CHAPTER-II
Tyres made in India can be broadly classified as crossply and radial. Crossply tyres account for 90-95% of tyres sold in India. The body of the tyre called the carcass is made up of layers of rubber coated nylon or rayon fabric called piles. The main difference between these tyres in the direction in which ply cords are arranged and the type of reinforcement medium used. In a crossply tyre, the fabric cords of the tyre criss cross each other and the major reinforcing materials used are rayon and nylon tyre cords. Radial tyres have more flexible sidewalls and the reinforcing medium include polyester, nylon, fiberglass and steel. As such, there is a substantial price difference between crossply and radial tyres. Radial tyres are 10-15% costlier compared to the crossply ones. Radial tyres can be differentiated on the types of belt used- fiber glass steel and nylon worldwide, steel belted radials are most popular owing to their superior performance radial tyres provide certain advantages like better vehicle control and road holding, longer life and lower fuel consumption.
Radialisation in India:

Rate of radialisation is actually an index of the status of road development, vehicle engineering and the economy in general. Radialisation can be aptly classified as the most important innovation in tyre technology\(^2\). Despite its several advantages cited above, radialisation in India did not catch on at a pace that was expected, since its introduction way back in 1978. This could be contributed due to several factors, viz, Indian roads generally not being suitable for ideal plying of radial tyres; vehicles produced in India not having suitable geometry for fitment of radial tyres (and hence the general, and wrong, perception that radial tyres are not required for Indian vehicle) unwillingness of consumer to pay higher price for radial tyres etc.

However the situation has radically changed in recent years, especially for the passenger car tyre segment where estimated production of cross play and radial passenger car tyres has been in the ratio 37:63 in FYol. A gaining momentum. Radialisation is expected to reach 10.13% in this segment in two years.

Retreading: Retreading is a process of bounding a new flap of pre-vulcanized rubber in place of the worn-out flap. This can be done
either by conventional hot process or the new precured cold process. While the tread in done after bonding the flap in the hot process, the cold process involves the bonding of a precured traded rubber flap on the tyre surface. The precured improves the fuel efficiency.

According to the study, retreading has eaten 10% of the replacement market tyre sales. The popularity of retreading stems from the fact that it costs only 20 percent of a new tyre but increases-its life by 70%.

Products: There are a number of different types of tyre produced by the tyre industry for the Indian market. There are truck and bus tyres, light commercial vehicles (LCVS) tyres, car and jeep tyres, motorcycle, Scooter and moped tyres, tractor-tyres (front and rear types), tyre for trailers, tyres for industrial use, tyres for animal drawn vehicles (ADVS) and aeroplane tyres. According to demand projections the annual demand for various types of tyres is estimated to grow at the rate of 8.5 per cent during 1988-89 and 1989-90. During the five year period 1990-95, the rate of growth is expected to be lower at about 7.5 to 8.0 percent per annum. The demand for tyres, in general, depends on the progress in road transport. For special types of tyres like tractor tyres, the demand depends on the agricultural prospects.
Table 2.1: Demand Projection for Tyres.

<table>
<thead>
<tr>
<th>Category</th>
<th>1990-95</th>
<th>1996-2001</th>
</tr>
</thead>
<tbody>
<tr>
<td>Truck and bus</td>
<td>5259</td>
<td>12,000</td>
</tr>
<tr>
<td>Car and Jeep</td>
<td>2692</td>
<td>8492</td>
</tr>
<tr>
<td>Tractor</td>
<td>1081</td>
<td>4521</td>
</tr>
<tr>
<td>Two-whelers</td>
<td>9827</td>
<td>60000</td>
</tr>
<tr>
<td>Others</td>
<td>1601</td>
<td>5000</td>
</tr>
<tr>
<td>Total domestic potential</td>
<td>20,460</td>
<td>20,0000</td>
</tr>
<tr>
<td>Export</td>
<td>459</td>
<td>15100</td>
</tr>
<tr>
<td><strong>Grand total</strong></td>
<td><strong>21,219</strong></td>
<td><strong>215100</strong></td>
</tr>
</tbody>
</table>

The category wise demand projection by the above table. The truck and bus tyres account for a major share of 30 percent of the tyre market. Because of high price per unit, the share of truck and bus tyres with regard to the values of shares is 75% of the total. However, the demand for truck and bus tyres is expected to grow at a slow rate 2 to 3 percent during the next 5 years.

Apart from truck and bus tyres, Scooter, Motorcycle, car and light commercial vehicle tyres constitute other important products of the tyre Industry.

The growth rate for all these tyres is projected to be impressive. Due to need for commuting in cities and big towns, the demand for Scooter, motorcycle, car and moped tyres is expected to rise considerably similarly the demand for LCV tyres is also expected to move up.
Tyres for exports constitute an insignificant share of the total production mainly truck and bus tyres are exported to the U.S.A., Afghanistan Bangladesh and the U.S.S.R. currently.

**Distribution and Logistics**: There is an elaborate distribution network through which tyre are supplied to the users there are nearly 10,000 dealers in the country who stock and market various kinds of tyres. These dealers sell tyres to sub-dealers. The number of sub-dealers is also about 10,000. Apart from the dealer network, many companies have established depots. These depots, which are spread over a wide geographical area, are managed by the marketing personnel and service engineers of the various companies.

The replacement market segment is mainly served through the dealer network and company depots. Tyres are sold directly to big fleet operators, large institutional buyers, Original equipment buyers, defence establishments, and airways. State road transport corporations bus tyres directly from companies through an open tender system. The contract is awarded to the successful bidder on the basis of factors such as price and delivery schedules.

**Strategies**: Tyre Industries offered different-different strategies to attract the consumer's and face the competition in the market some strategies are following.
(a) JK'S Launches, new tyre fitting campaign, radial tyre finance offer: In a innovative marketing move to counter customer resistance to the higher initial cost of radials, Indian tyre major JK Tyres has launched a money-back guarantee scheme on its radial tyres. The company is aiming to increase the awareness and popularity of radials tyres for commercial vehicles in the country, and will have over 5,000 fleet operators and 6 state transport undertaking (STUS) to fit its radials in exchange of performance guarantee. These 5,000 fleet operators together operate about 300,000 buses and trucks, out of which 20% are expected to convert to radial tyres

JK is also launching a campaign to professionally train tyre fitters across India. About 500,000 truck tyres are replaced in India every month-every hour, about 3000 truck tyres are being mounted or being repaired by thousands of tyre fitters. At the same time, as JK points out, while leading international tyre manufacturer associations such as Rubber Manufacturer Association (US) suggest utmost caution and adequate training regimen for tyre fitters, no systematic training module exists in India. The company is highlighting and attempting to address the grave safety risks associated with incorrect tyre mounting and maintenance.

The campaign launched by JK aims to equip Indian tyre fitters with effective and technical ways to service tyres, helping them to optimize their resources and deliver better results to their customers.
The campaign has already been tested in cities such as Delhi, Jalandher and Ludhina, and after successfully training over 350 tyre fitters, will expand to 50 major trucking centers nation wide in its first year. JK planned to conduct five more workshops in May 2003 in cities including Jodhpur and Kolkata.

The campaign involves personal visits from JK tyre’s experts, who conduct framing modules for key tyre fitters. Tyre fitters are given a specially designed booklet detailing the correct tyre mounting process, as well as a special kit containing key tools. They are also briefed on newer tyre technologies as well as marketing insights to market their services better. At the end of the Programme the successful participants become JK tyre certified Tyre Fitters.

(b) **Sumitomo’s New Production System** : Sumitomo rubber Industries has launched a new tyre production system, called Taiyo (“the sum”) This fully automatic system integrates all the production process, from component preparation to tyre curing, into one cell. The process is very flexible and produces a more uniform tyre[5]. The taiyo system is in production at SRIS Nagoya plant and 1,000 tyres of eight different sizes can be produced daily.

(c) **JK to Focus on Tubeless Car Tyres** : For the coming fiscal year, JK Industries Ltd. is aiming to strengthen its tubeless car tyre
category. The company will launch ten tubeless products (SKUS) and boost its sales fourfold from the existing 3,000 unit a year. At present, the company's range is priced between Rs. 1,800 and Rs. 4,000 while the new price points will be upwards of Rs. 2,600.

While international car tyre market has shifted to tubeless tyres, it is still a nascent segment in India. JK, Bridgestone and MRF feel that once car-makers adopt the tubeless option and experience the convenience and safety features, the segment will grow up leaps and bounds.

The growth of tubeless tyres may well represent a second shift in the tyre market, which has already moved to radial tyres from conventional nylon-based tyres. By 2005, radial tyres will account for 88% of the market, up from around 70% over the last decade.

JK Says it will utilise its existing infrastructure to manufacture tubeless tyres at its Gwalior facility, with little additional investment. A Rs. 50 Crore expansion project at the Gwalior plant, due to be completed soon, with boost the company's over all car radial capacity to 2,200,000 tyres a year, up from 1,650,000 lakhs unit a year currently.

According to JK Industries Ltd. general manager (marketing) Neeraj Bhatia, the company has already covered 400 dealerships and plans to cover 1,000 dealers by July 2003. JK'S service network is made up of
4,000 dealerships including 2,500 multi-brand car-tyre dealerships and 100 exclusive car tyre outlets.

The company is trying to develop a complementary sales channel in conjunction with Indian oil corporation’s (IOC) petroleum retail chain. They have already established tyre sales outlets at 10 IOC outlets and plan to cover 50 IOC outlets by the end of the year. JK signed an exclusive strategic tie-up with IOC three years ago, to develop its promotional and brand related properties under the platform of cool wheels. Following the agreement, JK has installed top-and air-filling machines for the vehicles of IOC’s fuel-customers at about 300 stations and plans to cover 1,000 by the year-end.

JK Tyre enjoys a 24% share of India’s 460,000 units a month car radial market. This fiscal year the company is hoping to close with a twin over growth of over 25% will ahead of the Industry average of 15%.

Last year, JK Tyre launched two variants of eco-friendly coloured tyres, which have also been extended to the tubeless category for B and C car segments (like Accent, city, India and Santro)

Analysts predict that India tyre majors will dig in their heels and consolidate their market share as multinationals introduce new technology. It is felt that only large films with deep pockets and an extensive distribution network can ride out the transition phase. Since the Indian
auto industry is expected to perform a factor in 2003, this will keep the
demand for tyres buoyant. Margins in tyres sales should also improve as
the tyre industry moves up the value chain, instead of merely operating
with wafer-thin margins and relying on economies of scale.

(d) Bridgestone's now BIRD Production System: Bridgestone
recently announced the development of BIRD (Bridgestone innovative and
Rational development) its new tyre productions system[6]. This system,
which the company says is the world's first automatic inspection system
for tyre production, automates the entire manufacturing process from the
material processing stages to the final quality inspection of the tyres.

The Japanese tyre maker's system consists of 3 elements—the
Automated tyre manufacturing synchronised system (ATMSS), which
covers technology from material processing to vulcanization of tyres, the
automated Inspection. Modular system (AIMS) involving automatic
inspection of finished tyres, and finally the flow oriented approach. (FOA)
which implements the autonomous information processing for managing
the system.

One of the benefits of the BIRD system is the freedom for tyre
designers to develop tyres of improved quality and uniformity, especially
for upperend and performance tyres. Types of different sizes can be
manufactured simultaneously, allowing shorter production runs and shorter
change over times. The BIRD system, with its reduced energy consumption and output of carbon dioxide, is an environment friendly one.

According to Bridgestone it can be adopted easily to any new tyre types, and to make different size of tyres. The BIRD system also has size and location plusses, Since a plant produces 200,000 or up to 35,000 tyres annually and will need only on-third as much space as a conventional tyre plant.

This revolutionary new system can be likened to pirelli's famed MIRS plants, as it can also be used wherever needed to produce high-quality tyres at an economical price, close to the markets.

(e) Birla Tyres to Expand Capacity Through out Sourcing: Birla tyres of the BK Birla group company is examining the two options of outsourcing tyres from a third party in India or importing them from overseas markets with a view to expanding its capacity.

"If we choose to import, that will meat our export requirement and our existing capacity will then caters to the domestic market", says Mr. Ajay Uppal, Vice President, Marketing, Birla tyres.

The Baslasore facility of Birla tyres has a capacity to produce 83,000 tyres a month while the total capacity of the Indian tyre industry is 0.80 million tyres per month, with 10% market share, 85% of Birla tyre’s business comes from the truck and bus segment.
Meanwhile Birla Tyres has conceptualised a scheme according to which a Rs. 0.20 million insurance cover is offered free on purchase of every pair of Birla truck tyres. This is to provide support to the families of truck drivers across the country who meet with fatal accident.

(f) **CEAT to Set up truck radial Plant** : Ceat Ltd, a part of the RPG Enterprise, plans to set up a Rs. 2500 million truck radial tyres unit in India over the next two to three years with an initial monthly capacity of 50,000 to 60,000 units according to Mr. Kalyan K. Paul, Vice-President (Sales and Marketing).[7]

Besides, the tyre maker will invest on-other Rs. 750-800 million to expand its capacity for passenger cars to 100,000 units a month according to him. At present ceat has only 6% share of the domestic passenger car radial market.

In the two and three wheeler market, the company has increased its monthly production capacity to 500,000 units from just 60,000.

Ceat also has plans to increase its market share in the motorcycle segment from 9% to 20% during 2003-04 and consolidate its presence in the Scooters Segment (25% market share).

(g) **Apollo Tyres has Formulated a personnel Selection Policy** : Apollo Tyres has been adversity effected in the past due to the industrial
relations problem[^8]. Its plant is situated in Kerala which has a highly literate, militant and unionised workforce. Due to this, the company has been plagued with a number of problems, including that of low productivity of workers. In order to overcome these weaknesses, which have affected its personnel capability, Apollo tyres has formulated a personnel selection policy under which it has decided to hire plant workers who are above 28 years of age, are financially needy, married and settled. This is being done on the reasonable assumption that older and settled workers would be less militant and would be keen to hold on to their jobs. Besides this selection policy three year agreements were signed with the unions to bring them under the purview of collective bargaining. All these steps have led to a situation where the company has been largely successful in overcoming its weaknesses in the personnel area.

(h) **Strategic planning of MRF Ltd.** : Strategic planning at MRF Ltd uses the senior management expertise by dividing them into five groups dealing with products and markets, environment, technology, resources, and manpower. Each group has a leader who helps prepare position paper for presenting to the board. The executive directors in the company are actively involved in SWOT analysis through the help of managers and assistant managers.
DETERMINATION OF COMPETITIVE INFORMATION

Companies need to know five things about competitors:

1- Who are our competitors?
2- What are their strategies?
3- What are their objectives?
4- What are their strengths and weakness?
5- What are their reaction patterns?

With the help of above information it helps the company shape of its Marketing strategy.

There is a high level of competition in the tyre industry. The market shares of different tyre companies in two major segments are provided in this table.

Table 2.2: Market Shares in major market Segments (%).

<table>
<thead>
<tr>
<th>Companies</th>
<th>Market share in truck and bus tyres (in percentage) 2000-2003</th>
<th>Market share in car tyres (in percentage) 2000-2003</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apollo</td>
<td>40</td>
<td>-</td>
</tr>
<tr>
<td>Ceat</td>
<td>14</td>
<td>17</td>
</tr>
<tr>
<td>Dunlop</td>
<td>13</td>
<td>16</td>
</tr>
<tr>
<td>Goodyear</td>
<td>12</td>
<td>-</td>
</tr>
<tr>
<td>MRF</td>
<td>14.5</td>
<td>64</td>
</tr>
<tr>
<td>Vikrant</td>
<td>6.5</td>
<td>-</td>
</tr>
<tr>
<td>Other</td>
<td>-</td>
<td>03</td>
</tr>
</tbody>
</table>
Apollo Ltd has the largest share (40) in the truck and bus tyre segment closely followed by Ceat (14), Dunlop (13), MRF (13), Vikrant and others have slipped downwards. The segment of truck and bus tyres is significant as it contributes 80 percent to sales in terms of value.

The picture as it relates to the car tyre segment is different MRF has the market leader 64 percent share of the total tyre market, MRF has climbed up the competitive leader, All in all the competitive situation in the tyre industry seems to be in a state of flux when other market segments are considered one find that in the case of two-wheeler tyres, for the motorcycle segment MRF and Dunlop is the market leader Aeroplane tyres are manufactured only by Dunlop. In other segments, the competition is not very evident. With respect to export markets Apollo and MRF are the largest exporters. Followed by Ceat and Dunlop. Although exports from an insignificant part of the total market they are a highly significant area with considerable potential.

Identifying the company's competitors:

Normally, it would seem a simple task for a company to identify its competitors Apollo knows that MRF Ltd. is its major competitor in the segment of Truck and Bus tyre and ceat knows that MRF is a major competitor in the Segment of passenger car. But the range of a company's actual and potential competition in much broader. Companies
must avoid "competitor myopia". A company is more likely to be "burried" by its latent competitors than by its current ones.

**Identifying the competitors strategies**: A company's closest competitors are those pursuing the same target markets with the same strategy. A Strategic group is a group of firms following the same strategy in a given target market.

For example all the Indian tyres majors including MRF, JK, Apollo and Ceat have focussed on exports as a long term strategy. Exports constitute from between a minimum of 20% up to 30% of the total turnover of each of these tyre majors. With all Indian tyre companies boosting radial tyre production exports of radial tyres will also become significant soon.

**Determining the competitor's objectives**: Having identified the main competitors and their strategies, we must ask what is each competitor seeking in the market place? Which drives each competitor behaviour?

A useful initial assumption is that competitors strive to maximize their profits, some companies orient their thinking around "Satisficing" rather than "maximizing. The set target profit goals and are satisfied in
achieving them, even if more profits could have been produced by their strategies.

Competitor's goal can differ sharply is well illustrated by MRF and Apollo tyres.

MRF excels in the marketing area, where it follows an aggressive and proactive policy. Improvements in product quality are brought through, in house as well as foreign technology the company follow a product policy where it believes that each product should create its own profit. There has been a shift in the product mix with greater emphasis on tyre for cars and two-wheeler segments but the Apollo tyres has a greater emphasis on tyres for bus and truck.

Competitor's Strength and Weaknesses: The company needs to identify each competitor strength and weakness. As a first step a company should gather recent data on each competitor's business, Sales, market share return on investment, cashflow, new investment and capacity utilization.

Companies normally learn about their competitor's strengths and weaknesses through secondary data, personal experience.
MRF Ltd. is a market leader in the two wheeler and three wheeler market but in the bus and truck tyre the Apollo is the main competitor. So in bus and truck tyre this is the greater weakness.

**Competitor’s Reaction pattern:**

A competitor’s Objectives and strengths/weakness go a long way toward indicating its likely moves and reactions to company moves such as price cut, a promotion setup or a new product introduction. In addition each. Competitor has a certain philosophy of doing business, a certain internal culture, and certain guiding beliefs understanding of a given competitor’s mind-set to have hope of anticipating how the competitor’s might act.

**BUYING PROCESS INVOLVED IN THE SELECTION OF A TYRE**

As a buyer or consumer you are making decisions such as what product to buy, which brand (X-100, sleek, Tracking, XT-7 and Jet Track) from where. Table 1 presents a summary of the different levels of purchase related decisions most commonly encountered by consumers\(^9\). The table highlights the brand range of choices the consumers or buyer have to select from when making a decision, starting from the generic product category level to the brand level and retail outlet or dealer outlet.
Table 2.3: Levels of purchase related consumer or customer decisions.

<table>
<thead>
<tr>
<th>Level of decision</th>
<th>Alternative Two wheel or four wheel tyre power Driven</th>
<th>Truck and Bus tyre</th>
</tr>
</thead>
<tbody>
<tr>
<td>generic product category level</td>
<td>(i) Scooter (ii) Motorcycle (iii) Moped (iv) Car (v) Bus (vi) Truck</td>
<td></td>
</tr>
<tr>
<td>Company Level</td>
<td>Scooter motorcycle and car tyres (i) MRF (ii) JK (iii) Birla (iv) CEAT (v) Dunlop (i) Apollo (ii) Vikrant (iii) Good year (v) Ceat</td>
<td></td>
</tr>
<tr>
<td>Brand Level</td>
<td>X-100 Sleek Trackking Super Lug B-835 Platinum</td>
<td></td>
</tr>
<tr>
<td>Retail Level/Dealer Level</td>
<td>Type of Retail/Dealer outlet (i) Company showroom (ii) Exclusive brand dealer outlet (iii) Multi-brand dealer outlet (iv) Dealer outlet with own servicing facility (v) Dealer outlet closest to Home (iv) Dealer outlet Recommended by Friend.</td>
<td></td>
</tr>
</tbody>
</table>

This most important requirement for the marketer is to understand how consumer make choices. Thus, making a decision is a rational and conscious process in which the consumer evaluates each of the available alternatives to select the best amongst them. Each decision you make...
involves an elaborate mental thought process, a degree of active reasoning, through on the surface it may not always seem to be so. This may be because over a period of time you have taken certain decisions so many times that they now seem to be made almost automatically but that is not true at all.

Thus, depending on the type of decision being made, the degree and strength of active reasoning will vary. There are three factors which influence the degree of active reasoning that is undertaken by the consumer in his process of decision making these are:

(i) Involvement

(ii) Alternative differentiation

(iii) Time pressure

(i) **Involvement**: When a product is perceived to be of greater importance to the customer such as truck operators in India are careless. While loading and generally carry more than the permissible amount of loads. The road conditions in India are not good. But radial tyres are now being designed to suit local conditions thus we can Radials are twice as more durable than cross ply and provide better mileage and fuel efficiency high speeds but Radials tyre are more expensive so the level of involvement in making the decision is likely to be very high. The consumer is likely to spend a great deal of time before arriving at the final decision.
(ii) **Differentiation**: When the consumer perceives that the various alternatives which are available are very different from one another in terms of their features and benefits offered; he is likely to spend more time in gathering information about and evaluating these different factors. In case of tyre products, which are not very different from one another either in terms of their features or benefits offered, the consumer is bound to perceive them as being almost the same and buy the first available product/brand which satisfies his minimum expectation. He will not like to spend much time in evaluating the various alternatives. The various brands of tyres available in the market today are tracking, X-100, super lug etc is the example of low level of differentiation with the consumers perceiving the different brands to be offering almost identical benefits.

(iii) **Time pressure**: When you are under pressure to make a decision, quickly, you cannot afford to spend a long time finding out about the various products or brands you would probably buy whatever is readily available while traveling in your car to a hill station. Your car tyre bursts and you need to buy a new one. At that time you would buy the brand that is available at whatever price without giving it too much thought. But under a different situation, when you need to buy new tyres, you would certainly like to find the features of nylon and radial tyres and evaluate various brands eg MRF, Dunlop and Apollo etc.
Stages in the buyer decision process: Buying decision involves an element of active reasoning. In making a purchase decision the consumer or customer goes through the five stages of:

(i) Problem recognition

(ii) Pre-Purchase information search,

(iii) Evaluation of alternatives

(iv) Purchase decision and

(v) Post purchase behaviour

However, in case of routine purchase, the consumer may skip the second and third stages and straight away go to the stage of purchase decision[11]. But in the case of purchase decision involve extensive problem solving, the consumer is likely to go through all the five stages in the specified sequence.

The important point to note is that the buying process start much before the actual purchase and has implications even after the purchase has been made. This should give ideas to the marketer as to how he has to start designing his marketing strategy in order to achieve his specified marketing objectives.

(i) Problem Recognition: The buying process start with the buyer recognising a need or problem LML Ltd Scooter. Company feels that
which tyre satisfies and fulfill the needs of the customer so company has think about that types of tyre company.

(ii) **Pre-Purchase Information Search** : LML Ltd. Company starts searching for information of all kinds of tyres available in the market.

The LML Ltd company seek information from the following three sources.

(a) **Personal sources** : colleagues, employees, Suppliers.

(b) **Commercial Sources** : Advertisements, Retailers. etc.

(c) **Public Sources** : Seeing other, consumer information centres.

(iii) **Evaluation of Alternatives** : The LML Ltd. company will make the final decision using certain evaluative criteria. The most commonly used criteria are.

(a) Product attribute

(b) The relative importance of each attribute to the consumer.

(c) Brand image.

(d) Attitudes towards the different brands or alternative under considerations.

For instance, the product attributes of the alternatives identified are price light weight, reliability etc. The company attaches maximum importance to the product attributes light weight and good quality as
compared to other attributes. He already has some kind of attitude towards the various brands developed in the stage of information search. Which will affect the final decision.

This stage of buying decision process gives the marketer a chance to modify his product offering in keeping with relative importance attached to each attribute by various consumer segments, altering beliefs and attitudes about his own brand and calling attention to neglected product attributes.

(iv) Purchase Decision: In the evaluation. Stage, LML Ltd. Company has ranked the various brands in terms of his first, second and third preference in short, he has made up his mind about which brand he wants to buy.

(v) Post purchase Behaviour: After purchasing the specific brand of any Tyre company. The LML Ltd. Company finds that its performance or utility matches up to company expectation. The LML Ltd company will feel satisfied with his purchase.
REFERENCES


