CHAPTER 6

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6.1 Findings of the Study

Findings are the outcomes of in depth analysis of data performed in chapter 5. All findings in relation with objectives of study and data analysis are mentioned in the following paragraphs:

- Out of 450, 50% of the respondents (i.e. 225 respondents) use Hero-Honda motorcycles followed by Bajaj motorcycles which are used by 29.3% of the respondents. All other brands' motorcycles are used by 20.70% respondents. Other brands include TVS, Yamaha, Suzuki, LML and Honda. Even from the secondary data it was found that Hero-Honda is the market leader followed by Bajaj and TVS. As far as Gujarat is concerned, strong competition is there between Hero-Honda and Bajaj.

- Mostly all, (97.33%), of the respondents said that motorcycle was the most preferred Two-wheeler compared to scooters and mopeds. Only 2.67% respondent did not prefer motorcycle mostly because of low storage space in motorcycle.

- From the total, 52.4% of the respondents said that higher mileage is the main reason for preference towards motorcycle followed by style with 27.3% respondents. While power, pick-up and range of choices were the reasons given by 9.6%, 4.9% and 2.7% respondents respectively.

- As far as information search is concerned, out of total 450, 376 respondents, i.e. 83.55% agreed that they have tried to get more and more information before purchasing a motorcycle. While 74 (16.45%) respondents said that they had taken the decision of buying a motorcycle without searching for information.
Out of total 450, 177 respondents, i.e. 47.1%, said that their friends/relatives were main source of information for motorcycle purchase. Other main source of information, given by 83 (18.45%) respondents, was company showroom / dealers followed by advertisement and auto mechanic as given by 16.88% and 12.22% respondents.

When asked about the main influencer in purchasing motorcycle, 55.78% of the respondents had chosen friends / relatives as their main influencer. Other main influencer includes advertisements, company showroom / Dealer and auto mechanic given by 17.33%, 11.11% and 10.89% respectively.

As per the data, 66.22% of the respondents contact company showroom / dealer for clearing doubt if any. 25.33% of the respondents prefer to contact auto mechanic for clearing their doubts. Brochure / leaflet and mail to manufacturer are the answers given by only 5.78% and 1.11% of the respondents respectively. 1.56% of the respondents use some other source of information for solving their query regarding motorcycle.

There are various factors / features of the motorcycle which have importance in the mind of consumers. For this study, seventeen different factors and their importance in the mind of respondents were identified. It was found that majority of the respondents give importance to most of the factors under study. Mileage was extremely important factor as suggested by 59.56% of the respondents, followed by technology and maintenance cost. Finance facility and colour of the motorcycle were relatively very less important factors for respondents.

Based on mean score, three most important factors / features of motorcycle from the customers’ point of view include mileage, technology and safety having the mean score of 4.42, 4.23 and 4.18 respectively. Also, the three least important factors include finance
facility, re-sale value and colour of motorcycle having the mean score of 3.44, 3.65 and 3.76 respectively.

- Total fifteen factors were selected on which respondents’ satisfaction level was measured. For extremely satisfied option, highest responses were for mileage followed by brand image, while highest responses for highly dissatisfied response were for the factors like finance facility followed by after sales service and maintenance cost.

- Based on mean score, three factors / features of motorcycle that gives maximum satisfaction includes brand image, mileage and safety with mean score of 4.16, 4.11 and 4.00 respectively. While, three factors which give least satisfaction include finance facility, re-sale value and after sales service with mean score of 3.46, 3.51 and 3.69 respectively.

- For overall satisfaction from their present motorcycle, it was found that nobody was extremely dissatisfied with their motorcycle. Majority of the respondents, (72.22%), were satisfied with their motorcycle. 69 respondents, i.e. 15.33%, were extremely satisfied. Only 2.44% of respondents were dissatisfied with their motorcycle, while 10% of the respondents were indifferent.

- To attract customers, motorcycle manufacturing companies offer some promotional schemes that reduce the overall price of motorcycle. From the study, it was found that 28.22% of the respondents purchased their motorcycle under some promotional schemes. It was also found that 11.78% respondents used the price off schemes, 8.44% used free gift scheme, and 7.33% respondents used the scheme of free insurance, while 0.67% respondents used other schemes in purchasing their motorcycle. From these, it was found that price-off scheme was more popular amongst consumers of motorcycle followed by free gift and free insurance.

- If price is not a constraint, 49.60% of the respondents preferred Hero Honda. Second most preferred company was Bajaj by 33.30% respondents. Other companies were chosen by very less number of
respondents and these include Yamaha, Honda, Royal Enfield, TVS, Suzuki and Harley Davidson. It was also found that most preferred model of motorcycle, if price is not a constraint, is Pulsar from Bajaj and it is chosen by 26.44% of the respondents. Pulsar is followed by Karizma and Splendor, both from Hero-Honda, chosen by 12.67% and 11.11% respectively.

- Majority of the respondents agreed that advertisement affects the buying behaviour of motorcycle. Only 34, i.e. 7.6% respondents were on the disagree side of the continuum.

- Respondents were asked to give the ranks to six media through which motorcycle advertisements appear. It was found that 312, i.e. 69.33%, respondents gave first rank to Television. Second most preferred medium for motorcycle advertisement was Newspaper. Pamphlets were the least preferred medium as 226 respondents gave last rank to this medium. Magazine was also less preferred medium by respondents. From the mean score value of each medium, it was found that television has the highest score, i.e. 5.50, followed by Newspaper having the score 4.36. Other media as per the descending order in mean score are Hoarding, Road show, Magazines and Pamphlets.

- Some companies use celebrity endorsement for advertisement of motorcycle. It was found that 8.2% respondents strongly agreed and 42.4% respondents agreed that celebrity endorsement is important in motorcycle advertisement. Also, 25.8% respondents agreed somewhat while 17.3% respondents disagreed and 6.2% of respondents strongly disagreed on the statement.

- Motorcycle manufacturers use technology factor (i.e. DTS-i by Bajaj, VT-I engine in TVS-Victor, Delta-4 in LML-Freedom etc.) in the advertisement to attract customers. Respondents were asked whether they agreed on the statement that technological factor in advertisement affect the buying behaviour of motorcycle or not. It was found that majority of the respondents agreed that technology factor in the
advertisement affect the buying behaviour of customers. Very less respondents were disagreed with the statement.

- Respondents were also divided based on their annual family income. Data showed that Majority of the respondents fall in the family income categories of Rs. 100000 – Rs. 20000/- and Rs. 200001 – Rs. 300000/- per annum, as 35.8% and 31.8% of respondents respectively. From this, it was found that majority of the motorcycle users were from the middle income groups. Very less respondents fall on the extremes of the continuum.

- It was found that motorcycle is a product mainly used by youngsters. Here, 365 out of 450, i.e. 81.1% of total respondents were below the age of 36 years.

- It was found that for all the age groups, influence of friends / relatives was highest. Data also showed that aged people (above 35) concentrate on the influence of dealer while purchasing motorcycle. With the help of Chi-square test at 5% level of significance, it was found that there is an association between the age of the respondent and his/her main influencer in purchasing motorcycle.

- As motorcycle is a high involvement product, there are lot many doubts regarding choosing any motorcycle model. People collect lots of information before purchasing motorcycle from number of sources. It was found that irrespective of age, company showroom / dealer was the main trustworthy source for clarifying any doubt or query. Auto mechanic was also a trustworthy source for doubt clearance among all the age group people. It was also found that there is no strong relationship between age of the respondent and his / her doubt clearance source selection.

- To know the relationship between different companies of motorcycle and satisfaction level of their customers, Chi-square test was performed. The test was performed at 5% level of significance and 3 degree of freedom. From the test it was found that there is a
relationship between customers’ satisfaction level and the company of motorcycle which they were using.

- With the help of Chi-square test at 5% level of significance, it was found that there is a significant relationship between usage of promotional scheme by respondents and their satisfaction with present motorcycle.

- At 5% level of significance Chi-square test suggest that there is an association between percentage satisfaction with ‘the company whose motorcycle is owned and the city in which the respondent stays’.

- From the Kolmogorov – Smirnov one sample test, it was found that there is a difference in the responses of a statement that celebrities in advertisement affect the motorcycle buying behaviour. Or, in other way, all the response categories of the statement, “celebrities in advertisement affect the motorcycle buying behaviour”, are not equal.

- Gap in the mean score was identified by subtracting the mean score of satisfaction from the mean of importance (Expectation) for all the factors / features of motorcycle under study. The three most positive gaps were for the factors after sales service, mileage and technology. These high gaps indicate that expectations of respondents are high as compared to satisfaction derived for these factors / features.

- To know the difference between expectations and satisfaction of motorcycle features, paired t test was used. It was found that only for three pairs, the significance value is greater than 0.05 and that is for the factors price, style, and finance facility. For these three factors, null hypothesis is not rejected and it may be concluded that for price, style and finance facility, there is no difference between expectation and satisfaction at 5% level of significance. For all other factors the difference between expectations and satisfaction is statistically significant at 5% level of significance. To cross check this result, Wilcoxon matched-pairs signed rank test was performed. The results from Wilcoxon test were same as that of the paired t test.
Factor analysis was used to convert more number of variables into less number of factors. Satisfaction level of respondents for fifteen features of motorcycle is used for performing factor analysis. With help of factor analysis, five factors were extracted from fifteen variables under study. 64.67% of the total variance was explained by the extracted factors. These five factors are ‘Value for money’, ‘Pride and conspicuous’, ‘Comfort and safety’, ‘Post purchase assurance’, and ‘Economy’.

With the help of cluster analysis, respondents were grouped based on the satisfaction level they derived from different features of motorcycle they used. Both two-cluster and three-cluster solutions were identified. Cluster analysis was also performed to make the clusters of respondents based on the importance given by them to various motorcycle features. Three-cluster solution is presented in data analysis.

Based on the satisfaction level, respondents were classified with the help of discriminant analysis. With the help of discriminant model, 81.6% respondents were correctly classified. To classify any user of motorcycle, other than respondent, as satisfied or dissatisfied, following discriminant function can be used:

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Y(\text{Satisfaction level}) = -6.968 + 0.875 \times (\text{satisfaction with Mileage}) + 0.811 \times (\text{Satisfaction with brand image})
\]

To study the impact of family income on the importance given by the respondents to different motorcycle features, one way analysis of variance (ANOVA) was performed. From this, it was found that family income have impact on the importance given by the respondents on factors like mileage, price, style, finance facility, resale value, and durability of motorcycle. Null hypothesis is rejected for these factors and concluded that not all of the group means are equal. However, only some of the means may be significantly different, and it might be
necessary to examine differences among specific means. This can be
done by specifying specific contrasts, or comparisons used to
determine which of the means are statistically different. For this
purpose, multiple comparison (Least significance difference) test was
performed.

- Another test was performed to test the impact of age of the respondent
  on the importance given to different factors / features of the motorcycle.
  It was found that age has impact on the importance given by the
  respondents on factors like style, colour and durability of motorcycle.
  Null hypothesis is rejected for these factors and concluded that not all
  of the group means are equal. Least Significant Difference (LSD)
  multiple comparison test was carried out to make the pair-wise
  comparisons between the means of all the age groups only for the
  factor for which the null hypothesis was rejected. LSD indicates that the
  importance given by youngsters to style, colour and durability, was
different from those given by respondents aged more than 35 years.

These all are findings for the present study of motorcycle users in the state of
Gujarat.