## CONTENTS

*List of Tables*  
i-v  
*List of Figures and Maps*  
vi  
*Abbreviations*  
vii-viii  

### CHAPTER 1 INTRODUCTION  
1-34

1.1 Chapter overview  
1  
1.2 Introduction of the topic  
1  
1.3 Motor Vehicles  
3  
1.3.1 Two Wheeler Motor Vehicles  
5  
1.3.2 Two Wheeler Market in India  
6  
1.4 Statement of the Problem  
7  
1.5 Research Questions  
9  
1.6 Objectives of the Study  
10  
1.7 Research Motivation  
10  
1.8 Significance of the Study  
11  
1.9 Variables of the Study  
11  
1.10 Hypotheses of the Study  
13  
1.11 Research Methodology and Design  
17  
1.11.1 Primary Data  
18  
1.11.2 Secondary Data  
18  
1.11.3 Data Collection tool  
19  
1.11.4 Measurement of the Data  
19  
1.11.5 Type of the Universe  
20  
1.11.6 Sampling Size  
20  
1.11.7 Sampling Frame  
21  
1.11.8 Pilot Study  
23  
1.11.9 Statistical Data Analysis  
24  
1.11.10 Exploratory Factor Analysis (EFA)  
26  
1.11.11 Confirmatory Factor Analysis (CFA)  
27  
1.11.12 Hypotheses Testing Methods  
29  
1.11.13 Multiple Regression  
30  
1.12 Chapterization Scheme  
31  
References  
32
CHAPTER 2 LITERATURE REVIEW

2  Introduction 35
2.1 Literature Review on Marketing Mix and Strategy 35
2.2. Literature Review on Channel Strategies 37
2.3 Literature Review on Promotional Strategies 41
2.4 Literature Review on Consumer Behaviour 44
2.5 Literature Review on Product Adoption 45
2.6 Literature Review on Product Price 52
2.7 Literature Review on Purchase Intention 53
2.8 Research Gap 59
References 60

CHAPTER 3 AN OVERVIEW OF INDIAN TWO–WHEELERS INDUSTRY

3  Introduction 67
3.1 Journey of the Two Wheelers Industry in India 67
3.2 Current Scenario 70
3.3 Two Wheelers Growth 75
3.4 Market Share of Two Wheelers 77
3.5 Competitive Edge: Indian Two Wheelers 78
3.6 Comparative Motorcycle Sales in India: Segment-wise 82
3.7 Newly Emerging Indicators 85
3.8 Indian Two Wheelers Industry in the Global Scenario 85
3.9 Cash Conversion Cycle (CCC) 87
3.10 Porter’s Five Force Model 88
3.11 Future Derivers for the Two Wheelers Industry 89
   3.11.1 Leading Brands 90
   3.11.2 Lead Players 90
3.12 Chapter Summary 90
References 97
### CHAPTER 4 MARKETING MIX AND MARKETING STRATEGIES

**COMPETITIVE ADVANTAGE AND PURCHASE INTENTION: THEORETICAL AND CONCEPTUAL FRAMEWORK**

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1 Marketing Mix</td>
<td>98</td>
</tr>
<tr>
<td>4.1.1 Product</td>
<td>99</td>
</tr>
<tr>
<td>4.1.1.1 Product Design</td>
<td>100</td>
</tr>
<tr>
<td>4.1.1.2 Product Branding</td>
<td>101</td>
</tr>
<tr>
<td>4.1.1.3 Product Layout</td>
<td>102</td>
</tr>
<tr>
<td>4.1.2 Price</td>
<td>102</td>
</tr>
<tr>
<td>4.1.3 Place</td>
<td>103</td>
</tr>
<tr>
<td>4.1.4 Promotion</td>
<td>103</td>
</tr>
<tr>
<td>4.1.4.1 Personal Selling</td>
<td>104</td>
</tr>
<tr>
<td>4.1.4.2 Advertisement</td>
<td>104</td>
</tr>
<tr>
<td>4.1.4.3 Sales Promotion</td>
<td>105</td>
</tr>
<tr>
<td>4.2 Marketing Strategies</td>
<td>106</td>
</tr>
<tr>
<td>4.2.1 Marketing Analysis</td>
<td>106</td>
</tr>
<tr>
<td>4.2.2 Environmental Scanning</td>
<td>107</td>
</tr>
<tr>
<td>4.2.3 Word of Mouth</td>
<td>108</td>
</tr>
<tr>
<td>4.2.4 Transactional Marketing</td>
<td>108</td>
</tr>
<tr>
<td>4.2.5 Competitive Advantages</td>
<td>109</td>
</tr>
<tr>
<td>4.3 Consumer Behaviour</td>
<td>109</td>
</tr>
<tr>
<td>4.3.1 Purchase Intention towards Two Wheelers</td>
<td>110</td>
</tr>
<tr>
<td>4.3.2 Consumer Decision Making Process</td>
<td>111</td>
</tr>
<tr>
<td>4.4 Summary of the Chapter</td>
<td>112</td>
</tr>
<tr>
<td>References</td>
<td>113</td>
</tr>
</tbody>
</table>

### CHAPTER 5 DATA ANALYSIS AND INTERPRETATIONS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1 Descriptive Statistics</td>
<td>123</td>
</tr>
<tr>
<td>5.2 Hypotheses testing using ANOVA</td>
<td>124</td>
</tr>
<tr>
<td>5.3 Demographic Profile of Showrooms and their representatives</td>
<td>125</td>
</tr>
<tr>
<td>5.3.1 Age profile of Showrooms representatives</td>
<td>126</td>
</tr>
</tbody>
</table>
5.3.2 Work experience profile of Showrooms representatives 130
5.3.3 Profile of two Wheelers Showrooms location 131
5.4 Data Screening 132
  5.4.1 Missing values and unengaged responses 132
5.5 Descriptive Statistics 133
5.6 Correlation Matrix and Cronbach’s Alpha reliabilities 141
5.7 Testing of Hypotheses using ANOVA 141
5.8 Data Sample Synthesis 160
  5.8.1 Profile for purpose of two wheelers usage 161
  5.8.2 Profile of two wheelers brands 162
  5.8.3 Age profile of the respondents 163
  5.8.4 Gender profile of the respondents 164
  5.8.5 Profile of the Vehicle type 165
  5.8.6 Profile of respondents occupation 165
  5.8.7 Profile of respondents education 166
  5.8.8 Income profile of the respondents 167
  5.8.9 Profile of the respondents location of usage 168
5.9 Data Screening 169
  5.9.1 Missing values and unengaged responses 169
5.10 Measurement of the Model 170
5.11 Confirmatory Factor Analysis (CFA) 173
5.12 Descriptive Statistics 176
5.13 Correlations 183
5.14 Hypotheses testing using Multiple Regression 183
5.15 Hypotheses testing using ANOVA 187
5.16 Summary 199
References 201

CHAPTER 6 FINDINGS, DISCUSSION AND CONCLUSION 202-211
6 Introduction 202
6.1 Overview of the thesis 202
6.2 Discussion and Conclusion 204
  6.2.1 Outcomes of ANOVA hypotheses for Showrooms 204
6.2.2 Outcomes Regression Hypotheses for Customers Perception towards Purchase Intention
6.2.3 Outcomes of ANOVA Hypotheses for Two Wheelers Customers
6.3 Suggestions and Recommendation
6.3.1 Suggestions regarding Advertisement
6.3.2 Suggestions regarding Promotion
6.3.3 Suggestions regarding Social Norms and Engine Specifications
6.4 Limitations of the Study
6.5 Directions for future Research
References

BIBLIOGRAPHY
APPENDICES