CHAPTER 7
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7.1 Introduction

This is the conclusive chapter of present study. In the first part of the chapter conclusive remarks and recommendations to the two-wheeler manufacturer are presented. Later part includes the limitations of the study. At the end of the chapter, an attempt has been made to identify the scope for further research in this area.

7.2 Conclusions and Recommendations

Based on the data analysis some conclusions with recommendations are presented as under:

- As majority of the respondents (motorcycle users) are youngsters, it is advisable for all the two wheeler manufacturers to concentrate on youngsters. To get success in the industry, youngsters should be targeted through all the marketing activities.
- From all available two wheelers, motorcycle is the first choice of customers, especially young male. So it is recommended to all two-wheeler companies to concentrate more on motorcycle as compared to other two-wheelers as scooters and mopeds.
- In Gujarat, Hero-Honda is the market leader in two-wheelers followed by Bajaj and TVS. It is recommended to Bajaj, TVS and other companies to use more customer centric approach to improve their image in the mind of customers. These companies can increase the sales by increasing sales promotional activities.
- All the seventeen factors / features of motorcycle under the study are important to the customers. From them three most important are mileage, technology and maintenance cost, whereas finance facility
and colour of the motorcycle are relatively less important. It is recommended to all two wheeler manufacturers to improve their product based on mileage and improve the technology to reduce the maintenance cost to get more attention from customers. Also, it is advantageous to give what customers want or what is important to them.

- A few years ago, only the mileage was the main factor for motorcycle purchasers. But now the situation is not the same. Style (aesthetics) and power of motorcycle are also important reasons for purchasing a motorcycle.

- Pricing of motorcycle is one of the major influencer in purchase decision. If the price of motorcycle is ignored, consumers prefer premium level stylish and powerful motorcycle. If manufacturers use the same style (design) to medium and lower end motorcycle, it is easy for them to attract customers.

- For economic models of motorcycle, attributes like mileage and price were found to be major criteria in taking purchase decision. Hence, advertisement emphasize upon these attributes.

- From the study it is concluded that the media and promotional activities play an important role in customers’ purchase decision. As television and newspaper are most effective media, two-wheeler companies have to use these media more than others. Pamphlets and magazine advertisement is meaningless as far as motorcycle is concerned. Celebrity endorsement may also be used to attract customers but the companies also have to keep in mind the cost of it. It is also recommended to show the technology of motorcycle used in the motorcycle advertisement. With advertisement, companies can also use promotional schemes like price-off, free insurance, free gift etc. to get the attention of customers.

- Reference groups are also important. As it is clear from the study that reference groups played the role of influencer in motorcycle purchase.
Hence, it is recommended to all motorcycle companies to enhance their brand image in the society. Companies can do this by participating in various society development programmes. Young friends and relatives who use motorcycle are influence the purchase decision through word of mouth.

> From the satisfaction level study, it is concluded that majority of the customers are satisfied with their present motorcycle. Through motorcycle, basic purpose of private transport with affordable price is fulfilled. In study, the satisfaction levels with fifteen different factors of motorcycle were also identified. As the main factor creating dissatisfaction is after sales service, companies are recommended to improve on this factor. If customers are satisfied with after sales service, they are likely to spread positive word of mouth, which will help motorcycle companies to generate more and more new customers. Companies should not concentrate only in selling, but also in developing long term relationship with customers.

> Majority of the respondents were from middle income group. This indicates that middle class persons are the major part of customers. High income people also use motorcycle of premium level. Even lower income people use the motorcycle of economy class. This indicates that there are different customer strata based on income level. From this it is recommended that motorcycle companies should use segmentation strategies and for different models of motorcycle they should target some specific group of people. This specific attention helps in improving companies' performance.

> Now days, there is a requirement of delighting customers. So, it is recommended to show exactly what is there in the particular motorcycle model and not make false claim to just sell the product.

> There is strong competition in the motorcycle market. To retain and increase the existing market share, the companies should go for aggressive marketing and should opt for good promotional schemes,
sponsoring big events like cricket world cup, Asia cup, other popular sports events etc.

It is hoped that the conclusions drawn in this study would become the vital inputs for the companies on which they can base their marketing strategies and efforts. It is wished that this study despite its limitations, inherent in research of this magnitude, would lead to further detailed studies, thus enhancing the field of knowledge.

7.3 Limitations of the Study

Every research work has its own limitations and it is advisable to point out them. This research study has also some limitations which are mentioned below:

- In the study, both primary and secondary sources of information have been used and efforts are made to come up with perfect result. Still, 100% perfection can’t be claimed.
- The first time users of the product who had never been exposed to the services of any other brand do not have clear laid down expectations in their mind. In some rating questions, it is very difficult for such respondents to give rating.
- The biasing in respondents’ views cannot be ignored.
- The survey was conducted in Gujarat and almost all the respondents were male. But now the trend is changing. Females also use the motorcycle. However, their presence in this study is limited.
- As the questionnaire was prepared in English language, some respondent were not comfortable with it. Hence, efforts were made to explain some of the points. It might be possible that they might not have been understood correctly.
- In the study only five cities were considered for collecting the data. All the respondents were from urban area. It may be possible that the
views of rural respondents turn out to be different from the urban respondents.

7.4 Scope for Further Research

No research on any subject can be complete in itself. In this study only the consumer behaviour of motorcycle users is discussed. The study is limited to only a part of two-wheeler users. But, by keeping this as base, some more research can be performed. Some of the scopes for further research are as under:

- As mentioned in the limitations, this study is based on the views of consumers of selected five cities. One can expand the study by including rural population of the Gujarat state. One can also perform the comparative study on rural and urban consumers’ behaviour towards motorcycles.
- Research can be performed on studying the behaviour in scooter or moped segments. Now days, gearless scooters are on high demand so study can be performed on that segment also.
- As electrically operated vehicles (e-Bikes) were introduced a few years back. So, the study can be performed on threats from e-Bike to regular fuel operated two-wheelers.
- One can study the satisfaction level of consumers using different companies of motorcycles. Two-wheeler companies can be compared based on satisfaction of consumers with different factors of two-wheelers.
- Different two-wheeler companies have different image in the mind of consumers. To map the image in the mind of consumers, perceptual mapping technique can be used in the study. This will help to identify where a company stands in the mind of consumers, or in other way, what consumers think about any two-wheeler company.
The present study is based on consumers view only. It can be expanded by including the views of dealers and distributors of two-wheelers. Penal discussion can also be used to get more clarity.

The present study is performed in the state of Gujarat. One can perform the same study in other part of India. Also comparison of two or more states’ data can be possible. If a company wants to enter in other country by either exporting or making a joint venture, it can perform the similar study in the foreign country.