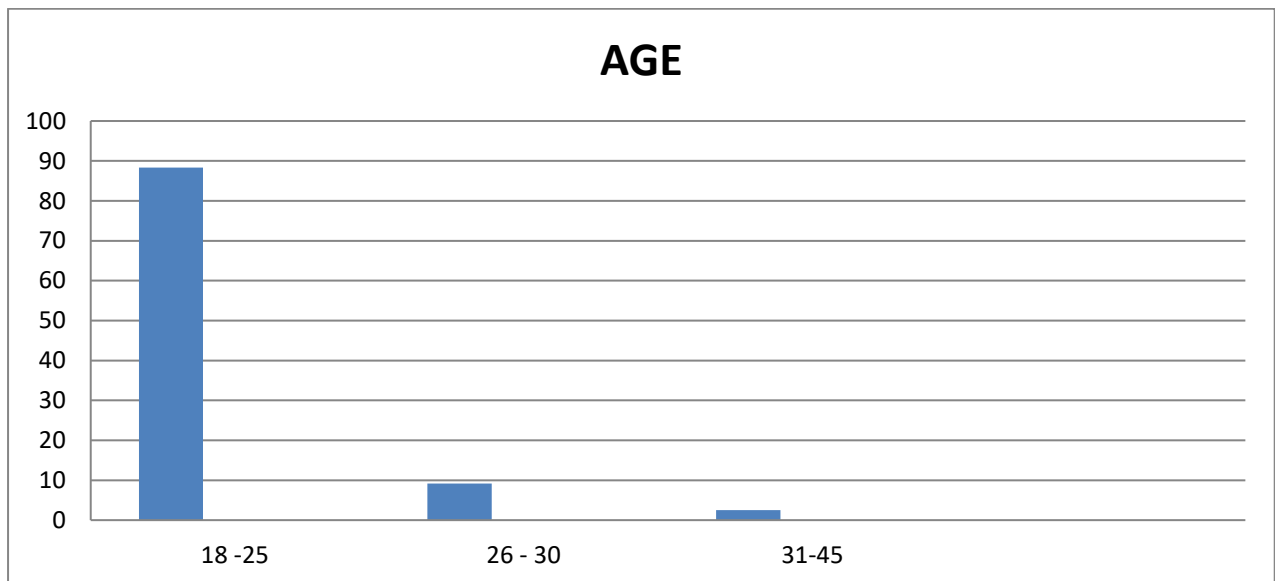


CHART 4.1.1: AGE OF RESPONDENTS

INTERPRETATION

From the above table it is interpreted that the number of respondents between 18 to 25 age of respondents are 88.3 %, between 26 to 30 age of respondents are 9.2%, Between 31 to 45 age of respondents are 2.5%.

INFERENCE

Majority (88.3%) of the respondents are age between 18 to 25 years.

4.1.2 : PROFESSION OF THE RESPONDENTS :

S.NO	PARTICULARS	NO Of RESPONDENTS	PERCENTAGE
1.	Employees	19	15.8
2.	Student	53	44.2
3.	Others	48	40.0
	TOTAL	120	100.0

Source : Primary Data

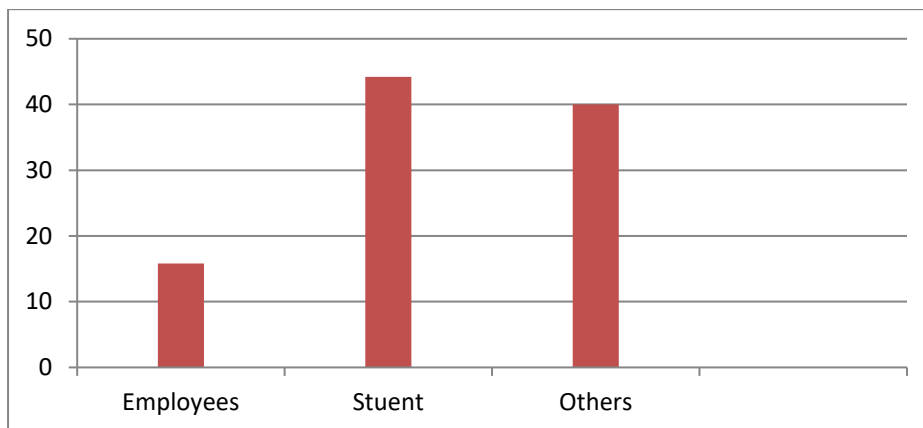


CHART 4.1.2:PROFESSION OF THE RESPONDENTS

interpretation

From the above table it is interpreted that the number of respondents employee is 15.8%, Student is 44.2%, Others is 40%

Inference

Majority (44.2%) of the respondents are Student.

TABLE 4.1.3: QUALIFICATION OF THE RESPONDENTS

S.NO	PATICULARS	NO Of RESPONDENTS	PERCENTAGE
1.	HSC	4	3.3
2.	UG	104	86.7
3.	BG	12	10.0
	TOTAL	120	100.0

Source : Primary Data

Educational Qualification

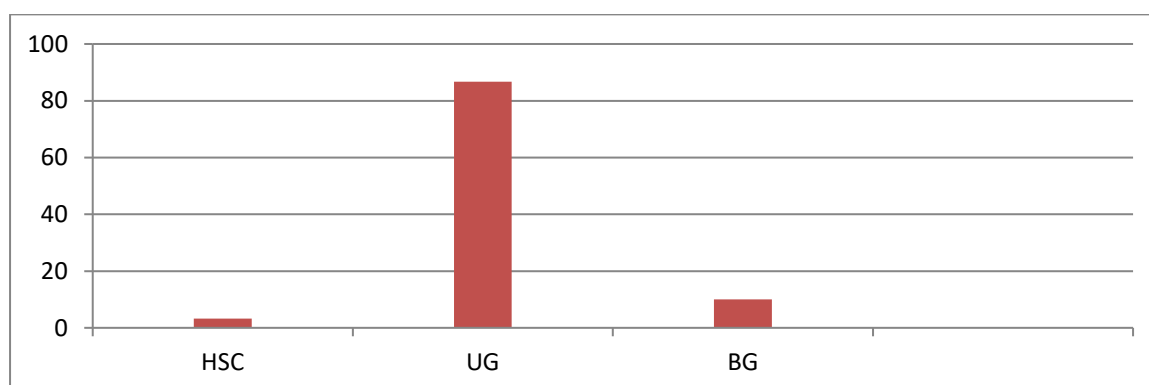


CHART 4.1.3: QUALIFICATION OF THE RESPONDENTS

Interpretation

From the above table it is interpreted that the number of HSC is 3.3% ,UG is 86.7 %,BG is 10% .

Inference

Majority (86.7) of the respondents are UG .

TABLE 4.1.4 :MARITAL STATUS OF THE RESPONDENTS

S.NO	PATICULARS	NO Of RESPONDENTS	PERCENTAGE
1.	Married	17	85.8
2.	Unmarried	103	14.2
	TOTAL	120	100.0

Source :Primary Data

Marital Status

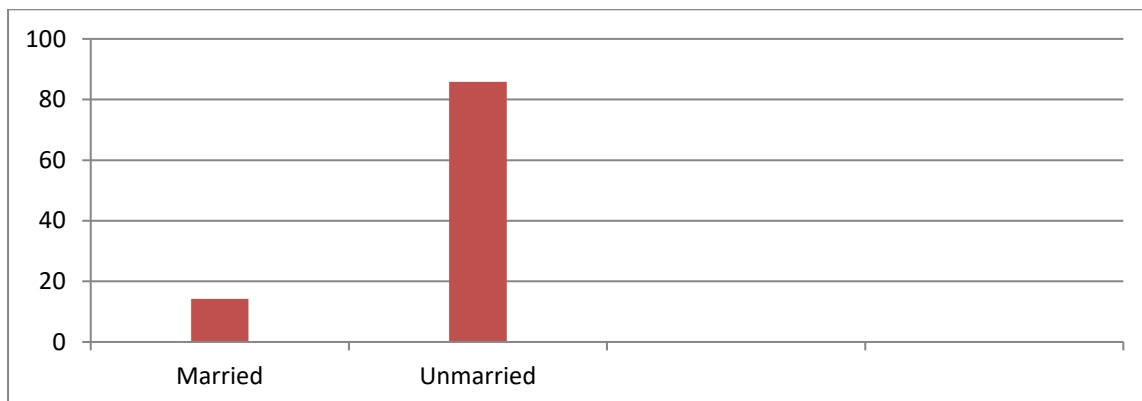


CHART 4.1.4: MARITAL STATUS OF THE RESPONDENTS

Interpretation

From the above it is interpreted that the number of respondents were 85.8% in unmarried,14.2 % in married .

Inference

Majority (85.8%) of the respondents are unmarried .

TABLE 4.1.5 :TWO WHEELER OWN CURRENTLY OF THE RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1.	Geared Bike	118	98.3
2.	Geared Motor bike	1	0.8
3.	Geared Moppets	1	0.8
	TOTAL	120	100.0

Source : Primary Data

Two wheeler own currently

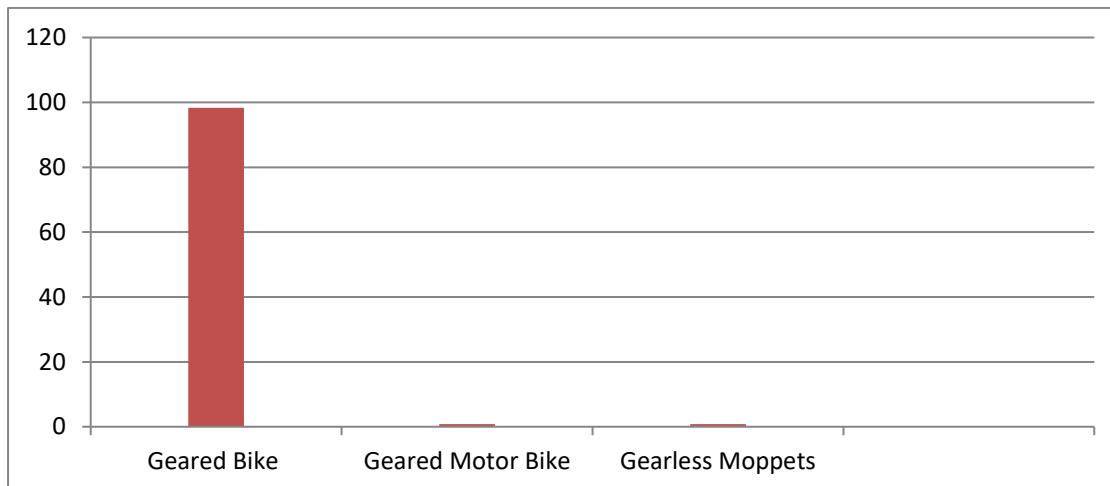


CHART 4.1.5 : TWO WHEELER OWN CURRENTLY OF THE RESPONDENTS

Interpretation

From the above table it is interpreted that the number of respondents were 98.3 % in Geared bike , 0.8 % in Gearless motor bike , 0.8% Gearless moppets.

Inference

Majority of respondents of (98.3%) in Geared bike .

TABLE 4.1.6 :AVERAGE DISTANCE COVERED IN A MONTH OF THE RESPONDENTS

S.NO	PARTICULAR	NO Of RESPONDENTS	PERCENTAGE
1.	0 -100 km	94	78.3
2.	100 – 200 km	23	19.2
3.	200 – 300 km	3	2.5
	TOTAL	120	100.0

Source : Primary Data

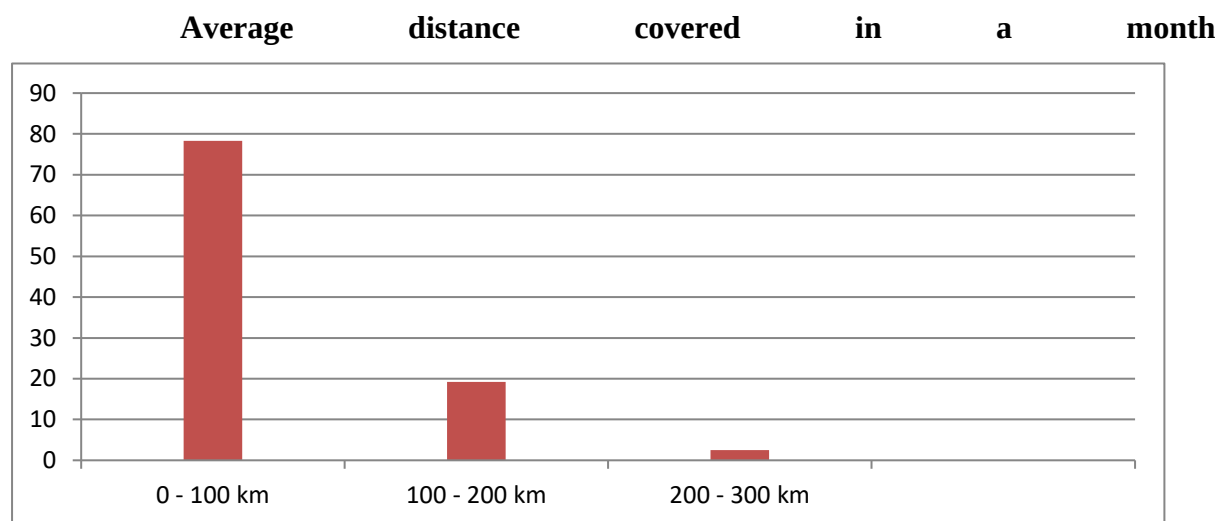


CHART 4.1.6: AVERAGE DISTANCE COVERED IN A MONTH OF THE RESPONDENTS

Interpretation

From the above table is interpreted that the number of respondents were 78.3% in 0 – 100km, 19.2 % in 100 – 200 km, 2.5% in 200 -300 km.

Inference

Majority (78.3%) of the respondents are 0 -100 km in a month .

TABLE 4.1.7: PRICE SLOT BIKE BELONG OF THE RESPONDENTS

S.NO	PARTICLARS	NO Of RESPONDENTS	PERCENTAGE
1.	40000 -50000	2	1.7
2.	50000 -60000	14	11.7
3	60000 -70000	104	86.7
	TOTAL	120	100.0

Source :Primary Data

Price Slot

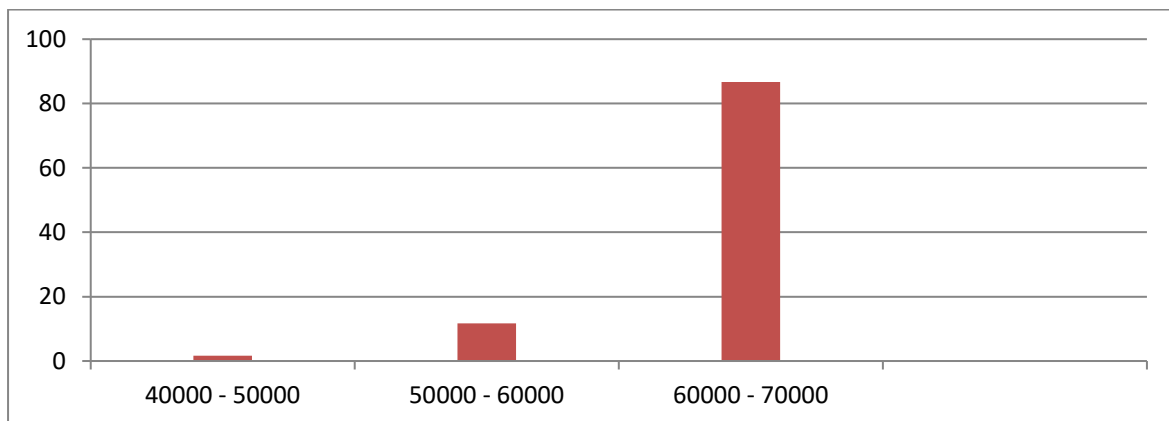


CHART 4.1.7 : PRICE SLOT IN BIKE BELONG OF THE RESPONDENTS

Interpretation

From the above table it is interpreted that the number of respondents were 1.7% in 40000Rs – 50000Rs ,11.7 % in 50000Rs – 60000Rs , 86.7% in 60000Rs – 70000 Rs .

Inference

Majority (86.7%) of the respondents are says 60000 Rs – 70000Rs .

TABLE 4.1.8 : ENGINE CAPACITY OF BIKE OF THE RESPONDENTS

S.NO	PARTICULARS	NO Of RESPONDENTS	PERCENTAGE
1.	100cc – 150 cc	117	97.5
2.	150cc – 180 cc	3	2.5
3.	Above 180 cc	0	0
	TOTAL	120	100.0

Source : Primary Date

Engine Capacity of bike

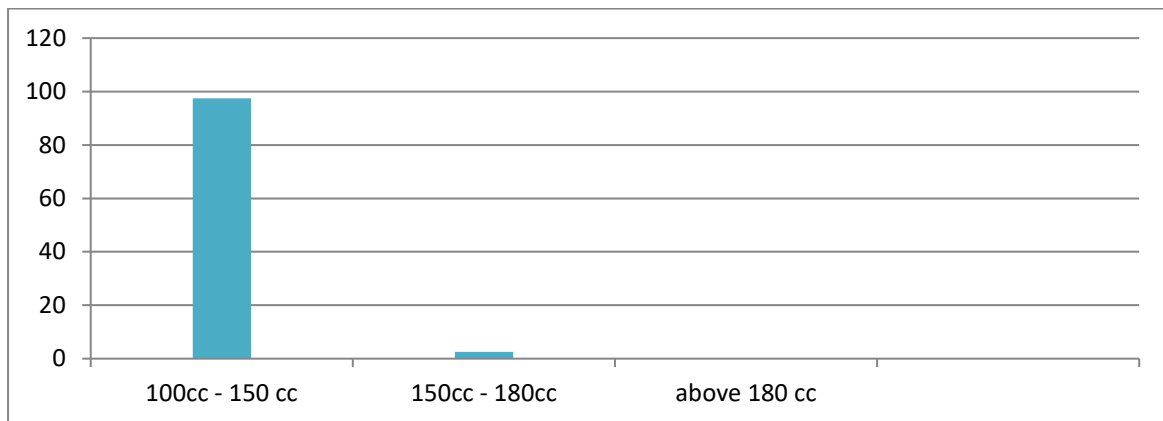


CHART 4.1.8: ENGINE CAPACITY OF BIKE OF THE RESPONDENTS

Interpretation

From the above table it is interpreted that the number of respondents preferred 97.5% in 100 cc – 150 cc , 2.5 % in 150 cc – 180 cc ,0% in above 180 cc in engine capacity .

Inference

Majority (97.5 %) of the respondents are says 100 cc – 150 cc

TABLE 4.1.9 : LAST BIKE USED OF THE RESPONDENTS

S.NO	PARTICULARS	NO Of RESPONDENTS	PERCENTAGE
1.	Hero Honda	49	40.8
2.	Suzuki Access	50	41.7
3.	Yamaha	21	17.5
	TOTAL	120	100.0

Source : Primary Data

Last bike used

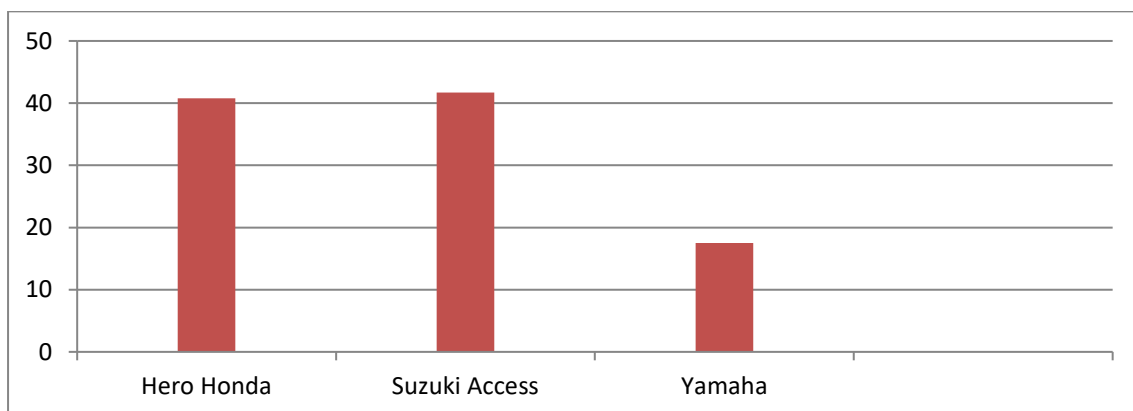


CHART 4.1.9 :LAST BIKE USED OF THE RESPONDENTS

Interpretation

From the above table it is interpreted that the number of respondents preferred 40.8% in Hero Honda, 41.7 % in Suzuki Access , 17.5 % in Yamaha.

Inference

Majority (41.7%) of the respondents are says Suzuki Access.

TABLE 1.4.10 : FEATURES OF THE BIKE OF THE RESPONDENTS

S.NO	PATICULARS	NO Of RESPONDENTS	PERCENTAGE
1.	Fuel Consumption	17	14.2
2.	Engine Capacity	57	47.5
3.	Mileage	46	38.3
	TOTAL	120	100.0

Source : Primary Data

Features of the bike

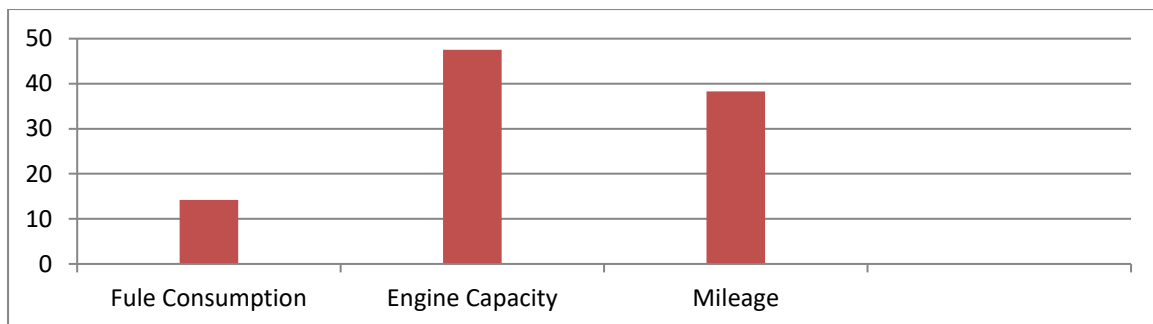


CHART 4.1.10: FEATURES OF THE BIKE OF THE RESPONDENTS

Interpretation

From the above table it is interpreted that the number of respondents preferred 14.2 % in fuel consumption ,47.5 % in engine capacity , 38.3% in mileage .

Inference

Majority (47.5 %) of the respondents are says engine capacity

TABLE 4.1.11 : THE RESPONDENTS COME TO KNOW ABOUT BRAND

S.NO	PATICULARS	NO Of RESPONDENTS	PERCENTAGE
1.	Newspaper, TV	12	10
2.	Family , Friends	62	51.7
3.	Others	46	38.3
	TOTAL	120	100.0

Source : Primary Data

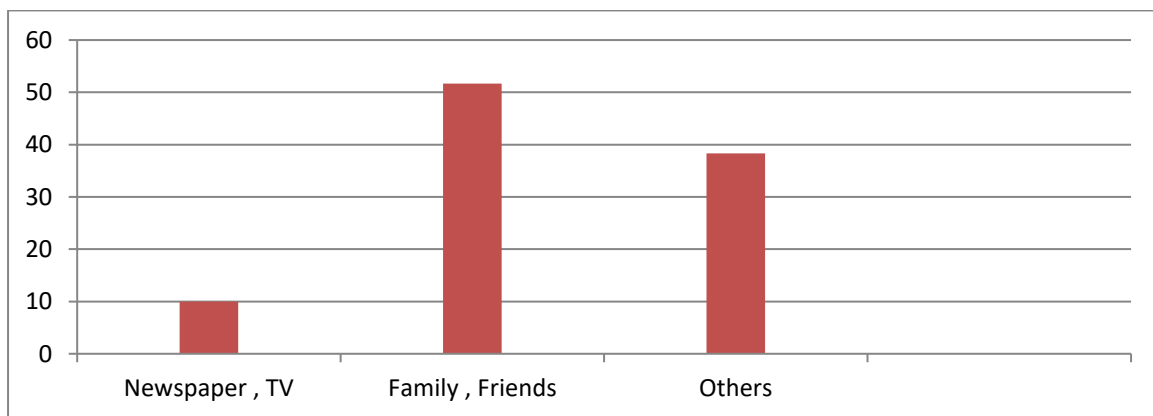


CHART 4.1.11 : THE RESPONDENTS COME TO KNOW ABOUT BRAND

Interpretation

From the above it is interpreted that the respondents through 10 % in Newspaper and TV ,51.7 % in Family and Friends , 38.3% in others respondents

Inference

Majority (51.7%) of the respondents says family and friends

TABLE 4.1.12 : EXPERIENCE WITH BIKE OF THE RESPONDENTS

S.NO	PARTICULARS	NO Of RESPONDENTS	PERCENTAGE
1.	Worst	1	0.8
2.	Good	62	51.7
3	Satisfied	57	47.5
	TOTAL	120	100.0

Source : Primary Data

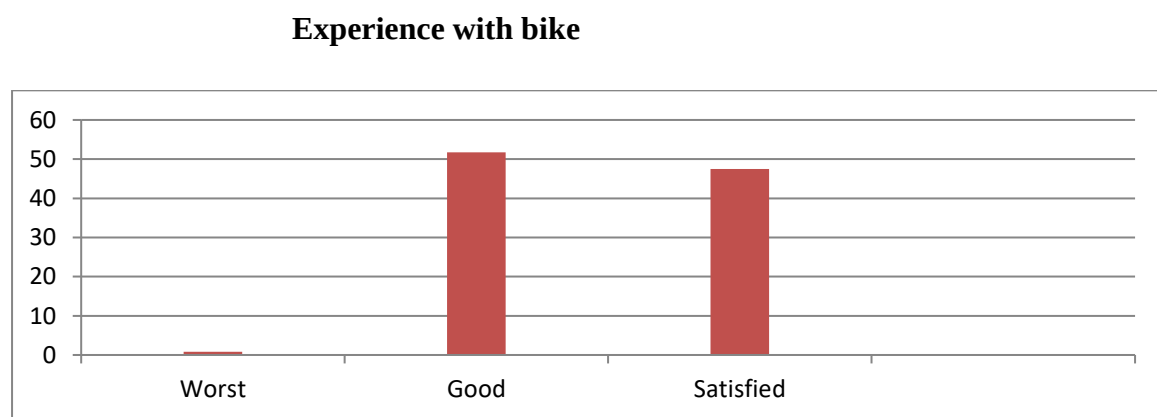


CHART 4.1.12 : EXPERIENCE WITH BIKE OF THE RESPONDENTS

Interpretation

From the above table it is interpreted that the respondents 0.8 % in worst ,51.7 % in Good , 47.5 % in Satisfied .

Inference

Majority (51.7) of the respondents says Good

TABLE 4.1.13 :PURPOSE WANT TO HAVE BIKE OF THE RESPONDENTS

S.NO	PARTICULARS	NO Of RESPONDENTS	PERCENTAGS
1.	Status Symbol	21	17.5
2.	Utility Vehicle	78	65
3.	Long Journey Vehicle	21	17.5
	TOTAL	120	100.0

Source : Primary Data

Purpose want to have bike

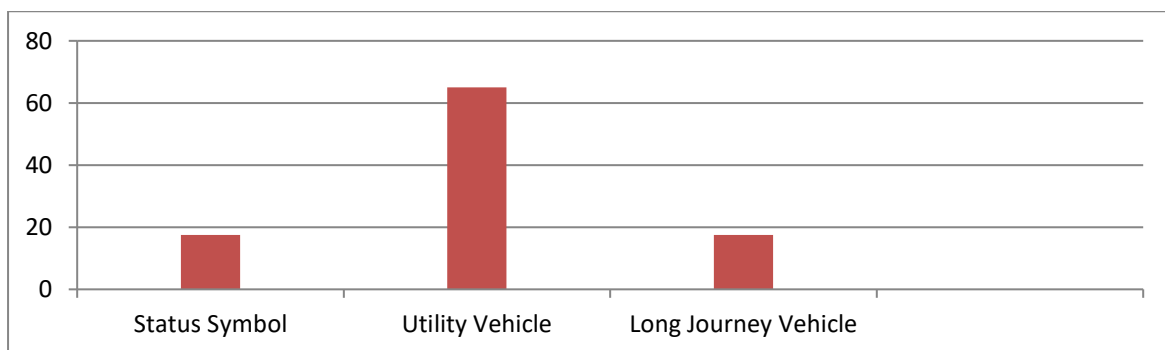


CHART4.1.13:PURPOSEWANT TO HAVE BIKE OF THE RESPONDENTS

Interpretation

From the above table it is interpreted that the number of respondents says 17.5% in status symbol ,65% in utility vehicle , 17.5 % in long journey vehicle.

Inference

Majority(65 %) of the respondents says in utility vehicle .

TABLE 4.1.14 :TWO WHEELER WOULD BUY IN FUTURE OF THE RESPONDENTS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1.	Motor Bike	1	0.8
2.	Scooter	11	9.2
3.	Electric Bike	108	90.0
	TOTAL	120	100.0

Source : Primary Data

Two wheeler buy in future

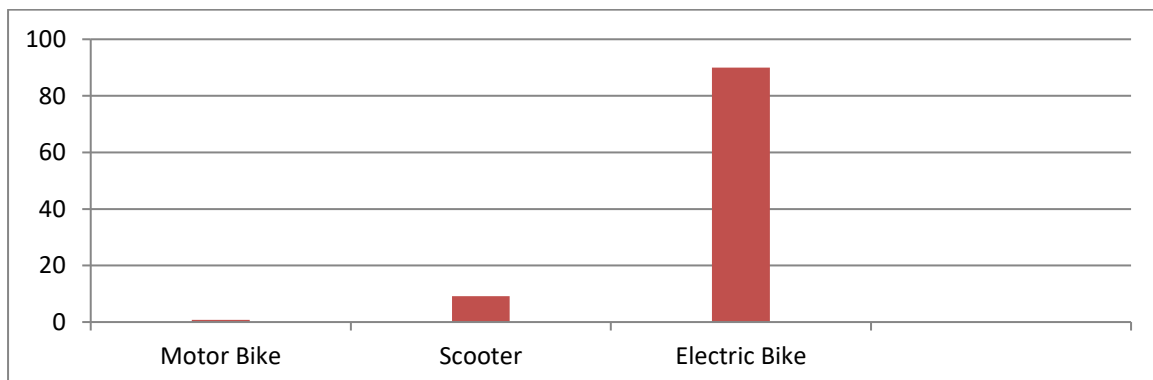


CHART 4.1.14 : TWO WHEELER BUY IN FUTURE OF THE RESPONDENTS

Interpretation

From the above table it is interpreted that the number of respondents says 0.8 % in motor bike , 9.2 % in scooter , 90% in electric bike .

Inference

Majority (90 %) of the respondents says electric bike

TABLE 4.1.15 : MOST PREFERRED BIKE LIKED OF THE RESPONDENTS

S.NO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
1.	Hero Honda	60	50
2.	Suzuki Access	34	28.3
3.	Yamaha	26	21.7
	TOTAL	120	100.0

Source : Primary Date

Most preferred bike liked

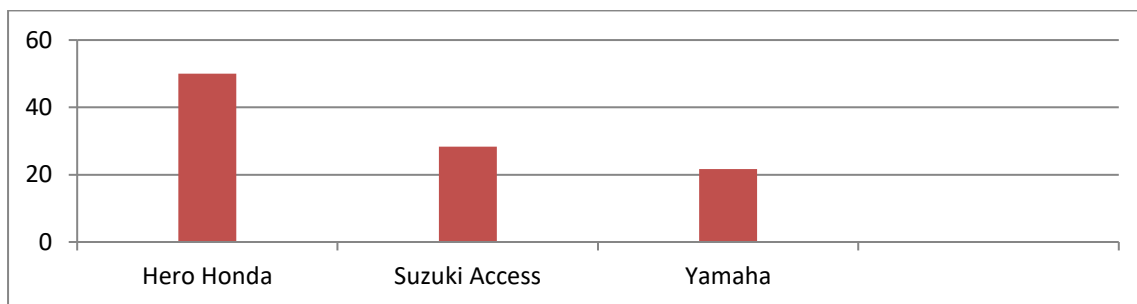


CHART 4.1.15 : MOST PREFERRED BIKE LIKED OF THE RESPONDENTS

Interpretation

From the above table it is interpreted that the number of respondents 50% in Hero Honda , 28.3% in Suzuki ,21.7 % in Yamaha.

Inference

Majority (50%) of the respondents says in Hero Honda.

TABLE 4.1.16 : BIKE FOR SERVICING OF THE RESPONDENTS

S.NO	PATICULARS	NO OF RESPONDENTS	PERCENTAGE
1.	0 – 5	112	98.3
2.	6 – 10	7	5.8
3.	11 - 15	1	0.8
	TOTAL	120	100.0

Source : Primary Data

Bike of Servicing

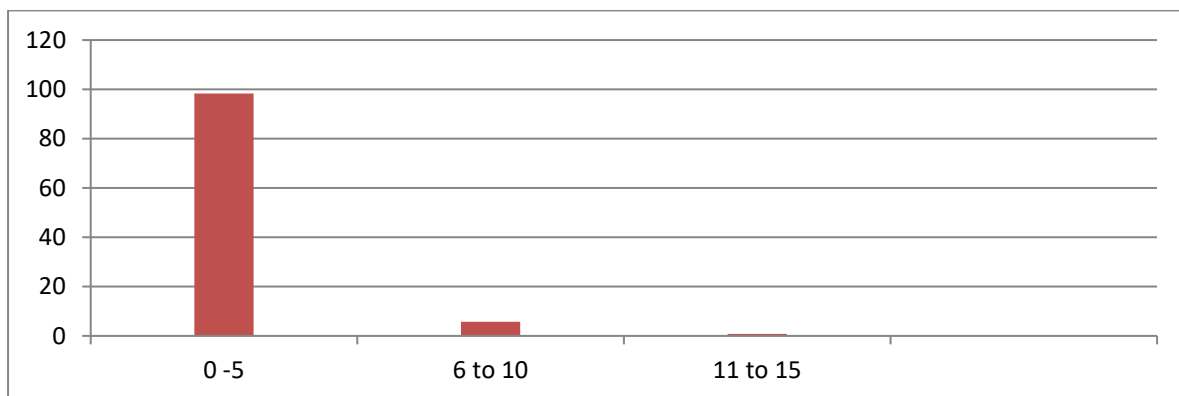


CHART 4.1.16 : BIKE OF SERVICING OF THE RESPONDENTS

Interpretation

From the above table it is interpreted that the number of respondents says 98.3 % in 0 to 5 ,5.8 % in 6 to 10, 0.8 % in 11 to 15 bike servicing

Inference

Majority (98.3 %) of the respondents says in 0 –5 .

CHAPTER 5

5.1 FINDINGS

- Majority (88.3%) of the respondents are age between 18 to 25 years.
- Majority (44.2%) of the respondents are Employees.
- Majority (86.7%) of the respondents are UG.
- Majority (85.8%) of the respondents are Unmarried.
- Majority (98.3%) of the respondents are Geared bike.
- Majority (78.3%) of the respondents are says 0 – 100 km.
- Majority (86.7%) of the respondents says 60000 rs – 70000 rs.
- Majority (97.5%) of the respondents are 100 cc – 150 cc.
- Majority (40.7%) of the respondents says Suzuki Access.
- Majority (47.2%) of the respondents says Engine Capacity.
- Majority (51.7%) of the respondents says Family and Friends.
- Majority (51.7%) of the respondents says Satisfied in Good.
- Majority (65%) of the respondents says Utility Vehicle.
- Majority (90%) of the respondents says Electric bike .
- Majority (50%) of the respondents Says Hero Honda
- Majority (98.3%) of the respondents Says 0 -5 .

5.2 SUGGESTIONS:

- It is found in the research that engine power is one of the main concerns of the customer.
- It is suggested to increase the engine power so as to increase the satisfaction of the customer.
- It is suggested to improve the mileage of the vehicle for increasing the satisfaction level of the users.
- It is suggested to reduce weight of the vehicle so as to give safety and make convenience to women customer.
- Suspension of the vehicle can be improved by providing shake absorbers at the front as well as rear. Normally the seats are made narrow at the front and rear and broader at the centre.
- Hence in order to have a safe and comfortable journey shake absorber should be in a strong and fine condition.
- It is found in the research that facility for charging a cell phone in some vehicles can be provided to help the riders.
- It is suggested that the level of the ground clearance can be increased in mostly two wheelers.

CONCLUSION:

Customer's expectation and satisfaction are fulfilling by supplying them superior quality product at reasonable price. Customer preference to a large extent depends on the brand. Customers are annoyed of the mileage, resale value, easier to operate greater mobility, cheap spares and loan on installment facilities. Thus all the four companies, namely TVS motors limited, Honda motors company, Hero motors limited, Bajaj Auto Limited had technical collaboration with different Japanese auto giants, enjoyed good export potential, employed excellent quality control technique and overcome the tough time in the market by their innovative ability and efficiency. Keeping pace with the increasing demand two wheelers companies are factoring in the preferences and special needs of women while fine tuning their marketing strategies. All companies will duly satisfy the customer, by offering high quality products and services, which are new and traditional technologies as well as creativity and artistry and continue to be a known, trusted on love brand.

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APPENDIX (QUESTIONNAIRE)

1. Name :

2. Age
 - a) 18 – 25
 - b) 26 – 30
 - c) 31 - 45
3. Profession
 - a) Employees
 - b) Students
 - c) Others
- 4 . Education
 - a) HSC
 - b) UG
 - c) BG
- 5 . Marital Status
 - a) Unmarried
 - b) Married
6. Which two wheeler you own currently ?
 - a) Geared bike
 - b) Gearless motor bike
 - c) Gearless moppets
7. Average distance covered in a month?
 - a) 0 – 100 km
 - b) 100 – 200 km
 - c) 200 -300 km
8. Which price slot your bike belong ?
 - a) 40000 - 50000
 - b) 50000 - 60000
 - c) 60000 - 70000
9. Which is engine capacity of your bike ?
 - a) 100 cc – 150 cc
 - b) 150 cc – 180 cc
 - c) above 180 cc
10. Which was the last bike used by you ?
 - a) Hero Honda
 - b) Suzuki Access
 - c) Yamaha
11. What is the ranking you would give to the following features of the bike ?
 - a) Fuel Consumption
 - b) Engine capacity
 - c) Mileage
- 12 . You have collected information about the particular brand from which sources ?
 - a) Newspaper , TV
 - b) Family , Friend
 - c) Others

13. Experience With your bike

- a) Worst b) Good c) Satisfied

14. For What Purpose you want to have bike

- a) Status Symbol b) Utility Vehicle c) Long Journey Vehicle

15 .Which kind of two wheeler would you buy in future ?

- a) Motor bike b) Scooter c) Electric bike

16 . Which is the most preferred bike liked by you ?

- a) Hero Honda b) Suzuki c) Yamaha

17. How often you bike for servicing ?

- a) 0 -5 b) 6- 10 c) 11 -15

18. Give your suggestion :

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