CHAPTER VII

SUMMARY OF CONCLUSIONS & SUGGESTIONS
CONCLUSIONS

In this Chapter the summary of conclusions and suggestions of the study are presented.

01. According to the ownership pattern of two-wheeler users 57% are owning motorcycles followed by 27% scooters and 16% mopeds. In all the three revenue divisions of Kurnool district. As far as revenue division wise is concerned in Kurnool division, it is all most similar to that of the district. In Nandyal division, 63.5% are owners of motorcycles followed by 20.5% scooters, and 16% mopeds. In Adoni division 51.5% motorcycles followed by 64% scooters, and 16.5% mopeds.

02. As per Age wise two-wheeler users are concerned, a maximum of 68% are users of motorcycles in the age group of >25 & <35 years of age followed by 56% each in the age groups <25 & (>35 - <45) respectively. Among the scooter users 40% are in the age group of (>45 - <55) followed by 35% >55 and 32% (>35 - <45) years of age. Among the moped users a maximum of 42% are in the age group of >55 years.

03. Along the occupation wise two-wheeler users, a maximum of 61% of the business class are the users of motorcycles, and minimum of 13% moped users are in the occupation of students. On the whole, more than 50% in all the occupations are users of motorcycles, and a less than a 20% in all the occupations are users of mopeds. The users of the scooters fall in the range of 22% - 33% in all the occupations.
04. As far as income wise two-wheeler users are concerned, a majority of 63% in the income level of 10,000-15,000 per month are users of motorcycles. And a minimum of 4% in the income level of >20,000 per month are users of mopeds. 27% in the income level <5,000 per month are users of mopeds. The motorcycle users fall in the range of 53% - 63% irrespective of income levels.

05. The market shares of various manufacturers of two-wheelers in the district are as follows:- Hero Honda 32%, Bajaj 26%, TVS 24%, Kinetic 10%, Escorts (Yamaha) 8% and LML 2%.

06. The market shares of various manufacturers of two-wheelers according to various age groups is as follows: Majority of 40% in the age group of (>45 - <55) are users of Bajaj followed by 36% in the age group of (35-45) Hero Honda, 34% in the age group of (25-35) again Hero Honda and 30% in the age group of (35-45) are the users of Bajaj.

07. The Occupation wise market shares of two-wheeler users is as follows: 35% of Professionals are users of Bajaj, followed by 32%, 31%, 31% are users of Hero Honda in Business, Employees and in Professionals classes respectively. 30% of the students are the users of TVS.

08. The income wise market shares of two-wheeler users is as follows: A majority of 36% are users of TVS followed by 26% Bajaj, 25% Hero Honda in the income level of <5,000 per month. In the income level of 5,000-10,000, 30% are the users of Hero Honda followed by Bajaj, and 25% TVS followed by others. A majority of 40% users are Hero Honda.
followed by 22% TVS and 20% Bajaj in the age group of Rs. 10,000-15,000. In the age group of Rs. 15,000-20,000 per month 35% are users of Hero Honda followed by 25% Bajaj, 15% Kinetic, 12% TVS and others follow. A majority of 35% are the users of Bajaj followed by 26% TVS, 17% Hero Honda in the income level of >20,000 per month.

09. As far as the mode of payment is concerned, 70.5% bought their vehicles by payment at one time, and 29.5% bought their vehicles in installments in the district. The same trend has followed in all the three divisions of the district.

10. Among those who bought their vehicles in installments the sources of finance is as follows: Private finance 38%, Banks 36%, Dealer Finance 16%, The Employer 10%. 38% of the people bought their vehicles through Private Finance.

11. Among the reasons for buying a two-wheeler 64.5% in Kurnool division have bought their vehicles because of necessity. Similarly, 49.5% and 46.5% in Nandyal and Adoni divisions respectively bought their vehicles because of the same reason. Next in the order, time saving and comfort are the reasons for buying the two-wheelers.

12. Among the factors considered while buying a two-wheeler, 27.5% and 24.5% in Kurnool division, 27.5% in Nandyal division, 27.5% in Adoni division have given the first preference to Mileage, followed the other
factors nearly quality and performance. And the least preference was given to resale value and special offers.

13. About the Longevity of Usage of two-wheelers division wise, 38% of the people are using their vehicles for more than 5 years followed by 31% between 1 and 3 years, 20% for less than 1 year, and 11% between 3 to 5 years. However, in Nandyal division, a majority of 46% of the people are using their vehicle for more than 5 years.

14. As far as the switching of brands is concerned about 67% are sticked on to their first vehicle. And only 33% have switched over to second (or) third vehicles. In Adoni division, a majority of 78% are using the first vehicle, and a minimum of 22% have changed their vehicles. In Kurnool and Nandyal divisions the percentage is more or less with the total district.

15. About 69% of the people in Kurnool district have no plans to switchover to other brands. 31% of the people have plans to switchover to other brands. Among the divisions 73% in Nandyal, 70.5% in Kurnool and 62.5% in Adoni have no plans to switchover, whereas the majority of 37.5% in Adoni, 29.5% in Kurnool, 27% in Nandyal have plans to switchover.

16. As far as age wise plans to switchover to other brands is concerned, 60% of all the age groups have no plans, and 40% have plans to switchover to other brands. A majority of 44% in the age group of 25-35 followed by 42% below 25 years, 35% in the age group of 35-45, 33% in the age group of 45-55, and 23% above 55 years have plans to switchover to other brands.
17. Among the different occupations 60% have no plans to switchover, and 40% have plans to switchover to other brands. Majority of 45% in professionals, 42% in business class followed by 40% in student class, and 34% in employees have plans to switchover to other brands.

18. Among the different income levels as in the case of Age groups & Occupations 60% have no plans and 40% plans to switchover. A majority of 48% in the income level of more than Rs. 15,000 - 20,000 per month followed by 47% in the income level of more than Rs. 20,000, 41% in Rs. 10,000 - 15,000 level, 38% in Rs. 5000 - 10,000, and the 34% in the income level below Rs. 5,000 have plans to switchover to other brands.

19. The time required to switchover to other brands in the district is as follows: 46% need more than one year followed by 37% between 6 months to 1 year, 12% more than 1 month to 6 months, and for 11% need less than 1 month time frame to make a decision.

20. As far as the satisfaction levels of people in the district are concerned 98% are satisfied with their two-wheelers with different levels of satisfaction. And only 2% are not satisfied with their two-wheelers. Out of which 47% are in the satisfaction level of 60-80% followed by 25% in 80-100% level, and 22% in 40-60% level range.

21. About the opinion of people on after sales service in the district 81% are satisfied, 9% have opined excellent, and 10% said they are unsatisfactory.

22. Among the reasons for unsatisfaction, 50% of the dis-satisfiers opined about "Dealer Service Approach". 37% have opined the "lack of commitment", and 10% have opined "Inadequate Trained Personnel".
23. About the sources of Awareness regarding the two-wheelers 47% become aware of the product through friends followed by 21% through Televisions and Newspapers. And the rest follow through Magazines, Hoardings and Radio.

24. The peoples psychological feelings about the influence of price on two wheelers is as follows: 41% of the population in Kurnool district opined the influence of price will be moderate, followed by 28% greatly, 12% very greatly and slightly, and 7% are not at all influenced by the price.

25. As in the case of Price, even in Advertisements the influence is as follows: 32% are moderately influenced, followed by 22% slightly, 20% greatly, and 14% very greatly. And only 12% are not influenced at all by Advertisements.

26. In the process of decision making, about the purchase of two-wheeler 45% in the district are influenced by friends, followed by 41% through family members, 7% work groups, 5% by dealers, and only a meagre of 2% are influenced by neighbours. Hence, friends and family members play a major role in influencing the people in decision making.

27. Among the Age wise classifications and the role of influences a majority of 47% are influenced by friends, followed by 44% family members in the age group below 25 and 44% through friends and family in the age group of 25-35. 44% and 34% by friends and family members respectively in the age group of 35-45, 40% and 33% through friends and family members in the age group of 45-55. 48% and 39% by friends and family members in the age group of above 55 years.
28. Along the Occupation wise also in all occupations people are influenced by friends and family members to a larger extent.

29. Even in the Income wise also in all the levels of people are influenced by friends and family members to a larger extent.

30. The role played by the individual in the decision making process of buying a two-wheeler in the district is as follows: 41% are users followed by 19% deciders, 14% buyers, and influencers and only a 12% play the role of initiators.

31. As far as family involvement in decision making is concerned, in Kurnool division in the first stage of need identification, a majority of 41% take decisions by all family members followed by 28.5%, the husband is highly involved. In the stage of budget allocation, a majority of 38.5% husbands involvement is more followed by 32.5% by all family members make decisions. In the stage of search for information, a majority of 33.5% all the family members involve followed by 22.5% husbands. In the stage brand selection also all family members followed by husbands make decisions. In the stage of actual purchase, a majority of 35% husbands make the actual purchases. Over all in Kurnool division, in the process of decision making, all the family members put together make decisions followed by the husbands play the major role.

32. In Nandyal division, regarding the family involvement, in the decision making process, all the family members are involved in the majority of
the cases in all the stages of decision making process. However, the husbands also play a dominant role after the family members decisions. The children involvement in the process ranges between 3.5% - 8%. The wife involvement also in the process of decision making ranges between 7% - 14.5%. A majority of 14.5% wives involvement is found in the stage of need identification.

33. In Adoni division also, a majority of family members and husbands play an important role in the decision making process. In all the stages of decision making, all the family members involvement ranges between 29% - 36.5%. However, the husbands role ranges between 26% - 43% in this process. A majority of 43% husbands role is dominant in the stage of actual purchase. The wives role ranges between 1.5% - 6% only, in all stages of the process. The children role also ranges between 1.5% - 2% only. Hence, the children role is very less in the family decision making process.

34. The Time Lag between the need identification and actual purchase is less than one month for a majority of 37% of the people in the district followed by, 26% take 1-5 months, 18% take 6-12 months. Hence, about 81% take less than 1 year, to make a purchase after the need is identified. A meagre of 7% take more than 2 years to make a purchase. So, only 12% need between 1 and 2 years to make a purchase after the need identification. The same is almost follows in each of the three divisions of the district.
As majority of the population in the district bought two wheelers for the reason ‘necessity’ followed by ‘time saving’. This reflects the behaviour of two wheeler users, that the two wheeler has become a necessity item in one’s life. This also saves time. One need not wait for a public transport rather he / she can start at their appropriate time to reach the destination. Keeping this in mind, as reasons for buying a two wheeler, the marketers have to act accordingly to cater the needs of the population.

Among the factors considered while purchasing two wheeler, the study reveals the following in order of priority. (1) Mileage, (2) Quality, (3) Durability, and (4) Performance.

The most dominant factor is the Mileage, followed by Quality and others. Marketers are advised to keep this in mind and design the products which suit the requirements of the users. This is the reason why motorcycles are dominating over scooters. It can be easily observed that during the last two to three years there is a shift from scooters to motorcycles. The reason for shift is more fuel efficiency by motorcycles to that of scooters.

Though a meagre of ten percent people are dissatisfied about the ‘after sales service’. This reflects others in a negative way. So, the marketers have to be cautious about these reasons also. The
reasons for dissatisfaction are ......

(i) dealer service approach,
(ii) lack of commitment and
(iii) inadequate trained personnel.

The marketers are to provide with adequate trained personnel and see that they work with commitment and the dealers approach towards consumer, have to be improved and a cordial relationship is maintained between the dealer and the consumer.

As far as creating of awareness about the two wheelers is concerned, the friends are playing a major role followed by televisions and newspapers. So, the marketers have to target this particular group who inference the consumer more in creating awareness. The marketers have to maintain a channel of network where the positive aspects of the two wheelers are spread among the population in a positive way.

The factor 'Price' also influences the consumers. The people are Price cautious, at the same time also think of mileage. People want a two wheeler at a reasonable price which gives more fuel efficiency. The marketers are to come out with such kind of designs which satisfy the consumer wants.