



## Marketing Mix Factor Influencing Purchase Decision of Two Wheelers: A Study of Aligarh District

**Mohd. Nadeem**

Department of Commerce, Aligarh Muslim University, Aligarh – 202002 (U.P.) India  
Email Id: nadeemakig08@gmail.com

### Abstract

The Indian automobile industry has witnessed rapid growth in production capacity along with modernization since the mid-nineties. India is now a significant player in the world market, with manufacturing bases and export hubs of many multinational vehicle manufacturing companies. In 2017-18 the production of two wheelers was 2.31 crore units, out of which 2.02 crore units were domestically sold while 0.29 crores units was exported. This study has analyzed the marketing mix factor influencing purchase decision of two wheelers in Aligarh district, U.P., India. Primary data has been collected from 75 respondents. The finding reveals that out of 24 attribute, comfort is the highly important attribute in the two-wheeler followed by low maintenance cost and safety features. Mileage, durability, after sales services and warranty are the other important attribute that consumers want in two wheelers. Financing facility, cash discount, comfort and availability are the extremely important factors for scooters' segment. Moreover, durability, mileage, technology and colour are secondary important attributes. Consumers of scooter have given high consideration to these attributes as compared to motor cycle users. Advertisements on websites, magazines, TV, and attractive display in showroom are the important factors that influence purchase decision. The results also show that high discount, free gift and lucky draw events are important promotional factors that influence the purchase of motor cycle and scooters.

**Key Words:** Two-wheeler marketing, decision making, buying behavior, factor and attribute.

### PAPER/ARTICLE INFO

RECEIVED ON: 03/09/2018  
ACCEPTED ON: 18/10/2018

### Reference to this paper should be made as follows:

**Mohd. Nadeem (2018),**  
"Marketing Mix Factor Influencing Purchase Decision of Two Wheelers: A Study of Aligarh District", *Int. J. of Trade and Commerce-IIARTC*, Vol. 7, No. 2, pp. 290-299

## 1. INTRODUCTION

Modern means of transportation hastened the cultural progress and social change in India as all over the world. Rapid growth made by the two wheeler industry is the result of convenience well as in commuting, operating and handling. The individuals need to access fast in convenient way has been the prime support that has fostered the development of modern transportation. Marketing of innovations is, therefore, a prime tool for maintaining sustainable competitive advantage for organizations (Zen, Dambros, & dos Santos Rhoden, 2016; Kumar, et al., 2012). In the current hyper competitive (Dwyer and Oh, 1988), volatile (Moreau et. al., 2001), uncertain (Laran and Tsiros, 2016), complex (Taylor-West et. al., 2013) and ambiguous (Gounaris and Koritos, 2012) environment, it is all the more imperative for marketers to rise above and continually stay ahead of competition by exploring, educating, engaging potential customers and by endeavoring to enrich customer experience with conveniently accessible and innovative value added solutions (Saha, 2015).

The general attributes of individual consumers with respect to the involvement in the various product category of different brands, lead them to search the relying dominant factors in the marketplace (Rogers, 2003). In the background of prevalence of these behavioural conditions amongst a large proportion of vehicle users, the impact of marketing strategies undertaken by marketers on adoption and usage of the new and existing product category looks to be a highly interesting topic of study (Govindarajan and Fisher, 1990). For a better understanding of consumer behaviour with respect to adoption and usage of a new and existing two wheeler brands, its cost effectiveness, realize effectiveness of various capital intensive marketing initiatives undertaken by marketers to promote products and recognize the various marketplace influencing dynamics at play, which either distort or reinforce marketing communications of marketers to effectively influence consumers favorably or unfavorably in their informed choice of product adoption and usage (Kushwaha, 2012).

This research has been motivated by the professional marketing practice of the researcher, in launch of two wheelers, aimed at different target customer segments for varied applications, creation of consumer awareness and initiation of innovative approaches to handhold the consumer to nudge them to initiate trials, enhance their experience, establish efficacy and superiority of the new innovative features compared to usage and nurture eagerness within them to offer themselves for brand advocacy, willingly spread action oriented word of mouth publicity, instill trust and faith in the new and existing products amongst consumers to ensure a wholehearted switch and stickiness amongst a large consumer base (Deacon et. al., 2003). The present study explores the product attribute that the customers desire in two wheeler and what are the important factor that influences to purchase of two wheelers. This study will be helpful to make product and marketing strategy for the two wheelers in Indian context. This kind of research is extremely needed by the two wheeler industry to understand the consumer behavior and development product and marketing strategy accordingly. The investigator/ researcher shall concentrate on users of two-wheeler vehicles, in the categories of motor cycles and scooters used in general on-road commuting purpose, which are powered by 4-stroke petrol engines and their engines are lubricated by 4T oils.

## 2. MOTOR VEHICLES

The motor vehicle or automobile industry developed in the early twentieth century in Europe and USA. The Indian automobile industry has witnessed rapid growth in production capacity along with modernization since the mid-nineties. India is now a significant player in the world market, with manufacturing bases and export hubs of many multinational vehicle manufacturing companies. The Indian automobile production, domestic sales and export volumes and growth in India is given in Tables 1.

**Table 1. Two wheeler Industry in India**

| Years   | Categories     | Two Wheelers Vehicles |
|---------|----------------|-----------------------|
| 2011-12 | Production     | 15,427,532            |
|         | Domestic Sales | 13,409,150            |
|         | Export         | 1,975,111             |
| 2012-13 | Production     | 15,744,156            |
|         | Domestic Sales | 13,797,185            |
|         | Export         | 1,956,378             |
| 2013-14 | Production     | 16,883,049            |
|         | Domestic Sales | 14,806,778            |
|         | Export         | 2,084,000             |
| 2014-15 | Production     | 18,489,311            |
|         | Domestic Sales | 15,975,561            |
|         | Export         | 2,457,466             |
| 2015-16 | Production     | 18,830,227            |
|         | Domestic Sales | 16,455,851            |
|         | Export         | 2,482,876             |
| 2016-17 | Production     | 19,933,739            |
|         | Domestic Sales | 17,589,511            |
|         | Export         | 2,339,273             |
| 2017-18 | Production     | 23,147,057            |
|         | Domestic Sales | 20,192,672            |
|         | Export         | 2,815,016             |

Source: Society of Indian Automotive Manufacturers (2018)

**2.1 Two-Wheeler Motor Vehicles:** Motor vehicle is a vehicle, self-propelled by an engine, which is normally used for transportation of people and goods on road. Based on the size and end-use, motor vehicles are categorized by the Motor Vehicles Department of the states as two-wheelers, and 18 other categories which include auto-rickshaws, cars, jeeps, trucks, buses and others.

Two-wheelers include motorcycles, scooters and mopeds. Motorcycle is a two wheeled vehicle mounted with a petroleum fueled internal combustion engine for self-propulsion. They were first commercially developed in 1894 by Heinrich Hildebrand, Wilhelm Hildeberg and Alois Wolfmüller in Germany. They are of two types, one for riding on road and the other for riding off-road. Within both these types, there are several sub-types based on the engine power and on the end-use of either regular commuting on road or for sports, both on and off road. Motorcycles

are used in India and other developing countries overwhelmingly as a utility vehicle for personal mobility, whereas in developed countries, they are used primarily as a recreational vehicle.

## **2.2 Two-Wheeler Market in India**

Two-wheelers are the single largest category of motor vehicles in India commanding an overwhelming market share of about 80% in recent years, whereas that of other categories are passenger vehicles at about 14%, commercial vehicles about 3% and three-wheelers around 2%, as reported by society of Indian automotive manufacturers since 2011 onwards.

The above sales result in net annual additions of 8 to 9 million units, considering gradual scrapping of old unserviceable vehicles. Based on these data, the two-wheeler population in India, is estimated at 122 million units in 2017, and is expected to reach 236.4 million units in 2035. Such rapid growth will make India the largest market for two-wheelers in the world within the next 15 to 20 years.

The large market has attracted most major global two-wheeler brands to India, which along with home grown brands have transformed the country into a major manufacturing hub. The leading brands marketing two-wheelers in India are Hero MotoCorp, Bajaj Auto, TVS Motors, Enfield, Honda, Yamaha, Kawasaki, Suzuki, Piaggio, KTM and Harley-Davidson. The most popular range of engine cubic capacity (cc) is between 100cc to 250cc. Whereas an overwhelming majority of two-wheelers are designed for commuting, a few sports and cruiser models have also been introduced, which are very few in number. This large vehicle population has created a huge demand for analyzing competitive advantages of manufacturers, specially meeting the unique needs of two-wheeler i.e., Scooter.

## **2.3 Promotion Strategies of Two Wheeler Marketers**

A study of the two wheeler industry under the Porter's Five Forces model for competition reveals a very high level of inter-firm rivalry, coupled with high bargaining power of customers, high bargaining power of suppliers and quite low barriers to entry, with the only respite coming from negligible threat of substitution. The inter-firm rivalry is characterized by the presence of a handful of major players and a large number of fringe players.

The major players are continually finding their market share being snipped at and chipped away by fringe players who flood the price sensitive Indian market with cheaper and lower performance spare parts. Major players are, therefore, bogged down to protect their flanks against these attacks while simultaneously strategizing for launch of premium products with skimming pricing for targeting niche segments. Immediate promotion is the key to attract larger customer base (Kim, 2013).

Under the above conditions of hyper-competition, two wheeler marketers have unleashed a slew of market promotion mix tools to aid brand preference with the intention of capturing long-term customer value. However, as spare parts constitute a low involvement category product, much of the promotional investments are likely to get lost in clutter. The industry does not have any differentiated or exclusive promotion strategy for spare parts. Advertisements and sales promotions focused on customer segments rather than product category segments.

### 3. RESEARCH METHODOLOGY

The present research is based on the primary data. Data has been collected from the Aligarh Districts of Uttar Pradesh, which is famous for lock industry. Generally, all type of two wheeler brands' showroom are available in Aligarh. Data has been collected from 75 respondents through personal interview. A well structured questionnaire was used for collection of required data. There was three parts in the questionnaire. **First section** was having the questions related to profile of the consumers. **Second section** of the questionnaire deals consumers requirement in the two wheelers. 24 Product attributes were identified and respondent were asked to rate them. While in **the last part** of the questionnaire, question related to marketing and behavioral aspect were asked.

Ranking of the attributes on graph has been done. Further a cross analysis product attribute across the motor cycle and scooters was done. Mean and standard deviation was used to analyze the collected dat.

### 4. RESULTS AND DISCUSSION

Data has been collected from the 75 consumers of motor cycle and scooter. All the respondents are having educational qualification, graduation and above. Out of all 68 percent of the respondents are post-graduate. Educational qualification of 16 percent respondent is Ph.D. It indicates that respondents are enough educated to give the responses. Regarding the family income, table reveals that most of the respondents belong to the income group 30,000 to 50,000 per month followed by 50,000 to 75,000 per month. It shows that most of the respondent belongs to the high income group. Out of 75, only 18 percent of respondent are married. As far as age is concern 45.3 percent of the respondent are belong to the age group of 25 year to 35 years, while 42.7 percent of the respondent fall in the age bracket of less than 25 years. It indicates that response has been taken from the young consumers. In the total sample 66.7 percent respondents are male. Regarding the ownership of the wheelers, data shows that near about 91 percent of the respondents are having personal two-wheeler. About brand, table 2 reveals that 42.7 percent consumers are having two wheelers of the Honda brand followed by the Hero. Out of total, 38.7 percent of the respondents are having the engine type between 125 cc to 175 cc, while 34.7 percent of the two wheelers are having engine less than 125 cc. Among the sample, 57.3 percent of the consumers have motor cycle and remaining has scooters.

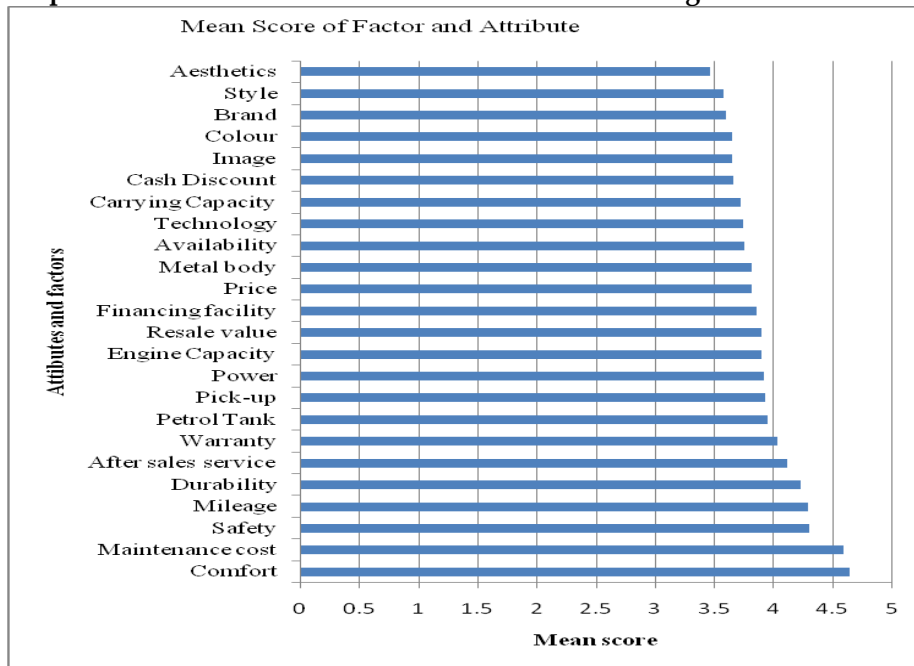
**Table 2. Profile of sample consumers and their two wheeler characteristics**

| Customers characteristics              | N  | %     | Product Characteristics | N  | %     |
|--|----|-------|-------------------------|----|-------|
| <b>Educational Qualification</b>       |    |       | <b>Ownership</b>        |    |       |
| Upto Graduation                        | 12 | 16.0  | Personal                | 68 | 90.7  |
| Upto Post Graduate                     | 51 | 68.0  | Official                | 7  | 9.3   |
| Ph.D. and above                        | 12 | 16.0  | Total                   | 75 | 100.0 |
| Total                                  | 75 | 100.0 | <b>Brand</b>            |    |       |
| <b>Family Monthly Take-Home Income</b> |    |       | Honda                   | 32 | 42.7  |
| 15,000/- to less than 30,000/          | 18 | 24.0  | Bajaj                   | 12 | 16.0  |
| 30,000/- to less than 50,000/-         | 24 | 32.0  | Hero                    | 15 | 20.0  |
| 50,000/- to less than 75,000/-         | 19 | 25.3  | TVS                     | 7  | 9.3   |
| More than 75,000/-                     | 14 | 18.7  | Other                   | 9  | 12.0  |

|                            |    |       |                         |    |       |
|----------------------------|----|-------|-------------------------|----|-------|
| Total                      | 75 | 100.0 | Total                   | 75 | 100.0 |
| <b>Marital Status</b>      |    |       | <b>Engine Type</b>      |    |       |
| Single                     | 57 | 76.0  | Less than 125 cc        | 26 | 34.7  |
| Married                    | 18 | 24.0  | 125 cc to 175 cc        | 29 | 38.7  |
| Total                      | 75 | 100.0 | 175 cc to 250           | 15 | 20.0  |
| <b>Age</b>                 |    |       | 250 cc to 500 cc        | 5  | 6.7   |
| Less than 25 yrs           | 32 | 42.7  | Total                   | 75 | 100.0 |
| 25 yrs to less than 35 yrs | 34 | 45.3  | <b>Two Wheeler Type</b> |    |       |
| 35 yrs to less than 45 yrs | 9  | 12.0  | Motorcycle              | 43 | 57.3  |
| Total                      | 75 | 100.0 | Scooter                 | 32 | 42.7  |
| <b>Gender</b>              |    |       | Total                   | 75 | 100.0 |
| Male                       | 50 | 66.7  |                         |    |       |
| Female                     | 25 | 33.3  |                         |    |       |
| Total                      | 75 | 100.0 |                         |    |       |

Source: Data collected from primary source

**Graph 1. Mean Score of Factor and Attribute: Influencing Purchase Decision**



Higher the mean score more the factor and attribute is important to influence purchase decision. In the graph 1, factor and attribute that influences purchase decision are shown. Here rating 1 indicates 'not at all important' and rating 5 indicates 'extremely important' about the particular factor or attribute of two-wheeler. Graph 1 (above) shows that all the attribute having mean score more than 3.5. Out of 24 attribute, comfort is the highly important attribute in the two wheeler followed by low maintenance cost and safety features. Mileage, durability, after sales services and

warranty are the other important attribute that consumers want in two wheelers. From the visualization of the graph, pick up, power and engine capacity is the important than price. Consumers can pay more prices if they get this attribute in two wheelers. A interesting fact arise from the graph that as compare to other factor brand is not much important factor at the time of two wheelers purchase. Kumar, Basha, and Pandurangarao (2015) also suggested in their research that if consumers get two wheeler of their choice he would not think about price so much.

**Table 3. Factor and Attributes Influencing Purchase Decision of Motorcycle and Scooter**

| Attribute          | Motorcycle |      | Scooter |      | Attribute           | Motorcycle |      | Scooter |      |
|--------------------|------------|------|---------|------|---------------------|------------|------|---------|------|
|                    | Mean       | S.D  | Mean    | S.D  |                     | Mean       | S.D  | Mean    | S.D  |
| Engine Capacity    | 3.84       | 0.95 | 3.97    | 1.00 | Comfort             | 3.98       | 1.03 | 5.53    | 7.08 |
| Mileage            | 4.12       | 0.98 | 4.53    | 0.76 | Safety              | 4.19       | 1.01 | 4.45    | 0.77 |
| Price              | 3.95       | 1.14 | 3.63    | 1.07 | After sales service | 3.88       | 1.29 | 4.42    | 0.99 |
| Style              | 3.58       | 1.22 | 3.56    | 1.11 | Colour              | 3.53       | 1.20 | 3.81    | 1.26 |
| Aesthetics         | 3.55       | 0.99 | 3.32    | 1.19 | Availability        | 3.44       | 1.10 | 4.16    | 1.11 |
| Power              | 3.98       | 0.80 | 3.84    | 1.17 | Technology          | 3.57       | 1.21 | 3.97    | 1.18 |
| Pick-up            | 3.84       | 1.19 | 4.06    | 1.01 | Maintenance cost    | 4.95       | 6.19 | 4.09    | 1.12 |
| Brand              | 3.53       | 1.28 | 3.66    | 1.21 | Durability          | 4.05       | 0.99 | 4.47    | 0.80 |
| Image              | 3.69       | 1.09 | 3.59    | 1.32 | Petrol Tank         | 3.90       | 0.98 | 4.00    | 1.14 |
| Warranty           | 3.95       | 1.17 | 4.13    | 1.13 | Carrying Capacity   | 3.44       | 1.26 | 4.09    | 1.20 |
| Financing facility | 3.19       | 1.40 | 4.72    | 5.30 | Metal body          | 3.71       | 0.99 | 3.94    | 1.19 |
| Resale value       | 3.81       | 1.23 | 4.00    | 1.24 | Cash Discount       | 3.12       | 1.31 | 4.38    | 0.94 |

Source: Calculations are based on primary data.

**Higher the mean score more the factor and attribute is important to influence purchase decision.** In the table 3, factor and product attribute that influencing purchase decision for motor cycle and scooter separately. This will help to understand the consumers required attribute in motor cycle and scooter. Mean value reveals that resale value, warranty, engine capacity, brand, petrol tank, style, image and power are equally important attribute for both motor cycle and scooters users. Comfort, financing facility and cash discount availability are the extremely important factor for scooters' consumers. Generally scooters users are female, easy availability and financing is the issue for them, which may be the reason they are the important factors for scooters users. Further durability, mileage, technology and color are secondary important attribute. Consumers of scooters given high consideration to these attribute as compare to motor cycle users. However, these attribute are important for motor cycle users also but degree is higher in case of scooters' consumers. For the motor cycle consumers, price and maintenance cost is significant factor as compare to scooters consumers. Generally serviceman use motor cycle, therefore they want two wheelers at low maintenance cost.

**Table 3. Marketing and behavioral factor influencing purchase decision of Motorcycle and Scooter**

| Factors   | Motorcycle |      | Scooter |      | Total |      |
|---|------------|------|---------|------|-------|------|
|   | Mean       | S.D  | Mean    | S.D  | Mean  | S.D  |
| <b>Advertisement which influences to take buying decision:(Alpha=0.819)</b>             |            |      |         |      |       |      |
| Attractive display in showroom  | 2.33       | 1.08 | 2.84    | 1.14 | 2.55  | 1.13 |
| Attractive posters  | 2.19       | 1.14 | 2.25    | 1.02 | 2.21  | 1.08 |
| Hoardings on roadside   | 2.31       | 0.95 | 2.22    | 1.16 | 2.27  | 1.04 |
| Advertisements in newspapers  | 2.40       | 1.13 | 2.59    | 1.13 | 2.49  | 1.13 |
| Advertisements in magazines   | 2.36       | 1.03 | 3.16    | 3.66 | 2.70  | 2.54 |
| Advertisements on FM radio  | 2.12       | 0.98 | 2.44    | 1.29 | 2.25  | 1.13 |
| Advertisements on TV  | 2.57       | 1.19 | 2.84    | 1.25 | 2.69  | 1.22 |
| Advertisements on websites  | 2.38       | 1.08 | 3.28    | 3.57 | 2.77  | 2.50 |
| <b>Influential promotional factor to take purchase decision (Alpha=0.862)</b>           |            |      |         |      |       |      |
| Sales Campaign at petrol pumps  | 2.29       | 1.22 | 2.53    | 1.19 | 2.39  | 1.20 |
| Sales Campaign at Mall  | 2.39       | 1.30 | 2.47    | 1.14 | 2.42  | 1.22 |
| High discounts received   | 3.02       | 1.35 | 3.44    | 1.22 | 3.20  | 1.30 |
| Free gifts received   | 2.79       | 1.34 | 3.56    | 1.29 | 3.12  | 1.36 |
| Lucky draw event  | 2.60       | 1.36 | 3.44    | 1.39 | 2.96  | 1.43 |
| <b>Person or people influenced purchase decision : (Alpha=0.809)</b>                    |            |      |         |      |       |      |
| Advice by a friend who has good knowledge about new two wheelers products.              | 3.72       | 1.10 | 3.44    | 1.19 | 3.60  | 1.14 |
| Advice by a friend who is highly satisfied in using this brand and type of two wheeler. | 3.86       | 1.04 | 3.81    | 0.93 | 3.84  | 0.99 |
| Advice by a friend who has good knowledge about two wheeler agencies & workshops        | 3.77       | 1.15 | 3.75    | 1.16 | 3.76  | 1.15 |
| Advice of experts on websites, blogs, social network.                                   | 3.37       | 1.31 | 3.09    | 1.17 | 3.25  | 1.25 |
| Advice by my mechanic.  | 3.28       | 1.35 | 2.78    | 1.07 | 3.07  | 1.26 |
| Advice of shop salesperson.   | 2.74       | 1.35 | 2.66    | 1.23 | 2.71  | 1.29 |
| Advice of my family or Neighbors.   | 3.35       | 1.19 | 3.66    | 0.90 | 3.48  | 1.08 |

Source: Calculations are based on primary data.

1 indicate 'Not at all Important' .....5 indicate 'Very Important'

In the table 4, importance of marketing and behavioral factor that influencing the purchase decision of motor cycle and scooters are analyzed. All 20 variables are divided into three construct (1) Advertising factor (2) Promotional factor (3) Personal or people factor. For the internal consistency of the construct Cronbach's alpha is find out. The value of  $\alpha$  is more than 0.8 for all three construct reveals that variables in each construct are highly consisting.

Advertisements on websites, advertisements in magazines, advertisements on TV, and Attractive display in showroom are the important factors which are the important advertising factors that influence purchase decision. Posters and Hoardings on roadside are slightly important factors. Regarding influential promotional factors (Mathur, 2013), results show that



high discount, free gift and lucky draw events are important factor that influences the purchase of motor cycle and scooters. Sales campaign at mall and at petrol pump are the reasonable, 'important factors in advertising of two wheelers' purchase. As far as people and person that are important in purchase of two wheeler, shows that 6 out of 7 variables have more than 3, it reveals that fellow people are the most significant sources in two wheeler purchase. A satisfied consumers is the most important factor that influence the decision of others perspective buyer. Further, family members advice and expert advice on internet are the other significant variable that impact on the two wheelers purchase decision. Sales person advice at the showroom is not as much as important as other factors.

## **5. CONCLUSION**

Modernization in the transportation system hastened the progress of civilization and increased learning and scientific endeavor. In the current hyper competitive, volatile, uncertain, complex and ambiguous environment, it is all the more imperative for marketers to rise above and continually stay ahead of competition by exploring, educating, engaging potential customers and by endeavoring to enrich customer experience with conveniently accessible and innovative value added solutions. Present study explores the product attribute that the customers desire in two wheeler and what are the important factors that influences to purchase of two wheelers by collecting data through primary survey. This kind of research is extremely needed for the two wheeler industry to understand the consumer behavior and development product and marketing strategy accordingly.

Comfort is the highly important attribute in the two wheeler followed by low maintenance cost and safety features. Mileage, durability, after sales services and warranty are the other important attribute that consumers want in two wheelers. Product designing team and marketing manager should focus in these factors. Because consumers are more concern about these factors as compare to brand. If new market player of two wheeler industries would work on these factors, they can give a good competition in the market. Mean value reveals that resale value, warranty, engine capacity, brand, petrol tank, style, image and power are equally important attribute for both motor cycle and scooters users.

Comfort, financing facility, cash discount and availability are the extremely important factor for scooters' consumers. Generally scooters users are female, easy availability and financing are the issue that enchanting them, that may be the reason they are the important factors for scooters users. For the motor cycle consumers, price and maintenance cost is significant factor as compare to scooters consumers. Scooters selling company should tie up with insurance companies for easy EMI conditions.

Advertisements at websites, magazines, TV, and Attractive display in showroom are the important advertising factor. Aggressive advertising at the time of product launching should be done on internets. High discount, free gift and lucky draw events are important factor that influences the purchase of motor cycle and scooters. Generally, these promotional strategies should be adopted at the time of maturity stage of the product. A satisfied consumer is the most important factor that influence the decision of others perspective buyer. Therefore, after sales services infrastructure should be strengthened. Feedback about wheeler should be taken on monthly or quarterly basis through customer care.

REFERENCES

- [1]. Deacon et. Al. (2003), "Challenges in Product Adoption", *Journal of Strategic Marketing*, September, pp. 187-200
- [2]. Dwyer, Robert F. and Sejo Oh (1988), "A Transaction Cost Perspective on Vertical Contractual Structure and Interchannel Competitive Strategies", *Journal of Marketing*, Vol. 52(April), pp. 21-34.
- [3]. Gounaris, S. and Koritos, C. D. (2012), "Adoption of Technologically Based Innovations: The Neglected Role of Bounded Rationality", *Journal of Product Innovation Management*, Vol. 29, No. 5, pp. 821-838.
- [4]. Govindarajan, V. and Fisher, J. (1990), "Strategy, control systems, and resource sharing: Effects on business-unit performance", *Academy of Management Journal*, Vol. 33, No. 2, pp. 259-285.
- [5]. Kim, H. (2013), "How Variety-Seeking Versus Inertial Tendency Influences the Effectiveness of Immediate Versu Delayed Promotions", *Journal of Marketing Research*, Vol. L (June), pp. 416-426.
- [6]. Kumar, MV., Basha, S.C. and Pandurangarao, D (2015) Influence of Price on Consumer Behavior in Motor Cycle Industry. (With Special Reference to Hero Honda, Bajaj and TVS Companies, Andhrapradesh, India), *Journal of Marketing and Consumer Research*, 9, 95-101.
- [7]. Kumar, V., Rahman, Z., Kazmi, A. A., & Goyal, P. (2012). Evolution of sustainability as marketing strategy: Beginning of new era. *Procedia-Social and Behavioral Sciences*, 37, 482-489.
- [8]. Kushwaha, T. (2012). Brand extension: a strategy for competitive advantage. *Samvad*, 5, 18-27.
- [9]. Laran, Juliano and Michael Tsiros (2013), "An Investigation of the Effectiveness of Uncertainty in Marketing Promotions Involving Free Gifts," *Journal of Marketing*, 77 (1), 112-123.
- [10]. Mathur, M. (2013), "Drivers of channel equity: Linking strategic marketing decisions to market performance", *The Marketing Review*, Vol. 13, No. 4, pp. 393-414
- [11]. Moreau, C. Page, Donald R. Lehman, and Arthur B. Markman (2001), "Entrenched Knowledge Structures and Consumer Response to New Products," *Journal of Marketing Research*, Vol. 38 (February), pp. 14-29.
- [12]. Rogers, E.M. (2003), *Diffusion of Innovations*, 5th ed., New York, Free Press.
- [13]. Saha, D (2015) Impact of Marketing Channel and Promotion Strategies on Adoption of Synthetic Lubricants by Two-Wheeler Motor Vehicle Users: A Study in Select Cities of Maharashtra (India), retrieved from Shodhganga database.
- [14]. Society of Indian Automotive Manufacturers (2017), data retrieved from <http://www.siamindia.com/statistics.aspx?mpgid=8&pgidtrail=9> (Access on the 15 September, 2018)
- [15]. Taylor-West, P, Saker, J and Champion, D. (2013), "Segmenting for complexity: persuading people to buy what they don't understand", *Journal of Strategic Marketing*, Vol.21, No.4, pp.332-346.
- [16]. Zen, A., Dambros, Â. M. F., & dos Santos Rhoden, M. I. (2016). Innovative Entrepreneurship and Competitive Performance: The Prime/Brazil Case. *Revista de Negócios*, 20(2), 40-56.