CHAPTER – II

REVIEW OF LITERATURE

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CHAPTER – II

REVIEW OF RELATED LITERATURE

2.1. Sources of literature

For the purpose of the said research work, the researcher has referred to a lot of study material in order to obtain necessary information and statistical data.

The study material can be categorized as below:

- **Reference books on related topics i.e.**
  - History of automobiles
  - Indian two wheeler industry
  - Automobile engineering
- Marketing
- Recent trends in two wheeler marketing

➢ **Newspapers:- English and Marathi Dailies and weeklies such as-**
  - Sakal
  - Lokasatta
  - Maharashtra Times
  - Indian Express
  - The Times of India
  - Lokmat

➢ **In-house Magazines of Two Wheeler Manufacturers-**
  - Bajaj Auto Ltd.
  - Hero Honda Motors Ltd.
  - Yamaha Motors India Pvt. Ltd.
  - Royal Enfield Motors Ltd.
  - TVS Motor Company Ltd.
  - Kinetic Motor Company Ltd.

➢ **Periodicals:- The researcher has also referred to the periodicals specially devoted to Automobile industry such as-**
  - Overdrive. Publisher:- Monthly Publication of Tata Infomedia Ltd
  - Autocar India. Monthly Publication of Haymarket Sac Publishing (India) Pvt. Ltd
- The Motoring. Monthly Publication of Business Standard. Editor:- Bijoy Kumar Y.
- Auto India. Publisher: Ashok Advani

➢ **Research Publications**: - The researcher has referred to several research publication on the themes related to the research work. These research publications included:-

  - Ph. D. Thesis:-
  - M.Phil. Dissertation:-
  - Research Papers:-
    1. ‘The Evolution and Structure of Two Wheeler Industry in India’ by Sunila George, IIM Bangalore, Hari K. Nagarjuna, IIM Bangalore and Raghabendra Jha, ANU, Canberra.

➢ **Annual Reports of Automobile Companies**: - The Annual Reports (2000 – 2008) of all the leading two wheeler manufacturing companies in India have been studied by the researcher at length. These companies include:-

  - Bajaj Auto Ltd.
  - Hero Honda Motors Ltd.
  - Yamaha Motors India Pvt. Ltd.
  - Royal Enfield Motors Ltd.
  - TVS Motor Company Ltd.
  - Kinetic Motor Company Ltd.

➢ **Websites**: - The researcher has visited the official websites of the abovementioned companies; in addition to the other websites which include:-

  - Websites of Authorized Dealers of two wheelers
- Websites of Banks providing finance for purchase of two wheeler
- Websites of newspapers
- Websites of service centers
- Websites of the magazines devoted to automobile industries such as:
  - www.autocarindia.com
  - www.bsmotoring.com
  - Yale Global online Magazine.2003

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2.2. Reviewed Literature

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

   ❖ V.Venkata Ramana and G.Somayajulu. Publisher – Excel Books. 2003 Edition. ‘Customer Relationship Management’. The book attempts to provide the nature, concept and implementation of CRM practices and methodology as applicable to different organizations. The book is divided into three parts: Part I of the book provides a conceptual framework, application of CRM in manufacturing and service sector. Part II deals with the e-CRM concepts and implementation issues involved in its’ relevance to different sectors. Part III consists of case studies of organizations which have implemented CRM.


reference book is very useful for the researcher as it provides useful information on Attributes and Thrust Areas in Marketing, Marketing Environment and Process, Contemporary Lessons in Customerisation, Selling Concept and Marketing Concept. The book also includes cases related to marketing policies.


- **Cossalter, Vittore (2006).** Motorcycle Dynamics. Lulu. ISBN 978-1-4303-0861-4. The book gives information about motorcycle dynamics. It elaborates the history of automobile technology and the application of the principles of dynamics in the automobile industry. It also provides data about the improvement in the performance of two wheelers after the principles of dynamics have been applied by the manufacturers.

how the motorcycle technology was improved to meet the contemporary technological demands.


- Prof Kolter, Prof Kella, Prof Koshy & Prof Jha Marketing Management. The reference book is a milestone for the students of marketing. The book elaborates various techniques of effective marketing and the various aspects concerned with the marketing policies. It also contains case studies about marketing.


2. **Newspapers**: The researcher has referred to national and local dailies such as daily Indian Express, Times of India, Sakal, Loksatta, Lokmat, Maharashtra Times etc. in order to seek the information related to research work. Dailies like Sakal and Loksatta publish a specific serial of articles which contain detailed information about the latest happenings in automobile industry. These articles consist of the following:

- Latest models introduced by the two wheeler manufacturing companies
- Technical features of these models
- Competitiveness of the models.
- Price and other schemes of finance offered by the manufacturers / dealers.
- Opinions of the buyers related to the performance and effectiveness of the vehicle.

Occasional articles are also published in these newspapers providing information about the history of two wheeler and the steps in the evolution process. These articles have proved to be of immense help to the researcher.

3. **In-house Magazines of Two Wheeler Manufacturers**: The researcher has referred to the in-house magazines of the following two wheeler manufacturer companies:
i. Bajaj Auto Ltd.

ii. Hero Honda Motors Ltd.

iii. Yamaha Motors India Pvt. Ltd.

iv. Royal Enfield Motors Ltd.

v. TVS Motor Company Ltd.

vi. Kinetic Motor Company Ltd.

The in house magazines provide a lot of information about the following matters

- The models of two wheelers launched during the year.
- Efforts taken by the company to make the model technologically advanced and efficient
- Nature of the after sales service provided by the company
- Seminars and workshops conducted by the companies to train the employees to excel in their work
- Future plans of the company regarding the launching of a new model or upgradation of an existing model or new schemes or services to be provided to the customers.

4. **Periodicals:** The researcher has also referred to the periodicals specially devoted to Automobile industry such as-

- Overdrive. Publisher:- Monthly Publication of Tata Infomedia Ltd
- Autocar India. Monthly Publication of Haymarket Sac Publishing (India) Pvt. Ltd
- The Motoring. Monthly Publication of Business Standard. Editor:- Bijoy Kumar Y.
The researcher has used the magazines mentioned above to obtain update information about the marketing of two wheelers mainly related to:

- Latest models of two wheelers
- Evolution of a particular model
- Rivals to the model
- Technical specification like Wheelbase, ground clearance, fuel tank capacity, kerb weight, engine capacity, power to weight ratio, gearbox, torque, suspension, braking system, rim size, tyre size etc.
- On road performance of a two wheeler (City and highways)
- Mileage offered by the two wheeler
- Rating of a two wheeler as per the opinions of its users
- An analysis whether a two wheeler has been successful in attracting the attention of proposed buyers or not and the reasons thereon
- Detailed information about the various schemes offered by the manufacturers and the dealers for the proposed and existing buyers
- Information about how to take care of a two wheeler and retain its’ performance for a longer period
- Information of special features introduced by the manufacturers
- Opinions of the competitors about the two wheeler
- SWOT analysis of a two wheeler based on various factors such as engine capacity, refinement, smooth handling, mileage etc.
- Finance Schemes offered by various banks
5. **Research Publications**: - The researcher has referred to several research publication on the themes related to the research work. These research publications included:-

   i. Ph. D. Thesis:-

   ii. M.Phil. Dissertation:-

   iii. Research Papers:-

   ❖ ‘**The Evolution and Structure of Two Wheeler Industry in India**’ by Sunila George, IIM Bangalore, Hari K. Nagarjuna, IIM Bangalore and Raghabendra Jha, ANU, Canberra.

   ❖ ‘**Best Bikes**’ – a research paper by Darius Lam published in ‘Autocar’ May 2003 edition. The research paper consists of the most comprehensive study on ‘Total Customer Satisfaction in the Indian Motorcycle Sector’. The study was undertaken to find out how happy the owners really are with their bikes. Another objective of the study was to provide two wheeler manufacturers with actionable information to improve their products, services and brand image for their customers. The study has reflected the views of over 5400 two wheeler owners in regards to their overall ownership experience. According to the author, various components of Total Customer Satisfaction are as follows:-

   Contd…..
According to the researcher, Indian motorcycle industry is still in the early stages of rapid growth, which has been a boon to the Indian manufacturers. If this growth continues, more players could be tempted to enter the market.

6. Annual Reports of Automobile Companies: - The Annual Reports (2000 – 2008) of all the leading two wheeler manufacturing companies in India have been studied by the researcher at length. These companies include:-

- Bajaj Auto Ltd.
- Hero Honda Motors Ltd.
- Yamaha Motors India Pvt. Ltd.
- Royal Enfield Motors Ltd.
- TVS Motor Company Ltd.
- Kinetic Motor Company Ltd.
The Annual Reports of the companies have significantly contributed to this research work. Exhaustive information about the marketing policies adopted by the companies, changes made thereon from time to time, impact of the policies and the proposed plans of the company to make the policies more customer oriented can be observed through the annual reports. Following are some of the aspects of the information which has been extracted by the researcher for the research work. The information belongs to the period between 2000 - 2005:

- Financial Highlights
- Director’s Report
- Report on Corporate Governance
- Auditor’s Report
- Efforts taken by the company to improve sales
- Marketing Policies of the company
- Financial Statements
- Notes on Accounts
- Market share of the company
- Evaluation of the performance of the company with that of previous year/s.
- Exports
- Research & Development
- New projects
- Corporate Social Responsibility
- Community care
- Customer Care
- Vendor Management
- Future Marketing Plans

7. Websites:- The researcher has visited the official websites of the abovementioned companies; in addition to the other websites which include:-

- Websites of Authorized Dealers of two wheelers
- Websites of Banks providing finance for purchase of two wheeler
- Websites of newspapers
- Websites of service centers
- Websites of the magazines devoted to automobile industries such as:
  - www.autocarindia.com
  - www.bsmotoring.com
  - Yale Global online Magazine.2003
- Other Websites:-
  - "Passenger Cars; Map No. 31". Worldmapper: The worlds as you’ve never seen it before.
  - "Mopeds And Motorcycles Map No. 32". Worldmapper: The world as you've never seen it before. 2002.
    http://www.sasi.group.shef.ac.uk/worldmapper/display.php?selected=32. See data files for the statistics
  - "The Past—1800s: First motorcycle". The History and Future of Motorcycles and motorcycling—From 1885 to the Future, Total Motorcycle Website.
- "Brief History of the Marque: Hildebrand & Wolfmuller". Hildebrand & Wolfmuller Motorad, European Motorcycle Universe.
  http://books.google.com/?id=AHSlknpjrgAC&pg=PA66&dq=Indian+largest#v=onepage&q=.
- George Hendee. The AMA Motorcycle Hall of Fame Museum.
  http://books.google.com/books?id=FPsDAAAAAMBAJ&pg=PA30&dq=20,000.
- Prashad, Sharda (16 April 2006). "HOG WILD; U of T professor Brendan Calder is one of the legions of baby boomers who have helped to ensure the success of the Harley- Davidson brand name, not to mention its bottom line.". Toronto Star (Toronto, Ont.): p. A.16.


Some other lobbying organisations are listed in Category:Motorcyclists organizations.

Motorcycle Gangs- Connecticut Gang Investigators Association


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