ABSTRACT

Introduction

Growing customer needs and requirements ignite the engine of innovations over the year. Fundamentally, all innovations disrupt the market share of all companies currently playing at the market. Thus, innovations and subsequent products coming after have to be strategically marketed with no to two-wheeler industry either.

Traditionally, any innovations, particularly in two-wheeler industry and marketing of such two-wheelers, have largely been adopting the 4Ps Marketing Mix and related strategies to place them into the markets (Ettenson et al., 2013; Kotler, 1993). Marketers went along with the consumer behavior as to know how they adopt a product though (Rogers, 1976). In contrast, market researchers recently have started to rethink on the age-old marketing mix concept and dared to challenge that there is much more to it (Ettenson et al., 2013). Likewise, two-wheeler marketing strategies in India have been remarkably evolved out by challenging traditional marketing practices. However, for the two-wheeler segment, the success of marketing is reflected through many ways, the most important one out of them is a solid customer base who might advocate their products to the prospective customers (Mani & Tripathy, 2013). Hence, the customers are left with a broader choice than ever before. Keeping in this in view, it is quite evident that understanding consumer needs and psyche is the pathways to the success of any marketers, but the concern is how? Perhaps, all marketers rely on promotional strategies to prompt a buying decision. Even then, a consumer would not be taking ultimate buying decision unless he/she is being led by many factors such as culture, social, personal and psychological (Mani & Tripathy, 2013). Therefore, marketing here in this research is all about knowing two-wheeler customers so well that the product sells itself.

So, this research is an instigating effort to substantiate the efficiency of the marketing mix and marketing strategies towards creating a competitive advantage particularly for the two-wheeler industry in a North Indian context. Alongside, the researcher is in the view that there should be a comprehensive study carried out on a massive scale in the wake of digital marketing and other modern marketing practices adopted by different types of industries.
Statement of the Problem

In India, the two-wheeler segment of the automobile industry has been predominantly chosen for the daily transportation needs of the common men. While there are more alternatives for two-wheelers available in the market, consumers would still be confused to differentiate as what is best out of them. Automobile manufacturers must know if a relationship existed between the profile of these consumers, the most important buying criteria they used when considering the purchase intention and the final brand that was selected at point of purchase to know the purchase intention of the consumer the study is made in three phases which is interlinked to one and other. Indian two-wheeler consumers' preference and perception of motorcycles have to be analyzed to examine whether the manufacturers meet the expectations of the consumers. In the purview of this important problem, the manufacturers or dealers conventionally use important Marketing Mixes and allied strategies to know and meet the consumer's needs real-time.

Theoretically, the efficacy of marketing of the two-wheelers relies on the attention to four key elements - the two-wheeler itself, its price, how it is promoted, and where it is sold. This mixture is called the marketing mix, and it is used as a tool for planning product launches and campaigns. Before focusing on the marketing mix, manufacturers need to describe the target market for their product by defining which groups of consumers are most likely to purchase it. It is always important to note that the faster you get to know the consumer's taste and preference, and the quicker the market capturing would be. Thus, it is essential to keep the expectations of consumers on radar always; together, fast recognizing of the consumer's preferences and tastes changes. Technically, buying behaviors of the consumers are reflected through the purchase intention of the users. Thus, the crux of the problem lies in how to define an organic buying behavior (consumer behavior). Otherwise, it is called as the demand generation push factors from the manufacturer's perspective. Essentially, behaviors are only measured by directly observing the consumers coming at the showroom. But, it's quite impossible to judge if the consumers have a prompt and informed decision by observing them.

Two-wheeler manufacturer continually upgrades and brings in new products and services to differentiate from and make their consumer base stay away from its competitors. However, many new product launchings have been grossly unsuccessful.
Advancement of automotive engine technology has necessitated higher performance but are expensive and mostly less attractive to the masses. As a result, the adoption of the new brand and usage of two-wheelers has met with a muted response in India. Marketing companies have positioned their products in a vast array of outlet types and used various modes of promotions, which have yielded relatively no results. Given the low involvement product category, effective promotional mix remains a considerable challenge. In essence, what the two-wheeler industry needs is a mechanism that helps to know the purchase intention that would serve as the base for all marketing mix formulations.

It is prevalent to know which 'P' among the Marketing Mix Model is vital to assess the purchase intention of two-wheeler users in Uttar Pradesh too. Besides, this investigation is looking out for a measurement method that can give dealers insights into how to allocate their budgets best and plan long-term in select cities such as Aligarh, Kanpur, and Lucknow. The cities chose in for the study are instead classified as Urban area (City area) and Rural area (Fringe/Outskirts areas) to comprehend the consumer tastes.

Research Gap

After going through extensive literature review, it was observed that numerous studies have been conducted in different contexts and countries measuring behavioral intention of customers or customers. Purchase Intentions have been measured by different researchers toward Solar Product, Halal Food Product, Fashion Brands etc taking different dimensions of marketing strategies and intentional theories (Theory of Planned Behavior) but researcher could not find a single study where Purchase Intention of two wheeler customers has been measured using different dimensions of marketing strategies. Moreover, hardly there are few researches which have tried coping the practices of marketing strategies with attaining competitive advantage in Indian two wheeler industry. Apparently, there is dearth of research in the field of research pertaining to automobile industry, particularly two wheeler industry and that research gap further widens up when it comes to measuring the Purchase Intention of two wheeler customers taking various dimensions of marketing strategies along with one of the antecedents of behavioral intention theory which is Social Norms. Henceforth, in this study, researcher took up the challenge to fill this gap by
measuring the Purchase Intention among two wheeler customers using different dimensions of marketing strategies along with Social Norms.

Research Questions

Based on the statement of problem and research gaps, the following research question has been framed?
1. Is there any significant difference in production, sales, and exports of two-wheelers across selected two-wheeler companies?
2. What are the significant factors which affect the purchase intention of the consumers in the selected cities of Uttar Pradesh (UP), namely Aligarh, Kanpur, and Lucknow?
3. What is the impact of each factor identified on the purchase intention of the user?
4. Are those impacts of factors significantly different across different demographic characteristics of the consumers and sales representatives?

Objectives of the Study

After reviewing the relevant literature, this particular research has been intervened with the followed objectives:
1. To review the concept of marketing, marketing mix, marketing strategies, and competitive advantage.
2. To examine the growth and development of the two-wheeler automobile industry
3. To analyze the factors influencing purchase intention among consumers in the two-wheeler automobile industry.
4. To analyze the marketing strategies of various two-wheeler companies pushing towards optimization of market share.
5. To suggest the measure for making competitive advantage in the two-wheeler automobile industry.

Hypotheses of the Study

Based on the research gap and the research question of the study, the following hypotheses are built. Hypotheses would provide the essential results that
would contribute towards the objective of the study. These hypotheses have been tested in three different phases using Multiple Regression Analysis and One-Way ANOVA. Testing was distinctly done for secondary data, dealers, and users respectively.

**PHASE - I**
H01: There is no significant mean difference in Production of two wheelers across the selected two-wheeler companies.
H02: There is no significant mean difference in Sales of two wheelers across the selected two-wheeler companies.
H03: There is no significant mean difference in Exports of two wheelers across the selected two-wheeler companies.

**PHASE - II**
H04a: There is no significant difference in Customer Relationship Management across different categories of work experience of showroom representatives.
H04b: There is no significant difference in After-Sale Service Quality across different categories of work experience of showroom representatives.
H04c: There is no significant difference in Point of Purchase Service Quality across different categories of work experience of showroom representatives.
H05a: There is no significant difference in Customer Relationship Management across different categories of age of showroom representatives.
H05b: There is no significant difference in After-Sale Service Quality across different categories of age of showroom representatives.
H05c: There is no significant difference in Point of Purchase Service Quality across different categories of age of showroom representatives.
H06a: There is no significant difference in After-Sale Service Quality across all four two-wheeler companies.
H06b: There is no significant difference in Post Purchase Attributes across all four two-wheeler companies.
H06c: There is no significant difference in Product Attributes across all four two-wheeler companies.
H06d: There is no significant difference in Outcome Related Attributes across all four two-wheeler companies.
H06e: There is no significant difference in Price Related Attributes across all four two-wheeler companies.
H06f: There is no significant difference in Place Related Attributes across all four two-wheeler companies.
H06g: There is no significant difference in Customer Relationship Management across all four two-wheeler companies.
H06h: There is no significant difference in Point of Purchase Service Quality across all four two-wheeler companies.
H06i: There is no significant difference in Point of Promotional Attributes across all four two-wheeler companies.
H07a: There is no significant difference in After-Sale Service Quality across different CC categories.
H07b: There is no significant difference in Post Purchase Attributes across different CC categories.
H07c: There is no significant difference in Post Purchase Attributes across different CC categories.
H07d: There is no significant difference in Outcome Related Attributes across different CC categories.
H07e: There is no significant difference in Price Related Attributes across different CC categories.
H07f: There is no significant difference in Place Related Attributes across different CC categories.
H07g: There is no significant difference in Customer Relationship Management across different CC categories.
H07h: There is no significant difference in Point of Purchase Service Quality across different CC categories.
H07i: There is no significant difference in Promotion Attributes across different CC categories.
H08a: There is no significant difference in After-Sale Service Quality across different locations.
H08b: There is no significant difference in Post Purchase Attributes across different locations.
H08c: There is no significant difference in Product Attributes across different locations.
H08d: There is no significant difference in Outcome Related Attributes across different locations.
H08e: There is no significant difference in Price Related Attributes across different locations.
H08f: There is no significant difference in Place Related Attributes across different locations.
H08g: There is no significant difference in Customer Relationship Management across different locations.
H08h: There is no significant difference in Point of Purchase Service Quality across different locations.
H08i: There is no significant difference in Promotion Attributes across different locations.

**PHASE – III**

H09: There is no significant impact of Advertisement on Purchase Intention of two-wheeler customers.

H010: There is no significant impact of Promotion on Purchase Intention of two-wheeler customers.

H011: There is no significant impact of Social Norms on Purchase Intention of two-wheeler customers.

H012: There is no significant impact of Post Purchase Attribute on Purchase Intention of two-wheeler customers.

H013: There is no significant impact of Engine Specifications on Purchase Intention of two-wheeler customers.

H014: There is no significant impact of Vehicle Durability on Purchase Intention of two-wheeler customers.

H015a: There is no significant difference in Purchase Intention across various Locations of Usage by Respondents.
H015b: There is no significant difference in Advertisement across various Locations of Usage by Respondents.
H015c: There is no significant difference in Promotion across various Locations of Usage by Respondents.
H015d: There is no significant difference in Social Norm across various Locations of Usage by Respondents.
H016a: There is no significant difference in Purchase Intention across income categories of Respondents.
H016b: There is no significant difference in Advertisement across income categories of Respondents.
H016c: There is no significant difference in Promotion across income categories of Respondents.
H016d: There is no significant difference in Social Norm across income categories of Respondents.
H017a: There is no significant difference in Purchase Intention across different occupations of Respondents.
H017b: There is no significant difference in Advertisement across different occupations of Respondents.
H017c: There is no significant difference in Promotion across different occupations of Respondents.
H018a: There is no significant difference in Purchase Intention across different types of two-wheelers.
H018b: There is no significant difference in Advertisement across different types of two-wheelers.
H018c: There is no significant difference in Promotion across different types of two-wheelers.
H018d: There is no significant difference in Social Norms across different types of two-wheelers.
H019a: There is no significant difference in Purchase Intention across all four two-wheeler companies.
H019b: There is no significant difference in Advertisement across all four two-wheeler companies.
H019c: There is no significant difference in Promotion across all four two-wheeler companies.

H019d: There is no significant difference in Social Norms across all four two-wheeler companies.

**Research Methodology**

The present study is a combination of exploratory as well as descriptive research designs dividing into three phases. In the first Phase, an existing analysis of the difference in the mean of production, sales, and export of four two-wheelers are analyzed to see significant differences. This established clear grounds for the exploratory stage of primary data analysis of dealer's response done in the second Phase. Finally, in the third section, the researcher measured the impact of different marketing mix variables on the purchases intention. All these steps well tie-in with the objectives set up earlier. To test the hypotheses, the researcher used both descriptive as well as inferential statistics.

**Primary Data**

Based on the research questions generated out of the initial observations, a set of investigative questions are formed that are to be filled out by the respondents at the time of data collection. So, the primary data here, in this case, consisted of data collected through structured questionnaires which are rolled out to the target respondents. Data have been obtained from both the urban and rural areas of 3 cities of UP State namely Aligarh, Kanpur, and Lucknow.

**Secondary Data**

The researcher needed the help of a compilation of both the primary and secondary to justify the conclusions arrived in the end. In the present study, many secondary data are sourced to back up the study. The secondary data include the information collected from the database of Society for Indian Automotive Manufacturers (SIAM), Prowess Data Base, and Annual Reports of select four two-wheeler companies under study.
Data Collection Tool & Sampling

To collect primary data, a structured questionnaire has been constructed to know the opinions of users on the purchase intention changes over time. The questionnaire is mainly divided into three phases per data analysis plans. Firstly, the researcher identified three variables from the relevant secondary sources. Production, Sales and Exports of two-wheelers are the three important variables that laid the grounds for jumping into the second phase of the analysis. Therefore, the researcher chose the first four top two-wheeler manufacturers such as Bajaj, Hero, Honda, and TVS. In a similar way, phase II has been allocated to understand the opinions of the showroom representatives about the various attributes and factors and their impact on purchase intention of users. As per the relevant literature review, the researcher designed a Five-point Likert Scale with nine latent constructs containing 75 statements altogether. The phase II analysis paved the path to building the essential grounds for developing a research model. In phase III, by understanding the viewpoint of dealers, the researcher developed another Five-Point Likert Scale questionnaire meant for users. This part of the questionnaire contains six independent variables and one dependent variable with 57-items or subscales to measure and distinguish constructs. Study analyses 107 samples of dealers and 511 samples of user responses based on convenience sampling across three cities of UP.

Pilot Study

The researcher had administered around 80 questionnaires to the targeted respondents and subsequently found that responses are normal. Additionally, the investigator took down some of the items that contained irrelevant elements. Such items were observed to be having high statistical means and variances. These pre-testing stages could make sure that the research is precise, unambiguous, and more importantly, address the research questions to the point.

Reliability and Validity

The model achieved a high composite reliability of 0.837 and made sure there is no violation of face validity, convergent and discriminant validity stipulations.
Factor Analysis

Factor Analysis was performed for phase III analysis where the regression model is built to test the impact of each concept or latent construct on the purchase intention. Initially, factor analysis confirms that all the concepts are statistically getting captured to the dimension they have been meant to.

Exploratory Factor Analysis (EFA)

EFA is concerned with how many factors are necessary to explain the relations among a set of indicators and with estimation of factor loadings. It's primarily associated with theory development (Gaskin, 2018b). Thus, EFA ensures that the model developed is ensuring the discriminant validity. Essentially, the purpose of factor analysis is to find a way to summarize the information into a smaller set of new dimensions (Gorsuch, 1983; Rummel, 1970). Ideally, it's always advised to perform a dimension reduction (EFA) when the researcher is using new indicators (Gaskin, 2018b). Technically, factor analysis is done through a bivariate correlation matrix which would be taken into a pattern matrix and makes a factored correlation. Nonetheless, the EFA process is considered to be unguided (Henson & Roberts, 2006).

Confirmatory Factor Analysis (CFA)

Simply to put, CFA is performed to confirm the factor structure derived from EFA. It is also used to measure the validity of the measurement model & reliability of the factors. More importantly, CFA helps to achieve the goodness of fit. In essence, the CFA considers every output what the study gave, and the researcher considers them as a latent factor with a reflective model to push it to IBM AMOS 20.0 to validate the model fit (Gaskin, 2018b). Validation of a model or model fit with CFA includes the couple of stages which are briefly explained below:

Hypotheses Testing Methods

The primary data collected from users had been coded on Microsoft Excel and then transferred to SPSS (version 20.0). All the analysis has been done with the help of SPSS except validation with CFA (AMOS 22.0 version). One-way ANOVA and
Abstract

Multiple Regression (Enter Method) have been used for analysis of data and subsequent testing of hypotheses.

One-way Analysis of Variance (ANOVA)

One-Way Analysis of Variance or One-Way ANOVA is a statistical method to determine if there is any difference in means between two or more independent groups, where the groups are defined by the outcomes for a single categorical variable (Murray, 2017). In this study, Cubic Capacity (CC) of two-wheelers, showroom representative's age and experience, and locations are chosen to analyze the response of dealers. Likewise, income, occupation, location, and brand of two-wheelers are further taken for analyzing the difference of opinion about the purchase intention of the users. Statistically, One-way ANOVA has been used to compare the mean value amongst the different age group of the users and dealers, educational, experience, location, etc.

Multiple Regression

Regression explains the relationship between two variables, and it is used for predicting the values of one variable from that of the other. The variable(s) which have to be predicted is called outcome/dependent variable(s), and the variables which all used to predict is called independent/predictor variable(s) (Field, 2013).

The study developed and used a multiple regression model has been developed to predict the impact of 'Xs: independents' on 'Y: dependent'. The following is the core model used to analyze and test the hypotheses on the impact of independent variables on the dependent variable which is under study:

Multiple Linear Regression Model

\[
Y_1 = a + \beta_1 \text{ (Adv)} + \beta_2 \text{ (Prom)} + \beta_3 \text{ (SN)} + \beta_4 \text{ (PPA)} + \beta_5 \text{ (ESpec)} + \beta_6 \text{ (VD)} + \epsilon
\]
Abstract

Conceptual/Hypothesized Model

The conceptualized model depicts six independent variables (left0 and one dependent variable (on right). The one-side arrows show the direct of impact. This conceptual model is tested using multiple regression analysis through which impact of marketing mix variables has been sought on the purchase intention development.

Findings and Conclusions of the Study

Utmost objective of the study was to test the impact on marketing mix of two wheeler companies on Purchase Intention of two wheeler customers. Based upon the research questions and objectives, six null hypotheses were framed for testing the impact of independent variables namely; Advertisement, Promotion, Social Norms, Post Purchase Attributes, Engine Specifications, and Vehicle Durability on dependent variable Purchase Intention. Multiple regressions have been employed to test the impact of independent variables on dependent variables.

Advertisement

Positive significant relationship (Sig <.001) has been found between Advertisement and Purchase Intention. Regression coefficient being at .467 delineates that if Advertisement goes up by 1 Purchase intention also goes up by .467 which
translate into 46.70% change in Purchase Intention due to 100% change in Advertisement

**Promotion**

Regression results also confirmed that there is no effect on Promotion on Purchase Intention. Beta coefficient being at .039 ensure that there almost no change in Purchase Intention of customers due to Promotional activities carried out by two wheeler companies

**Social Norms**

Social Norms refer to approval or disapproval by immediate family, relatives and friends regarding buying decisions made by customer. It does make a significant impact on Purchase Intention of a customer with a beta value of 0.259 and has been found as second strongest

**Post Purchase Attribute**

Post Purchase Attribute has come out as weakest predictor of Purchase Intention among all the predictors. Regression coefficient (-.031) verifies that there a almost no relationship between Post Purchase Attribute and Purchase Intention and significance level being at .453 concludes that null hypothesis $H_0$ is to be accepted.

**Engine Specifications**

Engine Specifications has also emerged as a significant predictor of Purchase Intention among two wheeler customers. After Advertisement and Social Norms, it is third strongest predictor (Beta = .133) which is having a significant role in determining Purchase Intention.

**Vehicle Durability**

With the significance value being at .359 and regression effect at .036, it can be concluded that there is no significant role of Vehicle Durability in determining Purchase Intention of two wheeler customers.
**Suggestions and Recommendations**

Citing the Conclusion part of this chapter, some of the suggestions and recommendations have been made in this part of chapter-VI.

**Suggestions regarding Advertisement**

Since Advertisement has emerged as strongest predictor which influencing customers' Purchase Intention towards two wheeler vehicle and it has also been witnessed that customers from rural and urban areas are having different perceptions regarding advertisement, two wheeler companies have to keep focusing on advertisement most. Rather, it is recommended to two wheeler companies that they should come with different advertisement campaigns for rural and urban populations since there a socio-cultural barrier between urban and rural customers.
Abstract

Suggestions regarding Promotion

Promotion has been identified as one of the most insignificant factor which is influencing Purchase Intention among two wheeler customers while Advertisement has emerged as most significant predictor of Purchase Intention thus companies should channelize most of their resources towards making advertisements more influencing and cut short on sales promotional activities.

Suggestions regarding Social Norms and Engine Specifications

Social Norms has been found as second strongest predictor of Purchase Intention among two wheeler customers. This study earnestly suggest two wheeler companies to adopt some measure and strategies which may influence these factors of Social Norms thus will create a positive sense of image across the society. Two wheeler companies should conduct some workshop where some people and automobile mechanics should be invited and demonstrated with all the technical information about their different two wheeler vehicles. Since Engine Specifications has also come out as third predictor of Purchase Intention which infers that customers are now wanting to be aware of such technical aspects as well and making their purchase decision basing on these aspects. Thus, two wheeler companies need to disseminate the technical information of two wheelers using Advertisement and other means of media.

Limitations of the Study

This study has significantly contributed to the existing literature; however the following potential limitations should be considered when interpreting the thesis results.

The study may have been biased by common method variance (CMV) in statistical analysis because of using the self-report questionnaires (Podsakoff, MacKenzie, Lee and Podsakoff, 2003). There are possibilities that showroom representatives might have answered in the positive direction having a connotation that spreading positivity about their showroom would fetch reputation. Fisher (1993) has confirmed that such social desirability responses is possible and can mislead the variables studied. However steps were taken to minimize the effect of CMV by
assuring and informing the employees that their responses will be kept anonymous and fully confidential.

Another limitation of this study might come in form of non availability of any established, widely published, and accepted scales regarding the variables used in this study. Thus, researches has to develop his own questions regarding the few variables used in this study though measures were taken into account for the face and content validity of the items designed and used in the questionnaire.

There are some other limitations in this study. This study is confined to three cities of Uttar Pradesh namely; Aligarh, Kanpur, and Lucknow thus the findings of this study cannot be generalized for other states of India or entire nation. Another limitation might be the sample size of the study though for generalizing the results a sample of 384 is sufficient for a population of 1000000 or above (Krejcie & Morgan,. 1970) but still larger sample size could have presented better results. Further, selection of only top four two wheeler companies from Indian two wheeler industry might be another limitation of this study. Inclusion of more two wheeler companies could have come up with more insightful and comprehensive details regarding the research phenomenon.

**Directions for Future Research**

Since this study is confined only with three cities from Uttar Pradesh thus creating the gap for other researchers to conduct similar, yet with some additions, study taking the sample from other states as well as more of the cities as compared to study. Another possibility of conducting a research in the same field might be including more of two wheeler companies with few more dimensions of the two wheeler industry which might be affecting customers buying behavior.

This study is based in Uttar Pradesh which is known for its plain geographical characteristics thus the findings of this might not be applied to other states having different geographical properties as compared to Uttar Pradesh. Thus, another similar study can be conducted basing upon geographic properties since geographic landscapes and properties are having a major part to play when it comes to selection of a two wheeler vehicle.

From the findings of this study, it has been witnessed that there is a reasonable difference in the perceptions of two wheeler users from urban and rural areas. When it
comes to selection of two wheeler vehicles, urban users might having different priorities and preferences. Therefore this creates the possibilities for conducting a different study basing upon rural and urban areas. Furthermore, there can be comparative study measuring perceptional differences between users of urban and rural areas as well.

Another scope emerges here to conduct a comparative study with neighboring countries as well measuring perceptional differences among the users here in India and users over there. A comparative analysis can also be done measuring the differences across different marketing strategies being used by Indian two wheeler companies and other countries’ two wheeler companies with the view to create buying intention towards their two wheelers vehicles.