CHAPTER -7
RESULT
CHAPTER 7
RESULTS

7.1 Background

The subject of consumer behaviour has been important from the beginning as well, for the marketers and industry. However, globalization and growing competition has ensured that organizations pay heed to what consumers want and their behaviour towards the product or service offered by the company. Greater and easy access to information has ensured that the users are more conscious of their decisions while selecting a product, and this has made the task of marketing even more difficult. Consumer behaviour has always been an area of interest for the organizations as it enables them to provide suitable offerings in the market, and on the other hand an error in understanding the same may lead to dire consequences for the company (Young & Holland, 2009). As a result, organizations are focussing more and more on the consumer behaviour topic.

The ever increasing significance of understanding behaviour of customers has made it even more crucial for strategy makers in the organization to comprehend the same and align the marketing approach of the company with it. Rehber and Turhan (2002), suggest that the marketing strategy needs to take into account the behaviour, cognition and other similar parameters. Analyzing the behaviour of consumers gives an edge to the marketers while formulating strategy, as it provides them information on how, what and why related to the purchase behaviour of users. This enables the strategy makers to create the right marketing campaigns which can address the said how, what and why.

As pointed out through the literature review section as well, marketing strategy and consumer behaviour need to be in sync so that the marketers can come up with the right approach and the product campaigns can strike the
exact chord with the customers. As per Chiliya et al. (2009), the marketers should analyze their consumers through primary and secondary methods, so as to have the correct strategy in place. The current research focuses on determining whether the strategists at Bajaj follow this practice or not, and is the consumer behaviour taken into account while formulating marketing strategy at the company. In order to answer these questions, researcher studied the views of two wheeler customers of Bajaj. This chapter elaborates on the findings of the statistical analysis chapter.

7.2 Discussion

The study is aimed at determining whether the inferences from consumer behaviour are taken into account while formulating marketing strategy in a company. The research is carried out for two wheeler industry with Bajaj two wheelers as the focus organization, and a comparison is drawn with the two other key names in the sector i.e., Hero and TVS. Researcher has selected the Jaipur region for the study due to convenience of location. In order to collect the views of customers on the subject, researcher utilized the survey approach since it enabled the collection of data from a large sample of respondents, and with the consumer base being quite large for Bajaj, so a survey approach was more suited as compared to other forms of primary data collection.

The data was collected by the researcher from Jaipur region with a sample size of 302 respondents. According to Tuson and Lampkin (2004), analyzing the post-purchase behaviour of customers, enables the marketers to understand whether the product has been able to fulfil the expectations of the consumer or not. As such, in the study, the respondents were surveyed through a questionnaire which was given to them at various locations including showroom, and service station. The data so collected was interpreted and analyzed through the use of statistical software SPSS version 22.0. The findings of the data are discussed hereunder.
Li (2002) advocates that the demographic characteristics play a vital role in strategy formulation for the marketers. Additionally, capturing the demographic profile in the survey ensured that the uniformity of sample population could be verified, and the possibility of a bias was eliminated.

Total 302 respondents opinion was taken for the study on 15 parameter of consumer behaviour on scale of 1 to 5 wherein 29.8% respondents belong to strongly agree category and 29.8% were falling under agree group and 40.4% respondents were neither agree nor disagree group, whereas no respondents has disagreed or strongly disagreed group.

The first demographic characteristic covered in the survey was age. Respondents with age ranging from 18 to 60 years were covered in the study. The majority of population part of the survey was in the age group of 18 to 35 years with almost 56.29% and 43.7% respondents were in age group of 35-60 yrs. The findings also indicate that most of the population comes from middle age bracket, and this can also imply that the sample population was quite young, mature and experienced.

The next attribute which was part of the demographic section was gender. According to Schiffman and Kanuk (1996), there are certain products which are more associated with a particular gender, and hence it is important to capture this aspect as well while carrying out a research. As Bajaj is mainly into motorcycles and with Jaipur region being more traditionally oriented, so the motorcycles are generally owned by males only. This was reflected in the gender profile of the survey, which was 100% male. The third aspect of demographic profile on which the respondents were questioned was marital status. According to the findings the married vis-a-vis unmarried ratio was 90:10 in the study. This implies that married consumers having family who are real consumers are our respondents. The next key element which was required in the survey was the location of respondent. The findings indicate that half of
the respondents were from the Jaipur city, and rest of the participants were from rural tehsils. Representation of all the regions of Jaipur was taken into consideration while carrying out the survey by the researcher.

In order to ensure the validity of the study, researcher also captured the ownership of all brands are in the ratio of market share ie 182 consumers were from HERO ,52 from BAJAJ ,44 from TVS and 24 others.

The first section of the survey were in different parameter were surveyed and consumers were asked to revert on 5 level of agreement.

60% of the respondents belong to strongly agreed, agreed and neither agree nor disagree category are having HERO brand and 40% of respondents belong to strongly agree, agree and neither agree nor disagree category are from other than HERO brand.

This section was more focussed on providing answers to the questions of the research and testing the hypothesis.

1. **Price of product and income level**

   The study indicated that respondents who felt that their income was not a factor in their buying decision also disagreed that the pricing of product is an important element in their product selection. About 50% of the respondents strongly disagreed with income as a decision making factor in their two wheeler purchase, also strongly disagreed with price of products as a determining factor in their product purchase. This finding is not in agreement with the views of Capon and Hulbert (2001), who had advocated that income of the buyer is a major factor in their ability to buy a particular product or service. This has a significant implication for the marketers at Bajaj that offering low price product will not necessarily mean that customers will opt for the product, as against competitor offerings which may be priced slightly higher.
2. **Quality and features**

   The next aspect covered the views of respondents on the factor of quality and features in the two wheelers. About 64% customers agreed that features of two wheelers have a say in their selection of two wheelers and 79% strongly agreed that quality of two wheelers have a definite impact on their decision making towards a particular product. This implies that quality is a vital factor in product selection for two wheeler customers in the Jaipur region. Verma and Gupta (2006) have also indicated that quality is considered to be a crucial attribute for product selection, especially when the product is not a frequently moving consumer good. Therefore the findings of the study on this aspect confirm to the previous researches. Marketers need to be aware of this fact as it is an essential characteristic for product selection by customers, and Bajaj two wheelers need to confirm to the expectations of the consumers.

   Simonson and Tversky (1992) advocate that adding a small feature can also have an impact on the customers' perception of quality, and hence can be used to create difference from the offerings of others in the industry.

3. **Warranty**

   It is a feature which is offered on every automobile and is also highlighted by the marketers and sellers while offering the product to the customer. Findings of the study confirm that 66% of consumers gave weight age to this aspect.

   Indian two wheeler industry is said to be price sensitive, however the same is not true when it comes to picking between quality and price. This is apparent from the responses of the customers surveyed in the research. According to the findings of the study, about three-fourth of the respondents who strongly agreed that quality of the product was a decisive factor in their product selection process, disagreed that price is given preference over
features by the individual procuring the two wheeler for the first time. Therefore it can be deduced that price is not the key criterion which will fetch a two wheeler company more numbers. On the other hand quality of the product would definitely help in shoring up the sales for the two wheeler companies. Mahrotra and Sharma (2012) in their study on the buying behaviour of two wheelers, have also confirmed that price is not the most important factor for the buyers, and quality is a more vital element. Thus it can be concluded that first time buyers are not that price conscious as they are about quality and features of the two wheeler, which they are going to buy.

As per the findings of the study, marketers also draw attention to this feature of the two wheelers as it is a high priority factor for the customers while selecting a two wheeler and is a deciding factor or an attribute which can get the brand an edge over its rivals.

4 Brand-

According to Saaravanann and Panchanatham (2009), there are various aspects considered by customers while selecting a two wheeler, however large numbers of buyers mainly give importance to the brand image of the vehicle when selecting the same. The findings of the present study are similar to that of the research of Saaravanann and Panchanatham (2009), wherein a significant number of respondents strongly agreed to the impact of brand reputation in the purchase decision of customers. Further, about 78.8% of the individuals who strongly agreed with the concept of brand image as a deciding factor in their product selection, also agreed strongly that quality of two wheelers has a substantial impact on their level of satisfaction. This implies that for the customers, quality of vehicles influences the brand image, and if the marketers need to create a better brand image for the product then they need to focus on the quality of the same.
5. **Fuel Consumption**

The other feature captured by the survey was fuel consumption as a deciding factor, and the looks of two wheelers as an influencing element in decision making process of customers. As per the findings of the survey, about 45.7% respondents who strongly agreed that fuel consumption was a crucial element of their decision towards a particular product, as well as 52.32% respondents also strongly agreed on the point that looks of two wheeler were also quite important while deciding on a specific model. According to the findings of the study of Soni and Soni (2012), mileage is a crucial factor for people in all age groups, and the findings of the current research are in line with the same. Moreover, for the marketers it is important to note that customers who focus on mileage do not leave the looks aspect of the two wheeler, and hence the marketing plan should be devised in such a way that both the looks and the fuel efficiency are given due importance.

6. **Comfort, Safety & Luxury**

The next aspect captured the respondents views on the subject of comfort, safety and luxury of the two wheeler. The study pointed out that 48% respondents who strongly agreed with that comfort and safety followed by luxury had a say in their selection of the particular two wheeler, also strongly agreed that looks of the two wheeler were quite important for them while deciding the specific product. This has an implication for the marketers in the sense that while highlighting the comfort, safety and luxury features of the two wheeler, the looks must also be given due position as the two are not independent.

7. **Service Quality**

Service quality is considered to be an important factor in almost every industry today to create a difference in the crowded market place, especially with the growing competition. According to a study by Saraswathi (2008), service experience of customers after the sales has a significant bearing on the
overall satisfaction and perception of customers. Findings of the research are also in line with that of Saraswathi (2008). As per the survey, customers who agree that service quality has a definite impact on their perception of the two wheeler industry, also agreed that the ease of access to service centres influences their product selection. This leads to the deduction that the marketers need to capture the positive experiences of customers during the service and ensure that they are satisfied with the service quality. They can then highlight the same to a new customer and also bring out the ease of getting a vehicle serviced, as service quality and serviceability are important parameters for the customers while selecting a particular product.

7.3 TESTING OF HYPOTHESIS-

Since we have 3 or 4 groups in this study design, determining which if these groups differ from each other is important. We did this using post hoc test using Mann Whitney test.

Summary of consumer behaviour about buying decision of 2 wheeler on 4 groups are-

**Table 7.1: Summary of consumer behaviour about buying decision of 2 wheeler on 4 groups**

<table>
<thead>
<tr>
<th></th>
<th>AGE</th>
<th>MARTIAL STATUS</th>
<th>LOCATION</th>
<th>BRAND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price of product</td>
<td>Consumer Less than 35 yrs is more influenced</td>
<td>Unmarried consumer is more influenced</td>
<td>No influence</td>
<td>TVS has more influence</td>
</tr>
<tr>
<td>Features of 2 wheeler</td>
<td>Age has no significant influence</td>
<td>No influence</td>
<td>No influence</td>
<td>Bajaj has more influence</td>
</tr>
<tr>
<td>Level of income</td>
<td>Consumer Less than 35 yrs is more influenced</td>
<td>Unmarried consumer is more influenced</td>
<td>No influence</td>
<td>TVS has more influence</td>
</tr>
<tr>
<td></td>
<td>Warranty</td>
<td>Quality</td>
<td>After Sales service</td>
<td>Brand reputation</td>
</tr>
<tr>
<td>-------------------</td>
<td>----------</td>
<td>---------</td>
<td>---------------------</td>
<td>------------------</td>
</tr>
<tr>
<td><strong>Warranty</strong></td>
<td>No influence</td>
<td>No influence</td>
<td>No influence</td>
<td>No influence</td>
</tr>
<tr>
<td><strong>Quality</strong></td>
<td>Consumers more than 35 yrs is more influenced</td>
<td>Unmarried consumer is more influenced</td>
<td>No influence</td>
<td>No influence</td>
</tr>
<tr>
<td><strong>After Sales service</strong></td>
<td>Consumers more than 35 yrs is more influenced</td>
<td>Unmarried consumer is more influenced</td>
<td>No influence</td>
<td>No influence</td>
</tr>
<tr>
<td><strong>Brand reputation</strong></td>
<td>Consumers more than 35 yrs is more influenced</td>
<td>Unmarried consumer is more influenced</td>
<td>No influence</td>
<td>No influence</td>
</tr>
<tr>
<td><strong>Fuel consumption</strong></td>
<td>Consumers less than 35 yrs is more influenced</td>
<td>Unmarried consumer is more influenced</td>
<td>No influence</td>
<td>No influence</td>
</tr>
<tr>
<td><strong>Looks</strong></td>
<td>Consumers less than 35 yrs is more influenced</td>
<td>Unmarried consumer is more influenced</td>
<td>No influence</td>
<td>No influence</td>
</tr>
<tr>
<td><strong>Access to service center</strong></td>
<td>Consumers less than 35 yrs is more influenced</td>
<td>Unmarried consumer is more influenced</td>
<td>No influence</td>
<td>No influence</td>
</tr>
<tr>
<td><strong>Comfort &amp; luxury</strong></td>
<td>Consumers less than 35 yrs is more influenced</td>
<td>Married consumer is more influenced</td>
<td>No influence</td>
<td>No influence</td>
</tr>
<tr>
<td><strong>Price over features</strong></td>
<td>Consumers less than 35 yrs is more influenced</td>
<td>Married consumer is more influenced</td>
<td>No influence</td>
<td>Other brand consumer is more influenced than Bajaj-hero-TV</td>
</tr>
<tr>
<td><strong>Discount</strong></td>
<td>Consumers more than 35 yrs is more influenced</td>
<td>No influence</td>
<td>No influence</td>
<td>No influence</td>
</tr>
</tbody>
</table>
7.4 **Factor Analysis**-

Extraction method using principal component analysis is done and Rotation method using varimax with Kaiser normalization with this following 4 variables were extracted from 4 component –

1. Price of product.
2. Quality of 2 wheeler
3. Features
4. Warranty.

These 4 variables have maximum correlations with their respective components and independent to each other.

7.5 **MARKETING STRATEGY**-

302 respondents were asked to reply on questionnaire related to Bajaj, hero, TVS and were asked to rank in terms of grading.

Consumer responses on different factors of Marketing strategies-

Saravanan et al. (2009), carried out a study to ascertain the impact of showroom service on the satisfaction of consumers. According to the findings in their study, the showroom features do have a considerable influence on the contentment level of the visitors and customers. The data analyzed for the current study also confirmed the findings of the Saravanan et al. (2003). The research also confirmed that majority of customers, i.e. about 59%, who rated Hero as the better option as compared to Bajaj and TVS on location and accessibility, also approved Hero on the parameter of showroom ambience. This indicates that customers find Hero showrooms easily accessible, suitably located, as well as having a better ambience. Bajaj ranks at number 2 on the same, which is where the marketers at Bajaj need to work.

The next aspect covered in the survey was the dependence of service quality and timely delivery. About 66% respondents who rated Hero as better company in terms of service quality, also gave it a higher position on
the timely delivery factor. The study therefore leads towards the deduction that Hero gives good quality service and also honours the time promised for delivery. This definitely helps Hero in capturing customers and ensuring satisfaction on the service aspect. Further, the significance of service quality has already been highlighted in the study of Saraswathi (2008) discussed above. In addition, Datta (2010) also confirmed that prior experience of the customers is a crucial element in their decision making towards a specific product.

As per the findings of the study carried out by Rigopoulou et al. (2008), after sales service has a definite relationship with the repurchase strategy of the customers. In addition, consumer behaviour is influenced positively by good service quality (Zeithaml et al., 1996). The service quality has a significant impact on various aspects including customer satisfaction, consumer behaviour, and even the buying approach. As per the findings of the study, more than half of the respondents strongly agreed that after sales service of two wheelers had an influence on their buying behaviour. This directly implies that the companies need to address this factor with much more attention. However, Bajaj did not fare well on this aspect, and about 66% of these respondents in the Jaipur region gave their vote in favour of Hero as a company offering better service quality than its two arch rivals Bajaj and TVS. The company needs to take note of this fact and improve upon the same so as to have a better acceptance and sales in the region.

Wood and Wilson (1985), are of the view that advertising and consumer awareness play a crucial role in the intention of customer to buy a particular product or service. In addition they also advocate that the factors of advertising and awareness influence the consumer behaviour as well. On this front, Hero beats both Bajaj and TVS by a significant margin in the Jaipur region. As per the findings of the study, about 75% of the respondents who rated Hero as the number one company in terms of advertising, also gave it the first position with regards to the advertisement among the three two wheeler companies part of the research. Marketers at Bajaj seem to be lagging behind as can be made out from the views of the participants in the survey. Therefore
the marketing department needs to take into account this aspect of consumer behaviour, and ensure more presence as well as advertisements.

A product is believed to have the right price if customers see it as a value for money. The success of a marketer is determined by how well the marketing department is able to get the customers to agree with the notion that the product that they are going to purchase or have already bought is worth every penny spent by them. Drucker (1999), advocated that offering value to the customers is quite important in the changing times. On the aspect of value for money, Hero ranks way above Bajaj and TVS, as can be deduced from the data analyzed for the current study. Further, the research also concludes that brand is related with the factor of value for money. This implies that a brand is a better which has a higher value for money. About 58% of the customers who confirmed that Hero has better value for money, also agreed that Hero is a better brand.

The next test determined whether customers having a higher quality product also get a better resale of the product. The data so analyzed for the present research pointed out that about 58% customers who agreed that Hero two wheelers have a higher product quality than its competitors also agreed that Hero two wheelers have a better resale as against Bajaj and TVS. This implies that the product which customers perceive to be of a superior quality has a higher resale in the market. According to a study carried out by Sharma et al. (2007), product quality is an important benchmark on which customers preferences are rated. Therefore, product quality is something which needs to be given due significance by the companies so that the customers get a higher value for their product when go out to sell the same.

The significance of marketing for a company has been highlighted by numerous researchers, and the relationship of the same with product quality has been captured by the researcher in the next question. As per the findings of the study, about one fourth of the participants in the survey were of the view
that Bajaj has a poor marketing strategy, and the same respondents also indicated that the product quality of Bajaj was not good. Therefore it can be concluded from the results that Bajaj needs to improve upon both the marketing as well as the product quality of its two wheelers. Moreover, a better impression through marketing will definitely have a positive impact on the customer satisfaction from the product. Researcher also determined the relationship between marketing and service. The findings of the research indicated that the respondents who were of the view that Bajaj was not good at the marketing, also confirmed that the service was not up to the mark at the company. This implies that the poor quality has an influence on marketing as well as the service quality. The study carried out by Reddy (2000) analyzed the responses of customers in Hyderabad, also pointed out that service has an impact on the consumer behaviour among various other factors. The service aspect needs to be given greater attention by the company so as to create brand ambassadors for the marketing of the product.

Doods et al. (1991), point out that various researchers have indicated that the perception of product quality by customers works as a basic element in the determination of their approach and also their choice of a specific product. Moreover, quality management is being utilized more and more as a tool for having competitive advantage as well as enhancing performance of the organization (Reed et al., 2000). Therefore it becomes imperative for the companies to focus on product quality. According to the study as well, a significant number of respondents indicate that product quality is a important factor which influences their level of satisfaction. Further, participants who strongly agree that product quality has a say in their satisfaction level, rate Hero as a better product on the quality perspective as compared to Bajaj and TVS. Thus it can be made out from the findings that Hero two wheeler users are a more satisfied lot, and majority of the surveyed population rates Hero products higher on the quality factor. Bajaj needs to address this issue.
7.6 Relationship between consumer behaviour and Marketing strategies-

As Spearman’s rank order correlation is calculated to determine the relationship between consumer behaviour and marketing strategies of various companies and found-

1. Positive correlation found between consumer behaviour and marketing strategies of hero company.
2. Negative correlation found between consumer behaviour and marketing strategies of Bajaj Auto.
3. No correlation found between consumer behaviour and marketing strategies of TVS company.

7.7 TESTING OF HYPOTHESIS-

Post hoc test using Mann Whitney U test is used since we have 3 or four group in this study design, determining which of these groups differ from each other is important.

Table 7.2: Manufacture wise Summary of consumers about buying decision of 2 wheeler on 4 groups

<table>
<thead>
<tr>
<th></th>
<th>AGE</th>
<th>MARTIAL STATUS</th>
<th>LOCATION</th>
<th>BRAND</th>
</tr>
</thead>
<tbody>
<tr>
<td>HERO</td>
<td>Consumers Less than 35 yrs is more influenced by marketing strategy</td>
<td>Unmarried consumer is more influenced</td>
<td>Urban consumer is more influenced than rural</td>
<td>TVS consumer are more influenced by marketing strategy of Hero.</td>
</tr>
<tr>
<td>BAJAJ</td>
<td>No effect on marketing strategy</td>
<td>Married consumer is more influenced</td>
<td>Urban consumer is more influenced than rural</td>
<td>Buying decision of hero consumers have more influence on Bajaj than others.</td>
</tr>
<tr>
<td>TVS</td>
<td>Consumers Less than 35 yrs is more influenced</td>
<td>No effect</td>
<td>No effect</td>
<td>Consumers other than Bajaj have more influence on TVS company.</td>
</tr>
</tbody>
</table>
7.8 **Summary of findings**-
1. Bajaj stood no2 position among Hero, Bajaj and TVS in terms of popularity in Jaipur market. Hero users are satisfied on quality front.
2. Price, Quality, features and warranty are 4 variables that Bajaj need to focus on.
3. Offering a low priced product will not necessarily mean that consumer will opt for the product as against the competitor offerings which may be priced slightly higher.

Marketer in Bajaj need to be aware of this fact as it is an essential characteristic for product selection by consumers and company need to conform to the expectations of the consumers.
4. Urban and married consumers are not in agreement on Bajaj Marketing strategy.
5. Negative correlation is found in marketing strategy and consumer behaviour in Bajaj company.

7.9 **Marketing Strategy of Bajaj Company**-

The data has been analyzed and discussed in the previous sections and chapters.

According to Rice (1997), in the event of formulating marketing strategy on the base of consumer behaviour, marketers can expect to have a higher sales, profitability, and a competitive edge over the rivals. In addition, Young and Holland (2009) have also confirmed that marketing campaigns which are not founded upon customer values and requirements, generally do not achieve the kind of success which the marketers are looking for. The secondary data points out that the marketing strategies of the organization need to be aligned with the consumer behaviour in order for the marketing and sales to be successful.
The data captured by the researcher through primary methods which were analyzed in the previous chapter through spearman’s rank order correlation is calculated the relationship between consumer behaviour and marketing strategies of Bajaj company. There is negative correlation found between the same which was statistically significant at 1% level of significance.

The significance of consumer behaviour for marketers has also been indicated by the respondents in the survey. According to the findings of the study, participants in the research did not rate Bajaj well on the marketing aspect. In addition, the analysis also confirmed that marketing has an implication on quality, service and innovation perception of customers. This means, a large number of customers who did not find Bajaj to be good on the aspect of marketing also had similar observation on quality, service, and innovation characteristics of the organization.

The above findings lead towards the conclusion that Bajaj’s marketing strategy does not fare well on the customer's expectations and values. The company needs to improve upon the same and therefore it can be deduced from the primary data that marketing strategies of Bajaj are not in line with the behaviour of consumers.

7.10 Comparison with Hero and TVS Company-
A. Marketing Strategy of HERO Company

AGE-

Buying decision of consumers having age less than 35 years is more influenced by marketing strategy of hero company than consumers having their age equal or more than 35 Years.

MARTIAL STATUS-

Buying decision of unmarried consumers is more influenced by marketing strategies of HERO company than the married consumers.
LOCATION-
Buying decision of Urban consumers is more influenced by marketing strategy of HERO company than rural consumers.

OWNERSHIP OF BRAND OF TWO WHEELER-
After post hoc testing, it is found that buying decision of consumers having TVS have more influence by marketing strategies of HERO Company than others.

B. Marketing Strategy of BAJAJ Company

AGE-
Age of consumer has no significant effect on marketing strategies of Bajaj Company.

MARTIAL STATUS-
Buying decision of married consumers is more influenced by marketing strategies of BAJAJ company than the unmarried consumers.

LOCATION-
Buying decision of Urban consumers is more influenced by marketing strategy of BAJAJ company than rural consumers.

OWNERSHIP OF BRAND OF TWO WHEELER-
After post hoc testing, it is found that buying decision of consumers having HERO have more influence by marketing strategies of BAJAJ company than others. TVS have least influence on BAJAJ marketing strategies.

C. Marketing Strategy of TVS Company

AGE-
Buying decision of consumers having age less than 35 years is more influenced by marketing strategy of TVS company than consumers having their age equal or more than 35 Years.
MARTIAL STATUS-
Martial status of consumers has no significant effect on marketing strategies of TVS company.

LOCATION-
Location of consumers has no significant effect on marketing strategies of TVS company.

OWNERSHIP OF BRAND OF TWO WHEELER-
After post hoc testing, it is found that buying decision of consumers having other than Bajaj have more influence marketing strategies of TVS Company.

Buying decision of consumers having Bajaj have less influence marketing strategies of TVS Company than others.

Thus basis above study, we can conclude that Bajaj have a different marketing strategy than Hero, TVS on all age, marital status and location.

7.11 Summary
The subject of consumer behaviour has been an area of interest for the researchers and industry professionals from the beginning itself. The wide area which is influenced by the approach of customer for the companies, makes it even more important for various departments of the company to study it. The growing competition and the changing consumer preferences make it vital for the marketers especially to understand the consumer behaviour and prepare their strategies accordingly. The study is focussed on understanding whether the two wheeler industry at Jaipur does follow this approach or not. The research in particular analyses the case of Bajaj in the region, by comparing its position with the two major players in the area – Hero and TVS.
The discussion chapter has been able to analyse the findings of the statistical analysis, and evaluate the hypothesis formulated at the beginning of the study. This section pointed out that Bajaj does not really meet the customer expectation while formulating marketing strategy. In addition, the characteristics of quality, branding, presence and value for money matter more to the customers than the actual price, as per the findings of the research. The study indicated that Bajaj needs to be more responsive to the customer's demands and prepare their advertisement as per the expectations of the consumers. The primary as well as secondary data was utilized by the researcher for validation of the hypothesis. The following chapter concludes on the overall research and the findings of the study. In addition it also evaluates the research objectives laid out in the beginning of the research.