AN ANALYSIS OF SATISFACTION LEVEL OF CONSUMERS ON DIFFERENT BRANDS OF MOTORCYCLE IN PRAKASAM DISTRICT

Dr. MEERAVALI SHAIK
Stores & Purchases Coordinator (i/c)
Department of Management, Dr. A. P. J. Abdul kalam IIIT – ONGOLE, RGUKT-AP
Email: meeravalimba@gmail.com

Abstract: *Indian two wheeler industry is one of the largest in the world as far as the volume of production and sales are concerned. Two wheelers form an integral part of Indian roads. Ranging from affordability to passion to style statement, reasons for buying a two wheeler are many for Indian customers. The growth in Indian Automobile Industry owed the most to a steep upsurge witnessed in the two wheeler segment in 2015. The volume growth recorded in the 2015-16 fiscal year stood at a commendable 14.8 percent on a year-on-year basis. The industry has potential to grow to become a major economic contributor. The Government of India has also recognized the importance of Automobile industry holds in the Indian economy and hence is currently working on Automotive Mission Plan 2026 to set targets for the industry for the year 2026.*

Key Words: *Consumers, Brands, Satisfaction and Motorcycle,*

1. INTRODUCTION:

The automobile industry is one of the key drivers that boost the economic growth of the country. Automobile sector in India is growing fast and the growth pattern seems to have a clear correlation with the reforms related policies those influenced both domestic demand pattern as well as trade. The automobile industry is moving at a rapid pace whereby increasing the number of vehicles on roads which includes all the four wheelers, three wheelers and two wheelers. These vehicles travel either within the city, while others travel even outside the city on a regular basis. At night, one can easily point out the heavy vehicles, ranging from car carriers to oil tankers, container movers, trucks and busses, all charged by a heavy duty diesel engine on roads. These vehicles cover long distances at different times with different weather conditions.

The Auto industry currently employs more than 30 million people both directly and indirectly. The auto industry is a key employment generator in the OEM (Original Equipment Manufacturer) factory that manufacturers the vehicles, in the inbound auto component and logistics industry that makes and delivers components & systems and the out bound logistics and dealer network that sells, maintains and distributes the cars. Every vehicle produced, generates secondary and tertiary employment. The industry generates employment of 13 persons for each truck, 6 persons for each car and four persons for each three wheeler and one person for two wheelers. It is important to appreciate the sector's multiplier effect on economic activity. If the industry produces as per its potential, it could generate employment of over 35 million people by 2020.

The Automotive Mission Plan for the period of 2006-2016 aims to make India emerge as a global automotive hub. The idea is to make India as the destination choice for design and manufacture of automobiles and auto components, with outputs soaring to reach US$ 145 billion which is basically accounting for more than 10% of the GDP. This would also provide further employment to over 25 million people by 2016 making the automobile the sunrise sector of the economy.

2. OBJECTIVES OF THE STUDY:

- To measure the satisfaction level of consumers from different brands of motorcycle in prakasam district.
- To examine brand awareness of two wheeler companies in India.

3. METHODOLOGY OF THE STUDY:

Methodology concerning a research problem or study provide answers to various questions like; why a research study has been undertaken, how the research problem has been defined, what data have been collected and what particular method has been adopted to collect the data, what technique has been used for analyzing the data and a host of similar other questions.

Primary Sources of Data:

The primary data was collected with the help of a well designed questionnaire. The questionnaire was designed in such a way so as to elicit maximum amount of information from the respondents. Few questions are related to investor's degrees of condition for various dimensions of investment. Some related to their preferences for life insurance products .

Sampling Size:
　　　　From this universe a sample of 200 was selected from Prakasam district.
Sampling Method:
　　　　Convenience Sampling Method

4. TWO WHEELER INDUSTRIES:

　　　　The Indian two wheeler industry made a small beginning in the early 1950's when Automobile Product of India (API) started manufacturing scooters in the country, until 1958, API and Enfield (motorcycles) were the sole producers. The two wheeler market was opened to foreign competition in the mid 1980's, catching the then market leaders Escorts and Enfield. The entry of Indo-Japanese joint venture ushered in a new era for the Indian two wheeler industry through the 100cc motorcycles. Among motorcycles, four stroke vehicle accounts for a major chunk of sales and this is not surprising since fuel efficiency ranks the first among all parameters. Apart from these some general factors in India such as affordability, working place access, big percentages of youths etc. also contributed towards   the growth of this segment.

　　　　Two wheelers have played a pivotal role in rising growth of Indian automobile Industry. The Indian two-wheeler industry is experiencing a major shift in its shape and structure. The two wheeler industry is the most lucrative industry and the major factors influencing demand for two wheelers in India are increasing middle class population, Easy financing, Festivals and weddings, Weak Public transport, Convenience and ease of operating. . The two-wheeler industry is perhaps the most happening place in terms of new models launched, upgraded products and innovative marketing techniques. Today the Indian two-wheeler markets in highly competitive the numerous players who offer anything and everything a consumer demands and that too at affordable price. The Indian two-wheeler industry is dominated by six players, Hero, Honda, Bajaj, TVS, Yamaha and S u z u k i, who account for 80 percent of the total two-wheeler market. The other players including Kinetic motors, LML and others account for the remaining 20 percent of the market.

5. CUSTOMER SATISFACTION:

　　　　What comes to mind when you hear someone say, "A satisfied customer"? Perhaps it is an image of someone smiling with the pride of knowing he got a good deal. Or perhaps it is the childlike look of happiness someone exhibits after purchasing a new pair of shoes that are just the right color. Whatever your picture of a satisfied customer is, customer satisfaction is typically defined as the feeling that a person experiences when an offering meets his or her expectations. When an offering meets the customer's expectations, the customer is satisfied.

　　　　Improving customer satisfaction is a goal sought by many businesses. In fact, some companies evaluate their salespeople based on how well they satisfy their customers; in other words, not only must the salespeople hit their sales targets, they have to do so in ways that satisfy customers.
Customer Satisfaction Strategies

　　　　So what or what amount would it be advisable for you to do to enhance the fulfillment of your client? In the event that consumer loyalty can be characterized as the inclination a man encounters when an offering lives up to his or her desires, at that point there are two basic approaches to enhance consumer loyalty. The first is to set up fitting desires in the psyches of clients. The second is to convey on those desires.

　　　　We realize that disappointed clients are probably going to enlighten numerous a greater number of companions regarding their negative encounters than fulfilled clients are about great encounters. Why? Since there's more show in neglected desires. A tale about met desires—educating a companion concerning a night out that was normal, for instance—is exhausting. Jan Carlson, a previous Scandinavian Airlines official, was well known for advancing the idea of "enchanted" clients. Carlson's thought was that charming clients by finished surpassing their desires should bring about both rehash business and positive informal exchange for a firm. The way that stories about plain old fulfillment are exhausting is additionally why influencer groups, for example, JC Penney's Ambrielle people group, are so vital. Influencers have new offerings to discuss, which are fascinating points, and different purchasers need to know their feelings.

　　　　Building up suitable desires in the psyches clients is a component of the pre-buy correspondences the merchant has with them. On the off chance that you set the desires too low, individuals won't purchase your advertising. In any case, in the event that you set the desires too high, you run the hazard that your purchasers will be disappointed. A typical saying in business is "under guarantee and over convey." at the end of the day, set buyers' desires somewhat low, and afterward surpass those desires so as to make charmed clients who are energetic about your item. A merchant trusts that energetic clients will inform their companions concerning the vender's putting forth, spreading bunches of positive verbal exchange about it.

　　　　One consumer loyalty technique that became out of Carlson's concept of enchanting clients is to enable client confronting faculty. Client confronting work force are representatives that meet and collaborate with clients. In an inn, this may incorporate work area agents, maids, bellman, and other staff. Enabling these workers to drop what they're

doing keeping in mind the end goal to accomplish something extraordinary for a client, for instance, can absolutely charm clients. In a few associations, workers are even given a financial plan for such exercises.

Measuring Customer Satisfaction

To gauge consumer loyalty, you have to ready to understanding what makes it. Simply asking clients "Are you fulfilled?" won't disclose to you much. However numerous organizations frequently measure the fulfillment of their clients based on just a couple of inquiries: "How fulfilled would you say you were today?" "Would you prescribe us to your companions?" and "Do you plan to visit us once more?"

Viable consumer loyalty measures have a few segments. The two general segments are the client's desires and whether the association performed all around ok to meet them. A third part is the level of fulfillment, or to place it in wording we've used to portray uncommon execution, is the client charmed?

To make sense of if a client's desires were met and they are enchanted, more detail is generally required. Organizations may break the offering into significant parts and ask how fulfilled clients were with each. For instance, an eatery may ask the accompanying:

- Were you welcomed quickly by a host? By your server at your table?
- Was your request taken quickly?
- How long did you sit tight for your nourishment?
- Was the sustenance served at the fitting temperature?

These inquiries expect that every part of the administration is similarly imperative to the client. Be that as it may, some studies request that clients rate how vital they are. Different reviews essentially "weight," or score, addresses with the goal that angles that are known to be more imperative to clients greater affect the general fulfillment score. For instance, an eatery may locate that provoke benefit, great taste, and vast segments are the main three factors that generally decide clients' general fulfillment. All things considered, the overview can be abbreviated extensively. In the meantime, be that as it may, space ought to be left on the study so clients can include any extra data that could yield imperative knowledge. This data can be utilized to see whether there are client benefit issues that a firm didn't know about or if the inclinations of shoppers by and large are evolving.

6. DATA ANALYSIS:
Measure the Satisfaction Level of Consumers from Different Brands of Motorcycle

The **table 1** shows the data on respondents overall satisfaction towards brand. It can be seen from the table BAJAJ bike users had been satisfied with mean score of 3.72 and in percentage it termed as 68. Followed by hero bike user's satisfaction were 3.69 in percentage it is 67.25. YAMAHA bike user satisfaction was 3.68 in percentage it termed as 67. TVS bike users' satisfaction was 3.67 in percentage it termed as 66.75. HONDA bike user's satisfaction was 3.62 in percentage it termed as 65.5. Royal Enfield bike user's satisfaction was 3.58 in percentage it termed as 64.5. SUZUKI bike user's satisfaction was 3.56 in percentage it termed as 64. and the overall satisfaction of the respondents was 3.66 it can be termed as 66.5 form the univariate analysis survey it can be said all the two wheelers bike users satisfied with their brands which they own .

Respondent's satisfaction towards two -wheeler measured on respondent's opinion perceived against the performance of the two -wheeler in the following aspects.

The **table 2** shows the data on age and the level of satisfaction towards the use of two wheeler. It can be seen from table below 20 years of age group approximately half (48.89%)of the respondents moderately satisfied towards the above statement . 31.11% of the respondents extremely satisfied and 20% of the respondents in the same age group not satisfied with said statement.

With regard to the age group between 20 to 30 years; more than half of the respondents moderately satisfied towards the use of the two wheeler. 29.77% extremely satisfied and only 13.74% of the respondents not satisfied towards the use of the two wheeler in the same age group. 45.81% of the respondents moderately satisfied in the age group 30 to 40 years followed by 29.68% of the respondents extremely satisfied with the use of two wheeler and only 24.52% of the respondents not satisfied with the above statement.

The percentage of moderately satisfied towards the use of the two wheeler was 42.11 in the age group above 40 years. Extremely satisfied towards the use of the two wheeler was 31.58% in same group and only 26.32 % of the respondents not satisfied with above said statement. In order to verify the correlation between the sex of the respondents and the level of satisfaction towards two-wheelers hypotheses were framed and tested on Chi-square.

The **table 3** show the data on brand of the respondents and the its level of satisfaction towards the use of two wheeler. It can be seen from table majority (52.50%) of the HONDA Bike used respondents extremely satisfied towards the above statement. 33.75% of the respondents moderately satisfied and 13.75% of the respondents in the same income level not satisfied with said statement.

Majority (51.32%) of the Hero Bike used respondents extremely satisfied towards the use of the two wheeler. 32.89 % of the respondents Moderately satisfied and only 15.79 % of the respondents not satisfied towards the use of the two wheeler

With regard to Bajaj Bike users majority (39.08%) of them extremely satisfied towards the use of the two wheeler. 37.93 % of the respondents Moderately satisfied and only 22.99 % of the respondents not satisfied towards the use of the two wheeler in the same income earning family size

with regard to YAMAHA Bike users majority (50%) of the them extremely satisfied towards the use of the two wheeler. 34.72 % of the respondents Moderately satisfied and only 15.28% of the respondents not satisfied towards the use of the two wheeler.

with regard to TVS Bike users majority (52.70%) of the them extremely satisfied towards the use of the two wheeler. 25.68 % of the respondents Moderately satisfied and only 21.62% of the respondents not satisfied towards the use of the two wheeler.

With regard to SUZUKI Bike users majority (42.62%) of the them extremely satisfied towards the use of the two wheeler. 40.98% of the respondents not satisfied and only 16.39% of the respondents extremely satisfied towards the use of the two wheeler.

with regard to royal Enfield Bike users majority (48.00%) of the them extremely satisfied towards the use of the two wheeler. 36.00% of the respondents moderately satisfied and only 16.00% of the respondents not satisfied towards the use of the two wheeler.

The **table 5** shows the data of Pearson Chi- Square test It can be seen from the table the value of Pearson chi-square was 837.591 and the p (<0.05) value was 0.000. it can be said "There was a significant Correlation between brand of two wheeler owned of the Respondents and it's Level of satisfaction towards the use of two- wheelers. Hence; alternative hypothesis accepted.

The **table 6.** Shows the data of correlation matrix. it can be seen from the table all the brands were strongly influenced by satisfaction of the users . From the Pearson correlation analysis it was evidenced that all the variables were strongly correlated and highly significant with job satisfaction. Hence we can say brand of the respondents highly influenced by the satisfaction of the consumers.

According to the **table 7** the R value 0.993 which indicating that there was a strong relation between brand of the bike and consumers satisfaction.

The **table 8** depicts that F value was 4764.445 which was significant at 5% (p=0.000) which suggest that dimension of brand satisfaction significantly impact on brand buying.

All the results derived from multiple regressions in the **table 9** the co-efficient justify the massive importance of various brands on job performance. Further in this table it was seen that course HERO (t-value 7.703), BAJAJ (t-value 6.327) and HONDA (t-value6.089) product characteristics were highly satisfied the customers. Remaining brands characteristics such as Royal Enfield (t-value 3.953), Suzuki (t-value 3.478), Yamaha (t-value 3.913), and TVS (t-value 2.633) less satisfied the consumers.

7. RESULTS OF THE STUDY:
- It is identified from the analysis that the extreme level of satisfaction towards the use of two wheelers attained by the PG educated respondents.
- It was identified from the analysis that the extreme level of satisfaction was attained by the professional and employees towards the use of two wheeler.
- It was understood from the analysis that extremely satisfied towards the use of two wheelers perceived by the respondents whose monthly income level was to Rs.40000 rupees and above.
- With regard to marital status and level of satisfaction towards two wheelers majority of the respondents were married.
- It was identified from the analysis that the extreme level satisfaction towards the use of Two wheelers perceived by the respondents who were having up to four members in their family.
- It was evident from the analysis that the extreme level of satisfaction towards the use of Two wheelers perceived by the rural background respondents.
- It was noted from the analysis that those who used the two wheeler for one year period were having more satisfaction than more years used.
- It was concluded from the analysis that HONDA brand users were extremely satisfied towards the use of two wheelers**.**
- It was observed from the Pearson correlation analysis that the level of satisfaction perceived by the Two wheeler users was positively associated with their age, educational qualification, occupation, monthly family income, marital status, income earning members in the family, and brand of the two wheeler**.**

- From the multiple regression analysis it was evidenced that HONDA, HERO, BAJAJ, two wheeler brands characteristics highly influenced customer satisfaction than other brands like Royal Enfield, YAMAHA, SUZUKI and TVS.

TABLES

Table No: 1 Level of satisfaction on two- wheelers

Descriptive Statistics brand owned by the respondents and the overall satisfaction of the respondents					
	N	Minimum	Maximum	Mean	Std. Deviation
HONDA	500	1.00	5.00	3.6220	1.38671
HERO	500	1.00	5.00	3.6980	1.32903
BAJAJ	500	1.00	5.00	3.7200	1.29187
YMAHA	500	1.00	5.00	3.6820	1.30855
TVS	500	1.00	5.00	3.6700	1.31779
SUZUKI	500	1.00	5.00	3.5680	1.30721
ROYALENFIELD	500	1.00	5.00	3.5840	1.31697
SATISFACTION	500	1.00	5.00	3.6660	1.30915
Valid N (list wise)	500				

Table No- 2
Age and its level of satisfaction towards the use of two-wheeler

S. No	Age of the respondents	level of satisfaction			Total
		Extremely Satisfied	Moderately Satisfied	Not satisfied	
1	Below 20 yrs	14	22	9	**45**
	Percentage	31.11	48.89	20	100
2	between 20 - 30 years	78	148	36	**262**
	Percentage	29.77	56.49	13.74	100
3	between 30 - 40 years	46	71	38	**155**
	Percentage	29.68	45.81	24.52	100
4	above 40 years	12	16	10	**38**
	Percentage	31.58	42.11	26.32	100
	Total	**150**	**257**	**93**	**500**

Source: Data collected from field survey

Table No-3
Brand owned and it's level of satisfaction towards the use of two wheeler (two-way table)

S.No	period of using bike	level of satisfaction			Total
		Extremely satisfied	Moderately Satisfied	Not satisfied	
1	**HONDA**	42	27	11	**80**
	Percentage	52.50	33.75	13.75	100.00
2	**HERO**	39	25	12	**76**
	Percentage	51.32	32.89	15.79	100.00
3	**BAJAJ**	34	33	20	**87**
	Percentage	39.08	37.93	22.99	100.00
4	**YAMAHA**	25	36	11	**72**
	Percentage	34.72	50.00	15.28	100.00
5	**TVS**	19	39	16	**74**
	Percentage	25.68	52.70	21.62	100.00
6	**SUZUKI**	10	26	25	**61**
	Percentage	16.39	42.62	40.98	100.00
7	**ROYAL ENFIELD**	24	18	8	**50**
	Percentage	48.00	36.00	16.00	100.00
	Total	**192**	**205**	**103**	**500**

Table No 4
Brand of two wheelers owned and its level of satisfaction towards the use of two wheelers (chi-square test)

			Satisfaction			
			Extremely Satisfied	Moderately Satisfied	Not Satisfied	Total
Brand * Satisfaction Cross Tabulation						
Brand	Honda	Count	80	0	0	80
		Expected Count	30.7	33.0	16.3	80.0
	Hero	Count	76	0	0	76
		Expected Count	29.2	31.3	15.5	76.0
	Bajaj	Count	36	51	0	87
		Expected Count	33.4	35.8	17.7	87.0
	Yamah	Count	0	72	0	72
		Expected Count	27.6	29.7	14.7	72.0
	TVS	Count	0	74	0	74
		Expected Count	28.4	30.5	15.1	74.0
	Suzuki	Count	0	9	52	61
		Expected Count	23.4	25.1	12.4	61.0
	Royal Enfield	Count	0	0	50	50
		Expected Count	19.2	20.6	10.2	50.0
Total		Count	192	206	102	500
		Expected Count	192.0	206.0	102.0	500.0

Table No 5.
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	837.591[a]	12	.000
Likelihood Ratio	888.095	12	.000
Linear-by-Linear Association	421.917	1	.000
N of Valid Cases	500		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.20.			

Table No 6.
Correlation Matrix

Correlations									
		HONDA	HERO	BAJAJ	YMAHA	TVS	SUZUKI	ROYAL ENFIELD	SATISFACTION
HONDA	Pearson Correlation	1	.975[**]	.970[**]	.934[**]	.958[**]	.948[**]	.972[**]	.982[**]
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	500	500	500	500	500	500	500	500
HERO	Pearson Correlation	.975[**]	1	.960[**]	.948[**]	.942[**]	.948[**]	.962[**]	.980[**]
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	500	500	500	500	500	500	500	500
BAJAJ	Pearson Correlation	.970[**]	.960[**]	1	.944[**]	.931[**]	.949[**]	.955[**]	.974[**]
	Sig. (2-	.000	.000		.000	.000	.000	.000	.000

	tailed)								
	N	500	500	500	500	500	500	500	500
YMAHA	Pearson Correlation	.934**	.948**	.944**	1	.911**	.961**	.939**	.958**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	500	500	500	500	500	500	500	500
TVS	Pearson Correlation	.958**	.942**	.931**	.911**	1	.932**	.945**	.954**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	500	500	500	500	500	500	500	500
SUZUKI	Pearson Correlation	.948**	.948**	.949**	.961**	.932**	1	.978**	.969**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000
	N	500	500	500	500	500	500	500	500
ROYALENFIELD	Pearson Correlation	.972**	.962**	.955**	.939**	.945**	.978**	1	.978**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	500	500	500	500	500	500	500	500
SATISFACTION	Pearson Correlation	.982**	.980**	.974**	.958**	.954**	.969**	.978**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	500	500	500	500	500	500	500	500

Table No 7.
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.993ª	.985	.985	.15897

a. Predictors: (Constant), ROYALENFIELD, YMAHA, TVS, BAJAJ, HERO, SUZUKI, HONDA

Table No 8.
ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	842.789	7	120.398	4764.445	.000ª
	Residual	12.433	492	.025		
	Total	855.222	499			

a. Predictors: (Constant), ROYALENFIELD, YMAHA, TVS, BAJAJ, HERO, SUZUKI, HONDA

b. Dependent Variable: SATISFACTION

Table No 9.
Coefficients

Model		Un standardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.029	.024		1.207	.228
	HONDA	.212	.035	.225	6.089	.000
	HERO	.215	.028	.218	7.703	.000
	BAJAJ	.162	.026	.160	6.327	.000

YMAHA	.091	.023	.091	3.919	.000
TVS	.052	.020	.052	2.633	.009
SUZUKI	.119	.034	.119	3.478	.001
ROYALENFIELD	.145	.037	.145	3.953	.000

a. Dependent Variable: SATISFACTION

8. CONCLUSION:

It is observed that, many two-wheelers users still use the services of unauthorized service centers. It was recognized from the examination that the outrageous level of fulfillment was achieved by the expert and workers towards the utilization of bike. It was finished up from the examination that HONDA mark clients were to a great degree fulfilled towards the utilization of bikes. From the different relapse examination it was prove that HONDA, HERO, BAJAJ, bike brands attributes exceptionally affected consumer loyalty than different brands like regal Enfield, YAMAHA, SUZUKI and TVS. Since there is tremendous scope in this field, concerned authorities must come forward to appreciate and enhance the scope of the study so that the country will be in a position to save the environment and get the income of the unauthorized service sector accounted.

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