CHAPTER-5
METHODOLOGY

In our current research topic “Impact of consumer behaviour over Marketing strategy – A comparative study of two wheeler industry in Jaipur with special reference to Bajaj Auto” our objective is to identify factors affecting buying decision of consumers for two wheelers in Jaipur market and to compare marketing strategy of Hero, Bajaj & TVS. Keeping this in mind Questionnaire was prepared.

Here we will set the hypothesis on how consumers behaves on different parameters on Price, Features of two wheelers, Level of Income, Warranty, Quality of two wheelers, After sales service, Brand, Fuel consumption, Looks, Access to Service Centers, Comfort & Safety followed by Luxury, discount and the influence of buying decision of consumers on marketing strategies of Hero, Bajaj & TVS companies.

Questionnaire contains demographic details of consumers with Name, Age group, marital status, Location of Jaipur where he is surveyed and which brand of motor cycle he is using. Second part of questionnaire contains series of questions related to consumer behaviour on his buying decision on different parameter of two wheelers such as brand reputation, price, quality etc.

Next part of questionnaire have series of questions related to individual consumer perception on Bajaj, Hero and TVS experiences on different parameters such as advertisement, timely delivery, service center experience etc.

After the questionnaire was prepared next important issue was to select the respondents.
No of Respondents of Bajaj, Hero and TVS were selected basis their market share in Jaipur. Total 320 respondents were surveyed and against that 302 were found correct.

Respondents of Hero Motocorp were surveyed at following Authorised workshops-
1. Morani Motors-Tonk Road & Akar Hero-Ajmer Road
2. Bagru & Chomu

Respondents of Bajaj Auto were surveyed at following Authorised workshops-
1. PL Motors-MI Road & Nidhi Kamal - Govind Marg, Raja Park
2. Bagru & Chomu.

Respondents of TVS Motors were surveyed at following Authorised workshop-
1. K S Motors-MI Road, Bassi and Chomu

Others Brands were surveyed at Suzuki and Yamaha workshops.

5.1 Sample

After having determined the research purpose, coming up with a way to approach this purpose, decided on a research strategy, and how to collect the data, the researcher had come to the sample selection phase. The sample population selected for the current study was consisted of 302 customers using Bajaj, Hero, TVS and other brands motorcycles. 151 respondent were from Jaipur city and 151 were from Jaipur rural tehsils.

<table>
<thead>
<tr>
<th></th>
<th>Scheduled</th>
<th>Shortlisted</th>
<th>Urban</th>
<th>Rural</th>
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<tbody>
<tr>
<td>TVS</td>
<td>44</td>
<td>44</td>
<td>22</td>
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<tr>
<td>HERO</td>
<td>192</td>
<td>182</td>
<td>91</td>
<td>91</td>
</tr>
<tr>
<td>BAJAJ</td>
<td>52</td>
<td>52</td>
<td>26</td>
<td>26</td>
</tr>
<tr>
<td>Others</td>
<td>32</td>
<td>24</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>TOTAL</td>
<td>320</td>
<td>302</td>
<td>151</td>
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</tr>
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</table>
The questionnaire was distributed by hand at various Authorised workshops of Hero, Bajaj, TVS, Other Brands and the same mode was used to collect the filled questionnaire. The questionnaire was given to the respondents to make them clear about the research purpose and data usage. The data collected from the filled questionnaire was arranged in the excel sheet and then analysed for further inferences. Period of Survey was 6 months (June’14-Nov.’14).

5.2 Reliability Testing

Reliability is the extent to which an experiment, test, or any measuring procedure yields the same result on repeated trials. Internal consistency is the extent to which tests or procedures assess the same characteristic, skill or quality. It is a measure of the precision between the observers or of the measuring instruments used in a study. An important measure of the reliability of a psychometric instrument is Cronbach’s alpha. Cronbach's alpha will generally increase when the correlations between the items increase. Cronbach’s alpha of 0.60 or more and 0.95 is considered as best figures for optimum internal consistency of the instrument (Straub et al., Nunnally 1967). The Cronbach’s alpha coefficients of the variables used in this study are presented in Tables 1 to Tables 8.

Table 5.2: Reliability for customer’s buying decision

Sample Size (N) = 302 No. of Items = 15

<table>
<thead>
<tr>
<th>Item</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Cronbach's Alpha if Item Deleted</th>
<th>Cronbach's Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>58.50</td>
<td>8.894</td>
<td>0.793</td>
<td>0.848</td>
</tr>
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</table>

Table 5.3: Reliability for attributes of HERO Company

Sample Size (N) = 302 No. of Items = 12

<table>
<thead>
<tr>
<th>Item</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Cronbach's Alpha if Item Deleted</th>
<th>Cronbach's Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>30.78</td>
<td>4.970</td>
<td>0.922</td>
<td>0.933</td>
</tr>
</tbody>
</table>
Table 5.4: Reliability for attributes of BAJAJ Company
Sample Size (N) = 302 No. of Items = 12

<table>
<thead>
<tr>
<th>Item</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Cronbach's Alpha if Item Deleted</th>
<th>Cronbach's Alpha</th>
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<tr>
<td>12</td>
<td>23.20</td>
<td>5.171</td>
<td>0.833</td>
<td>0.830</td>
</tr>
</tbody>
</table>

Table 5.5: Reliability for attributes of TVS Company
Sample Size (N) = 302 No. of Items = 12

<table>
<thead>
<tr>
<th>Item</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Cronbach's Alpha if Item Deleted</th>
<th>Cronbach's Alpha</th>
</tr>
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<tr>
<td>12</td>
<td>18.03</td>
<td>4.756</td>
<td>0.847</td>
<td>0.851</td>
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</tbody>
</table>

Table 5.6: Reliability for customer’s perception about BAJAJ Company
Sample Size (N) = 302 No. of Items = 3

<table>
<thead>
<tr>
<th>Item</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Cronbach's Alpha if Item Deleted</th>
<th>Cronbach's Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>4.58</td>
<td>1.460</td>
<td>0.906</td>
<td>0.948</td>
</tr>
</tbody>
</table>

5.3 Analysis of Data
This section provides the analytical framework used for the quantitative data analysis methods to interpret the findings. According to Yin (2003), researchers must select a specific mode of investigative method before they decide to review the information from the context of questionnaires. The core content of this research is based on academic plans, where collection of data is done as per the queries selected from previous studies. Furthermore Yin (2003) mentions that there should be a relevant flow of activity in the process of data collection in order to make it effective -

1. Information cutting is related to the study of data in the form of organized information for excessive outcome. It is inclusive of focusing, fixing, changing and extracting information.
2. Showcasing information is meant for the cut data that should be portrayed and implemented in a very condensed and formatted manner, yet relies on the simplification of the flow for reaching information.

3. Authentication follows the route of models, consistencies, casual flows, explanations and suggestions, which are supposed to get observed and further, authenticated in the study of data.

Miles and Huberman (2002) assert that researchers can identify the connection between different concepts through descriptions and models, also by suggestions and consistencies. In this research, the approach supports determined propositions related to the structure of studying information for a relevant end. All the information that is collected is systematically arranged through the bar graphs, diagrams and tables in order to enhance comprehensive content.

5.4 The Tools Used in Data Study

In the process of collecting information there is the follow up of the statistical software SPSS – that is Statistical Package for Social Sciences applied in Windows 17.0 and all the other numerical instruments and tools.

Further tools like The Kruskal-Wallis H test (sometimes also called the "one-way ANOVA on ranks") is a rank based nonparametric test that can be used to determine if there are statistically significant differences between two or more groups of an independent variable on a continuous or ordinal dependent variable. It is considered the nonparametric alternative to the one-way ANOVA, and an extension of the Mann-Whitney U test to allow the comparison of more than two independent groups. Variables are measured through SPSS offering the base for theoretical analysis (Singleton and Straits, 2005).

Further, Factor Analysis is also used to reduce variable of consumer behavior. A Spearman’s rank order Correlation was used to determine the relationship between Consumer Behaviour and Marketing strategies of Hero, Bajaj and TVS companies.
5.5 Research Hypothesis

The data so collected by the above specified methods would be utilized by the researcher for testing the following hypothesis –

A. Consumer’s Behavior About Buying Decision of Two Wheelers

1. Price of products
   
a. Age:
      
      \( H_0 \): Age of consumer has no Influence of price of products on buying decision
      
      \( H_1 \): There is significant deference in Influence of price of products on buying decision between consumers of various age groups

   b. Marital Status:
      
      \( H_0 \): Marital status of consumer has no Influence of price of products on buying decision
      
      \( H_1 \): There is significant deference in Influence of price of products on buying decision between single and married consumers

   c. Location:
      
      \( H_0 \): Location of consumer has no Influence of price of products on buying decision
      
      \( H_1 \): There is significant deference in Influence of price of products on buying decision between rural and urban consumers

   d. Ownership of Brand:
      
      \( H_0 \): Ownership of brand has no Influence of price of products on buying decision
      
      \( H_1 \): There is significant deference in Influence of price of products on buying decision among various owners of Two Wheeler Brands
2. **Features of two wheelers**

   a. **Age:**
      
      \( H_0 \): Age of consumer has no Influence of Features of two wheelers on buying decision
      
      \( H_1 \): There is significant deference in Influence of Features of two wheelers on buying decision between consumers of various age groups

   b. **Marital Status:**
      
      \( H_0 \): Marital status of consumer has no Influence of Features of two wheelers on buying decision
      
      \( H_1 \): There is significant deference in Influence of Features of two wheelers on buying decision between single and married consumers

   c. **Location:**
      
      \( H_0 \): Location of consumer has no Influence of Features of two wheelers on buying decision
      
      \( H_1 \): There is significant deference in Influence of Features of two wheelers on buying decision between rural and urban consumers

   d. **Ownership of Brand:**
      
      \( H_0 \): Ownership of Brand has no Influence of Features of two wheelers on buying decision
      
      \( H_1 \): There is significant deference in Influence of Features of two wheelers on buying decision among various owners of Two Wheeler

3. **Level of Income**

   a. **Age:**
      
      \( H_0 \): Age of consumer has no Influence of level of income on buying decision
      
      \( H_1 \): There is significant deference in Influence of level of income on buying decision between consumers of various age groups
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b. Marital Status:

H₀: Marital status of consumer has no Influence of level of income on buying decision

H₁: There is significant deference in Influence of level of income on buying decision between single and married consumers

c. Location:

H₀: Location of consumer has no Influence of level of income on buying decision

H₁: There is significant deference in Influence of level of income on buying decision between rural and urban consumers

d. Ownership of Brand of Two Wheeler:

H₀: Ownership of brand has no Influence of level of income on buying decision

H₁: There is significant deference in Influence of level of income on buying decision among owners of various Brands of Two Wheelers

4. Warranty scheme

a. Age:

H₀: Age of consumer has no Influence of Warranty scheme on buying decision

H₁: There is significant deference in Influence of Warranty scheme on buying decision between consumers of various age groups

b. Marital Status:

H₀: Marital status of consumer has no Influence of Warranty scheme on buying decision

H₁: There is significant deference in Influence of Warranty scheme on buying decision between single and married consumers
c. **Location:**

H$_0$: Location of consumer has no Influence of Warranty scheme on buying decision

H$_1$: There is significant deference in Influence of Warranty scheme on buying decision between rural and urban consumers

d. **Ownership of Brand of Two Wheeler:**

H$_0$: Ownership of Brand of Two Wheeler has no Influence of Warranty scheme on buying decision

H$_1$: There is significant deference in Influence of Warranty scheme on buying decision among various owners of Brands of Two Wheeler

5. **Quality of two wheelers**

a. **Age:**

H$_0$: Age of consumer has no Influence of Quality of two wheelers on buying decision

H$_1$: There is significant deference in Influence of Quality of two wheelers on buying decision between consumers of various age groups

b. **Marital Status:**

H$_0$: Marital status of consumer has no Influence of Quality of two wheelers on buying decision

H$_1$: There is significant deference in Influence of Quality of two wheelers on buying decision between single and married consumers

c. **Location:**

H$_0$: Location of consumer has no Influence of Quality of two wheelers on buying decision

H$_1$: There is significant deference in Influence of Quality of two wheelers on buying decision between rural and urban consumers
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d. **Ownership of Brand of Two Wheeler:**

H$_0$: Ownership of Brand of Two Wheeler has no Influence of Quality of two wheelers on buying decision

H$_1$: There is significant deference in Influence of Quality of two wheelers on buying decision among various owners of Brand of Two Wheeler

6. **After sales service of two wheelers**

a. **Age:**

H$_0$: Age of consumer has no Influence of after sales service on buying decision

H$_1$: There is significant deference in Influence of after sales service on buying decision between consumers of various age groups

b. **Marital Status:**

H$_0$: Marital status of consumer has no Influence of after sales service on buying decision

H$_1$: There is significant deference in Influence of after sales service on buying decision between single and married consumers

c. **Location:**

H$_0$: Location of consumer has no Influence of after sales service on buying decision

H$_1$: There is significant deference in Influence of after sales service on buying decision between rural and urban consumers

d. **Ownership of Brand of Two Wheeler:**

H$_0$: Ownership of Brand of Two Wheeler has no Influence of after sales service on buying decision

H$_1$: There is significant deference in Influence of after sales service on buying decision among various owners of Brands of Two Wheeler
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7. Brand Reputation
   a. Age:
      \( H_0 \): Age of consumer has no Influence of brand reputation on buying decision
      \( H_1 \): There is significant deference in Influence of brand reputation on buying decision between consumers of various age groups
   
b. Marital Status:
      \( H_0 \): Marital status of consumer has no Influence of brand reputation on buying decision
      \( H_1 \): There is significant deference in Influence of brand reputation on buying decision between single and married consumers
   
c. Location:
      \( H_0 \): Location of consumer has no Influence of brand reputation on buying decision
      \( H_1 \): There is significant deference in Influence of brand reputation on buying decision between rural and urban consumers
   
d. Ownership of Brand of Two Wheeler:
      \( H_0 \): Ownership of Brand of Two Wheeler has no Influence of brand reputation on buying decision
      \( H_1 \): There is significant deference in Influence of brand reputation on buying decision among various owners of Brand of Two Wheeler

8. Fuel Consumption
   a. Age:
      \( H_0 \): Age of consumer has no Influence of fuel consumption on buying decision
      \( H_1 \): There is significant deference in Influence of fuel consumption on buying decision between consumers of various age groups
b. **Marital Status:**
   \( H_0 \): Marital status of consumer has no Influence of fuel consumption on buying decision
   \( H_1 \): There is significant deference in Influence of fuel consumption on buying decision between single and married consumers

c. **Location:**
   \( H_0 \): Location of consumer has no Influence of fuel consumption on buying decision
   \( H_1 \): There is significant deference in Influence of fuel consumption on buying decision between rural and urban consumers

d. **Ownership of Brand of Two Wheeler:**
   \( H_0 \): Ownership of Brand of Two Wheeler has no Influence of fuel consumption on buying decision
   \( H_1 \): There is significant deference in Influence of fuel consumption on buying decision among various owners of Brands of Two Wheeler

9. **Looks of Two Wheelers**
   a. **Age:**
      \( H_0 \): Age of consumer has no Influence of looks of two wheelers on buying decision
      \( H_1 \): There is significant deference in Influence of looks of two wheelers on buying decision between consumers of various age groups

   b. **Marital Status:**
      \( H_0 \): Marital status of consumer has no Influence of looks of two wheelers on buying decision
      \( H_1 \): There is significant deference in Influence of looks of two wheelers on buying decision between single and married consumers
c. **Location:**

- **H\textsubscript{0}:** Location of consumer has no Influence of looks of two wheelers on buying decision
- **H\textsubscript{1}:** There is significant deference in Influence of looks of two wheelers on buying decision between rural and urban consumers

d. **Ownership of Brand of Two Wheeler:**

- **H\textsubscript{0}:** Ownership of Brand of Two Wheeler has no Influence of looks of two wheelers on buying decision
- **H\textsubscript{1}:** There is significant deference in Influence of looks of two wheelers on buying decision among owners of various Brands of Two Wheeler

10. **Access to Service Center**

a. **Age:**

- **H\textsubscript{0}:** Age of consumer has no Influence of access to service centres on buying decision
- **H\textsubscript{1}:** There is significant deference in Influence of access to service centres on buying decision between consumers of various age groups

b. **Marital Status:**

- **H\textsubscript{0}:** Marital status of consumer has no Influence of access to service centres on buying decision
- **H\textsubscript{1}:** There is significant deference in Influence of access to service centres on buying decision between single and married consumers

c. **Location:**

- **H\textsubscript{0}:** Location of consumer has no Influence of access to service centres on buying decision
- **H\textsubscript{1}:** There is significant deference in Influence of access to service centres on buying decision between rural and urban consumers
d. **Ownership of Brand of Two Wheeler:**

H$_0$: Ownership of Brand of Two Wheeler has no influence of access to service centres on buying decision

H$_1$: There is significant difference in influence of access to service centres on buying decision among various owners of Brand of Two Wheeler

11. **Comfort and Safety followed by Luxury**

a. **Age:**

H$_0$: Age of consumer has no influence of comfort and safety followed by luxury on buying decision

H$_1$: There is significant difference in influence of comfort and safety followed by luxury on buying decision between consumers of various age groups

b. **Marital Status:**

H$_0$: Marital status of consumer has no influence of comfort and safety followed by luxury on buying decision

H$_1$: There is significant difference in influence of comfort and safety followed by luxury on buying decision between single and married consumers

c. **Location:**

H$_0$: Location of consumer has no influence of comfort and safety followed by luxury on buying decision

H$_1$: There is significant difference in influence of comfort and safety followed by luxury on buying decision between rural and urban consumers

d. **Ownership of Brand of Two Wheeler:**

H$_0$: Ownership of Brand of Two Wheeler has no influence of comfort and safety followed by luxury on buying decision

H$_1$: There is significant difference in influence of comfort and safety followed by luxury on buying decision among various owners of Brand of Two Wheeler
12. **Consider Price over Features when buying their first two wheeler**
   
   a. **Age:**
   
   H₀: Age of consumer has no Influence of consider Price over Features when buying their first two wheeler
   
   H₁: There is significant deference in Influence of Consider Price over Features when buying their first two wheeler, between consumers of various age groups

   b. **Marital Status:**
   
   H₀: Marital status of consumer has no Influence of Consider Price over Features when buying their first two wheeler
   
   H₁: There is significant deference in Consider Price over Features when buying their first two wheeler single and married consumers

   c. **Location:**
   
   H₀: Location of consumer has no Influence of Consider Price over Features when buying their first two wheeler
   
   H₁: There is significant deference in Influence of Consider Price over Features when buying their first two wheeler between rural and urban consumers

   d. **Ownership of Brand of Two Wheeler:**
   
   H₀: Ownership of Brand of Two Wheeler has no Influence of Consider Price over Features when buying their first two wheeler
   
   H₁: There is significant deference in Influence of Consider Price over Features when buying their first two wheeler among various ownership of Brand of Two Wheeler

13. **Discount**
   
   a. **Age:**
   
   H₀: Age of consumer has no Influence of discount on buying decision
   
   H₁: There is significant deference in Influence of discount on buying decision between consumers of various age groups
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b. Marital Status:
   
   \( H_0 \): Marital status of consumer has no Influence of discount on buying decision
   
   \( H_1 \): There is significant deference in Influence of discount on buying decision between single and married consumers

c. Location:
   
   \( H_0 \): Location of consumer has no Influence of discount on buying decision
   
   \( H_1 \): There is significant deference in Influence of discount on buying decision between rural and urban consumers

d. Ownership of Brand of Two Wheeler:
   
   \( H_0 \): Ownership of Brand of Two Wheeler has no Influence of discount on buying decision
   
   \( H_1 \): There is significant deference in Influence of discount on buying decision among various owners of Brand of Two Wheeler

B. Influence of Buying Decision of Consumers on Marketing Strategies of three companies

1. Marketing Strategies of HERO Company

a. Age:
   
   \( H_0 \): Age of consumer has not influenced by marketing strategies of HERO company
   
   \( H_1 \): Age of consumer has influenced by marketing strategies of HERO company

b. Marital Status:
   
   \( H_0 \): Marital Status of consumer has not influenced by marketing strategies of HERO company
   
   \( H_1 \): Marital Status of consumer has influenced by marketing strategies of HERO company
c. **Location:**

\[ H_0: \text{Location of consumer has not influenced by marketing strategies of HERO company} \]

\[ H_1: \text{Location of consumer has influenced by marketing strategies of HERO company} \]

d. **Ownership of Brand of Two Wheeler:**

\[ H_0: \text{Ownership of Brand of Two Wheeler has not influenced by marketing strategies of HERO company} \]

\[ H_1: \text{Ownership of Brand of Two Wheeler has influenced by marketing strategies of HERO company} \]

2. **Marketing Strategies of Bajaj Company**

a. **Age:**

\[ H_0: \text{Age of consumer has not influenced by marketing strategies of BAJAJ company} \]

\[ H_1: \text{Age of consumer has influenced by marketing strategies of BAJAJ company} \]

b. **Marital Status:**

\[ H_0: \text{Marital Status of consumer has not influenced by marketing strategies of BAJAJ company} \]

\[ H_1: \text{Marital Status of consumer has influenced by marketing strategies of BAJAJ company} \]

c. **Location:**

\[ H_0: \text{Location of consumer has not influenced by marketing strategies of BAJAJ company} \]

\[ H_1: \text{Location of consumer has influenced by marketing strategies of BAJAJ company} \]
d. **Ownership of Brand of Two Wheeler:**

  \( H_0 \): Ownership of Brand of Two Wheeler has not influenced by marketing strategies of BAJAJ company

  \( H_1 \): Ownership of Brand of Two Wheeler has influenced by marketing strategies of BAJAJ company

3. **Marketing Strategies of TVS Company**

a. **Age:**

  \( H_0 \): Age of consumer has not influenced by marketing strategies of TVS company

  \( H_1 \): Age of consumer has influenced by marketing strategies of TVS company

b. **Marital Status:**

  \( H_0 \): Marital Status of consumer has not influenced by marketing strategies of TVS company

  \( H_1 \): Marital Status of consumer has influenced by marketing strategies of TVS company

c. **Location:**

  \( H_0 \): Location of consumer has not influenced by marketing strategies of TVS company

  \( H_1 \): Location of consumer has influenced by marketing strategies of TVS company

d. **Ownership of Brand of Two Wheeler:**

  \( H_0 \): Ownership of Brand of Two Wheeler has not influenced by marketing strategies of TVS company

  \( H_1 \): Ownership of Brand of Two Wheeler has influenced by marketing strategies of TVS company
5.6 Research Accuracy

Methodological approach implied in all the four stages of this particular research offers accurate results. Explanation related to accuracy demands for explanation. Research are inclusive of trade-offs led among validity, relevance, generalizability and reliability as explained below:

Relevance in the process of data collection is established through the research usefulness towards the consumers of relevant results. We make an endeavor to make the data collected relevant to the readers and researchers.

Validity is the appropriateness of the research method and data collection techniques (Daymon, 2002). Comparing the interpretation of the researcher with the sample can provide validity. In order to ensure that this study is valid, we decided to use an already existing validated instrument and the data collected through the instrument was scientifically analyzed through SPSS in order to ensure accuracy and validity of the data.

Reliability is the ability to replicate the derived results by the way of using same techniques, by offering results that all the other researchers can repeat (Daymon, 2002). We conducted this study with a lucid and clear research method. We have attached the Data Collection instrument (Questionnaire) in the Appendix and also mentioned the original source from which this instrument was derived. Furthermore, we also explain in detail the results that were analyzed through SPSS, thus whoever wants to conduct a study on this subject can use the findings of this study and will find a degree of consistency and reliability, since the methodology has been explained with absolute clarity.

Generalizability has been identified by the ability to make a prediction accurately from a sample to entire population that has been represented (Moustakas, 1994). Furthermore, Daymon (2002) states that generalizability
means the degree to which the findings of a study can be applied to a whole. (Kemp, 2004).

5.7 Research Ethics

Social unit or aspects related to social arrangement follow ethical notions. These notions determine the standards related to professional behavior. Ethics are subject to guide the researcher to undertake fair play and integrity, specifically in terms of research participants. Technical competence is considered as a part of ethical obligation as it can ensure the fairness of the research and relevant awareness and integrity as per the credibility of the researcher (Coderre & Mathieu, 2004).

In the present research, following ethical notions are followed (Antonius, 2003)-

- Keeping participants informed about research purposes.
- Ensuring that participants have adequate amount of awareness related to the activities regarding the research findings.
- Answering all kinds of queries, or questions doubts related to the research topic at every possible point in the process of the research.
- Requesting genuine permission from the participants in order to continue the process of the research.
- Respecting right to refusal in the process of participation of the participants.
- Respecting right to withdraw by the participants from the project at any given time.

In the process of collecting data, we ensure that there is complete adherence to research ethics and that the respondents have complete freedom in terms of filling up the questionnaire. Every participant is treated with utmost respect and any query with regards to the filling of the questionnaire is handled appropriately for the convenience of the respondent (Merriam, 2009).
5.8 Summary

The Methodology section examined the research approach and data collection process and justification for using these methods. The discussion of the findings will be discussed in the coming Chapters. This study adopts a quantitative and descriptive approach, where respondents were selected through the method of convenience sampling. The optimal sample was selected in reference to the company matching with the respondents. Researcher then used a general analytical strategy based on theoretical propositions and ensured that the four tests of validity (Constructing Validity, Internalizing Validity, Externalizing Validity and Reliability of the Study) as stated by Yin (2003) were applied to this study in order to bring in credibility and quality to the research project.

Further, testing of hypothesis on various parameters of consumer behaviour about buying decision of two wheelers, Factor Analysis is used for finding top 4 variables having maximum correlations with their respective components and independent to each other and spearman’s rank order correlation is used to determined the relationship between the consumer behavior and marketing strategies of Hero, Bajaj and TVS companies.