Market Analysis and performance Evaluation of Two Wheeler (Scooter) Products

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Abstract

India's two-wheeler industry is the second largest in the world. Over the past decade, while the industry has recorded an average growth of 8% the Scooter Motorcycle and Moped-business has registered a growth rate of 7% and 12% respectively, over the same period of time. Two-wheelers were one of the best performing industry segments of the economy in 2002-03. This growth was fuelled by motorcycles; while sales in all other product categories declined, motorcycles grew at a robust 31% last year represented 74% of all two-wheeler sales against just 27% in 1996-97. The Scooter market entered a new phase of evaluation, with good looking models such as LML Select hitting the road, men folk got over the feeling that manhood has little to do with kick starting two-wheelers or using gears and slowly started adopting the gearless, button start Kinetic Honda, TVS and Honda scooters for sheer convenience. Once, Bajaj Auto was the only 'complete' two wheeler manufacturer, with models in all defined categories. Now TVS Suzki, Honda, Kinetic Honda has an equally diverse portfolio (models). And LML is headed that way too, with mo-bikes on its launch pad. The competition within the industry is changing in qualitative terms; LML and TVS Suzki have become two wheeler companies in the real sense. Bajaj has another player to compete within scooters. The new challenges for Hero Honda too. The fight is on and the four brands Bajaj, LML, TVS, Honda and Kinetic Honda one vying for a larger chunk of the scooter market offering new features with each upcoming model.

The present study is an attempt to evaluate the performance of the different scooters available in the market, preference of scooter users about these brands and models. And also identify the necessary changes/modifications in the product to reveal whether the targeted groups & the user groups actually correspond as presumed.

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Introduction

The two-wheeler sector has evolved in tandem with the local automobile industry. The customer had one limited model in two-wheeler sector. Now international two-wheeler manufacturers are available. The auto components manufacturers were quick to adapt themselves to the new environment after the opening of the economy. Indian companies are now globally competitive; largest Original Equipment Manufacturers (OEMs) have tied up with them for their global supply chain. Two-wheelers were one of the best performing industry segments of the economy in

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2002-03. This growth was fuelled by motorcycles; while sales in all other product categories declined, motorcycles grew at a robust 31% last year represented 74% of all two-wheeler sales against just 27% in 1996-97. However, on the other hand, hit hard by rising interest rates, sales growth specially that of motorcycles remained negative. According to figures released by the society of Indian Automobile Manufacturers (SIAM), Motorcycle sales continued to be in the red posting a decline of 6.74% at 6,57,874 units against 7,05,467 units in the month of October 2006.Market leader Hero Honda Motor (HHML) showed a marginal increase in sales during October 2007. Rival Bajaj Auto registered a drop of 8.33% at 2, 05,004 units in October 2006 against 2,23,642 units in October 2006. India's third largest two-wheeler maker TVS Motor Co. continued its dismal performance with a massive 32.64% decline at 58,594 units against 86,990 units in the month of October 2006. SIAM sources that total two-wheeler sales in October was also down by 3.73% as compared with the units sold in the month of October 2007.

This is despite the Scooters segment posting a healthy 16.61% growth at 98,752 units against 84,680 units in the year 2007. This growth may be due to stylist and elegant models of the scooters and up-graded technology to save the fuel consumption make the ride comfort, a painless and enjoyable journey. The annual sales trend of two-wheeler products is as follows:

Annual Sales (in '000s)

Year	Mopeds	Motorcycles	Scooters	Ungeard scooters
1998-1999	624	1178	1116	238
1999-2000	611	1613	986	372
2000-2001	568	2032	605	397
2001-2002	421	2869	534	409
2002-2003	362	3757	338	527

(Source: The HINDU Survey of Indian Industry, 2004).

An overview of Indian two-wheeler Industry

1. Bajaj Auto Ltd.

Wheeler manufacturing company in India apart from producing two wheelers they also manufacture three wheelers. The company had started way back in 1945. Initially it used to import the two wheelers from outside, but from 1959 it started manufacturing of two wheelers in the country. By the year 1970 Bajaj Auto had rolled out their 100,000th vehicle. Bajaj scooters and motor cycles have become an integral part of the Indian milieu and over the years have come to represent the aspirations of modern India. Bajaj Auto also has a technical tie up with Kawasaki heavy industries of Japan to produce the latest motorcycles in India which are of world class quality The Bajaj Kawasaki eliminator has emerged straight out of the drawing board of Kawasaki heavy industries. The core brand values of Bajaj Auto limited includes Learning, Innovation, Perfection, Speed and Transparency. Bajaj Auto has three manufacturing units in the country at Akurdi, Waluj and Chakan in Maharashtra, Western India, which produced 1,814,799 vehicles in 2004-05. The sales are backed by a network of after sales service and maintenance work shops all over the country.

Bajaj Auto has products which cater to every segment of the Indian two wheeler market Bajaj CT 100 Dlx offers a great value for money at the entry level. Similarly Bajaj Discover 125 offers the consumer

a great performance without making a big hole in the pocket.

Bajaj Auto also has a marked presence in the premium segment with models like the Bajaj Pulsar creating a ripple on the Indian roads. The general trend of the two wheeler industry has not left Bajaj Auto unscathed. Scooters which were once the main source of revenue for the company have given way to motorcycles.

In the late 1990s, realizing that it should revamp its product line to meet the quality expectations of the customers, Bajaj attempted to change its focus from a standardized product to a wide range of models and so variants were designed to appeal to a broad cross-section of the market. Besides introducing new models, Bajaj realized the need to build a presence in the fast growing motorcycle market. Bajaj also focused on creating a marketing culture, on quality, improving the supply chain, revamping manufacturing practices and concentrating on overseas market to globalize, in an industry where some of the leading companies are global players.

2-LML India

LML is one of the leading scooter manufacturers in the country, with a 30% market share in volume terms with its popular scooter brand "Supremo". Financially, LML's turnover has grown from Rs.209.05 crores in 92-93 Rs.832.71 crores in Sept '98. It plans to facilitate authorized dealers with a WAN (wide area network) and sell spare parts through the Net. It is also working towards setting up five training schools (one each in Mumbai, Kanpur, Bangalore, Calcutta and Noida), to train mechanics and service personnel. Beginning with 120 people in the first quarter of 1999, it hopes to build up a base of 20,000 trained mechanics over time. Besides, its 300-dealer strength is to be over 500 soon.

3-Kinetic Motor Company Ltd.

Kinetic Motor Company Limited was incorporated in 1984 as a joint venture with Honda Motor, Japan and is a part of the Kinetic group of companies. The company has a state of the art manufacturing facility at Pithampur, near Indore, Madhya Pradesh and has a strong network of over 400 dealers and authorized service centers. Kinetic Motor is ISO 9001 certified from DNV for all models and activities. USA, Canada, Latin America, Europe, Africa, Middle East and South Asia are the main export markets for the Kinetic Motor automobiles.

Kinetic has launched India's first motoscooter in the form of Kinetic Blaze. Kinetic Blaze is a 165 cc scooter which seeks to revolutionize the diminishing scooter market in the country. The product is a first of the seven series of vehicles which Kinetic want to acquire from the Italian two wheeler giant Italjet Spa. However the beginning of the company has been much more modest. The company has revolutionized the concept of personalized transportation in India with the launch of Kinetic 'Luna' moped in 1972 thus ushering in the era of mopeds into the country.

Kinetic has also brought to the fore superior technology to the scooters by introducing things like auto choke, auto fuel cork and TLAD suspension. It also brought in gearless scooters in the country. Kinetic Honda was quite a rage among women who preferred the convenience and easy maneuverability of a gearless scooter than a geared one.

Kinetic has three manufacturing facilities located at Goregaon Bhima, Ahmednagar and Pithampur to produce more than 4 lakh vehicles per year. Kinetic motor began in 1984 with collaboration with Honda motor of Japan to sell advanced scooters in India. Kinetic motor has also positioned itself as a leading exporter of two wheelers to destinations like USA, Canada, Latin America, Europe, West Asia and South Asia. The Kinetic is the original revolutionary scooter with many astonishing credits to its name:

First gearless two wheeler in India with variomatic transmission which eliminated the hassle of gear changing a blessing to many in Indian cities where traffic conditions are often congested First two wheeler to feature the push-button, electric start that eliminated the cumbersome kick-starting the scooter that became a true family scooter by virtue of its easy and convenient riding and 16-61 age appeal.

The scooter that really gave easy personal mobility to women in India.

The scooter with many adventure feats:

- Successful crossing of the Sahara desert!
- Holds the Guinness world record for being the first two wheeler to reach Kardungla Pass the highest motorable road in the world
- Holds the Guinness world record for the longest non-stop running two wheeler (1001 hours of continuous endurance running)
- Has travelled from Delhi to London taking a route going through India, Pakistan, Iran, Turkey, Bulgaria, Romania, Hungary, Austria, Germany, France up to Great Britain.
- The scooter, with simple modification, gave gift of mobility to disabled people thanks to its hand operated controls. The Kinetic strikes an emotional chord with millions of Indians and has acquired itself quite a fan-following.
- Kinetic 4-s is essentially an important upgrade to the Kinetic Zoom, Indias most loved scooter, often referred to as simply Kinetic. The Kinetic 4-s builds on the illustrious legacy of comfort, Convenience, adventure, reliability and endurance built over a Decade of proven performance and delighted customers.

4-Honda Motorcycle & Scooter India (Private) Ltd. (HMSI)

Honda Motorcycle & Scooter India (Private) Ltd. (HMSI), Honda's wholly owned subsidiary in India, introduced its first motorcycle model – Unicorn – with an air-cooled, 4-stroke, single-cylinder, and 150cc engine. HMSI also announced that production of the Unicorn has begun on a new second production line dedicated to motorcycles. Unicorn is a sporty motorcycle with excellent driving stability due to its mono suspension. Unicorn's newly developed engine achieves top level fuel efficiency in the 150cc motorcycle class – 60km per liter*[1]. In addition, Unicorn has unique features to achieve excellent usability such as "tough up tube" that helps prevent flat tires. HMSI plans to sell 110,000 units per year.

The second production line dedicated to motorcycle production – the MC line – is located in a new building adjacent to the existing first line which is dedicated to scooter production. Production of the Unicorn began September 1, 2004. The 2nd line's annual production capacity for the 1st year is 150,000 units, with an initial investment of approximately 1.6 billion Rupees (approximately US$34 million). The total market size for motorcycles and scooters in India has reached 5.3 million units in 2003 (a 7% increase from the previous year), with motorcycles accounting for 4.1 million units (a 12% increase from the previous year). Motorcycles have been the driving force of market expansion in India.

HMSI began production of scooters in May, to start sales in June 2001, and has become the leading scooter manufacturer in the country. The company began exports of the 100cc scooter, LEAD, to European markets in 2003. By adding its first motorcycle model, Unicorn, HMSI will enhance the product lineup to better meet the diversifying needs of the market, the main models of the company are: Honda Activa, Honda Dio, Honda Eterno.

5-TVS Motors

What makes TVS stand out from all other two wheeler company in the country is that it is without any foreign collaboration. The company was established by T.V. Sundaram Itengar in the year 1911 and was primarily into the production of mopeds TVS Motor Company Limited, the flagship company of the USD 2.2 billion TVS Group, is the third largest two-wheeler manufacturer in India and among the top ten in the world, with an annual turnover of over USD 650 million. The company has many first to its credit like the introduction of the first indigenous moped and a 100 cc motorcycle in collaboration with Japanese auto giant Suzuki. When the collaboration ended in 2003, many thought that the company would die a natural death due to the exit of the foreign collaborator. However the company proved its detractors wrong by introducing the TVS Victor and rest as they say is history.

The company roped in Master Sachin Tendulakar for the promotions and the sales went northwards after that. The company is aiming to capture a quarter of the total two wheeler market in the country. TVS was a pioneer in mopeds but slowly they have shifted focus to the motorcycle segment since the entire market seems to be moving in that direction as consumer preferences and choices have changed with the changing times.

The company has been able to outdo it self and spring a surprise, as many analysts felt that the

company would be pushed to the periphery of the two wheeler market. With the exit of Suzuki, many felt TVS would have to limit itself to the moped market in the country. The company did not have a good track record of in-house product development as most of its' earlier ventures like the Shaolin, Shogun and the Supras failed to take off.

This further heightens the importance of the success of the TVS Victor, the company aims to become the number 2 two wheeler manufacturing in India and also want to crack the top five in Asia. The company has products across all categories from premium motorcycle to entry level mopeds and has recently launched Apache in the premium segment.

Since the India's two-wheeler industry is the second largest in the world. Over the past decade, while the industry has recorded an average growth of 8% the scooter motorcycle and moped-business is registering growth over the same period of time. The competition within the industry is changing in qualitative terms; LML, Honda and TVS Suzuki have become two wheeler companies in the real sense. Bajaj and other players to compete within scooters, there are new challenges for hero Honda too. One is from 4 stroke scooters and another is from 4- stroke bikes. Although the Bajaj has been the mainstay of the scooters but the fight is on and the four other brands like LML, Kinetic, TVS and Honda vying for a larger chunk of the scooter market offering new features with each upcoming model.

Keeping these issues in the mind the present study is an attempt to understand the preference of the consumers about the different available brands of the scooter products and their evaluation about the scooter which they are using.

Objectives:

The present study is an attempt to evaluate the performance of the different scooters available in the market, and preference of scooter users about these brands and models. And study the necessary changes/modifications in the product to reveal whether the targeted groups & the user groups actually correspond as presumed.

Methodology:

In order to measure performance of Two Wheeler (Scooter) products with respect to Consumer preferences/ expectations, the performance of the product was measured on the scale developed by (Purohit et.al.2000), the product attributes that consumers consider before making purchase decision or prefer when they go to buy a scooter are as follows: Durability, Riding Comfort, Colour, Price, Pick Up, Fuel Efficiency, Height, Spare Parts Availability, Resale Value, Overall Look, New Model Changes, Load Capacity, Engine (Horse) Power, Gear Number, Brand Popularity, Tyre Size (Stability), Status, Travel Convenience, Head Light Power, Head Light Life, Foot Brake Power, Foot Brake Life, Maintenance Expenses, Maintenance Ease, Body Design, Body Strength, Body Weight (Handling Ease), Overall Functioning. Among these (28) attributes, 10 that were found to be significantly correlated with satisfaction are; Price, Fuel efficiency, Pick-up, Body strength, Body design, Body weight, Foot brake power, Foot brake life, head light life and over all functioning (Purohit et.al.2000).

The users of two wheeler (scooter) products of all available brands (Bajaj, LML, Kinetic, TVS and Honda) were interviewed with the help of a structured questionnaire. The list of the two wheeler buyers were obtained from the local dealer's outlet and those who have purchased two wheeler (Scooter) products before 8 to 12 months time period were included in the sample. It was a systematic random sampling.

Sample profile

1. **Age:** A great majority (70%) of the respondents are from younger age group (25- 35 years), while only 8% respondents are from old age group i.e. more than 46 years, and rest 22% of the respondents are from middle age group (Table-1).
2. **Sex:** Almost all (96%) of the respondents are male (Table 2).
3. **Education:** An overwhelming majority (83%) of the respondents are highly educated with 47% post graduate (Table 3).
4. **Income:** A great majority (73%) of the respondents are from middle income group (Rs. 15,000 to 20,000 monthly) (Table 4).

5. **Occupation:** More than half (53%) of the respondents are having their own business or profession, while rest 47% are employed with govt. /semi govt. or in private sector. (Table 5).

6. **Family Size:** More than half (53%) of the respondents are from middle size family (3 to 5 members), however more than one third of the respondents are having large family size (more than 5 members). (Table 6).

Results

The performance of all five Scooter brands was evaluated and analyzed with the help of statistical tools. The result obtained from the data is as follows: (Table- 7)

1. **Durability:** The TVS Scooter is rated highly durable with the highest mean value of 6.64 followed by Honda with 6.50, Bajaj 6.36, LML 6.04 and Kinetic 5.85. The standard deviation of these scooters is 0.839 with Bajaj, 0.970 with LML, 1.053 with kinetic, 0.658 with TVS and 0.777 with Honda scooters.

2. **Riding comfort**: the riding comfort of Honda scooter is good as compared with other scooters, the mean value of the item with Honda Scooter is 6.30, followed by TVS 6.23, Kinetic 6.09, LML 6.01 and Bajaj is given last rank with the mean value of 5.61, the S.D. of the item with different Scooters is 0.949 with Bajaj. 0.860 with LML, 0.684 with Kinetic, 0.528 with TVS and 0.596 with Honda Scooters.

3. **Colour**: Availability of colour choices with different scooter brands, the Honda scooter is given first rank with mean value 6.50, followed by TVS 6.00, Kinetic 5.86, Bajaj 5.78 and LML 5.73 with the last ranking. The standard deviation of the item with different scooters is 1.109 with Bajaj, 0.876 LML, 1.037 with Kinetic, 0.535 with TVS and 0.682 with Honda Scooters score.

4. **Pick-up:** the pick-up of TVS Scooter is given highest rank in comparison to other scooters the mean value of the item is 6.14 with TVS, followed by 5.45, Kinetic , Honda 5.90, LML 5.76 and Bajaj 5.71, the standard deviation with different brands is 0.890 with Bajaj, 1.042 LML, 0.899 Kinetic, 0.834 TVS and 0.845 Honda.

5. **Fuel Efficiency:** The fuel efficiency of Honda scooter is good as compared to other scooters the mean value of the item is 6.27 with Honda, followed by 5.91 TVS, 5.33 Bajaj, 5.29 LML and 5.18 Kinetic, the standard deviation with these scores is 1.091 with Bajaj, 0.965 LML, 1.220 Kinetic, 0.610 TVS and 0.907 Honda scooters.

6. **Height:** The height of Kinetic and TVS Scooters are equally given high ranking, the mean value of kinetic and TVS is equal, 6.00, followed by Honda 5.67, Bajaj and LML have equal score 5.41. The standard deviation with different mean scores of these scooters is 1.101 with Bajaj, 0.925 LML, 1.024 Kinetic, 1.309 TVS, and 1.406 with Honda Scooters.

7. **Spare parts availability:** In case of the availability of spare parts, the Bajaj scooter is given good rating as compared to other scooters; the mean value of the item with Bajaj is 6.10 followed by LML 5.93, Honda scooter 5.77, TVS 5.27 and Kinetic 5.09. The standard deviation with different mean scores and brands is recorded as 1.017 with Bajaj, 0.857 LML, 1.571 Kinetic, 1.032 TVS and 1.406 Honda.

8. **Resale value:** The resale value of Bajaj scooter is good in comparison to other scoters available in the market; Bajaj is given first rank with this feature of resale value. The mean score of the item with Bajaj is 5.29 followed by TVS 5.23, Honda 5.13, LML 4.84 and kinetic is given last rank with 4.73 mean value. The standard deviation with different scooters brands is 1.408 Bajaj, 1.421 LML, 1.609 Kinetic, 1.378 TVS and 1.525 Honda scooters.

9. **Overall look:** Kinetic scooter is given first rank in the category of overall look, the mean value of the item with kinetic is 5.84, followed by TVS 5.82, Honda 5.80, Bajaj 5.29 and LML 4.84 with the last rank. The standard deviation of the item with different scooters is 1.060 with Bajaj, 1.044 LML, 0.990 kinetic, 1.140 TVS and 1.424 Honda scooters.

10. **Price:** The cost price of the scooter is also evaluated with respect to all scooter brands and TVS scooter is having cheap products /Models as compared with others, it is given good rating by the respondents with the attribute of the price, the mean value of the item with TVS is 5.64, followed by Bajaj 5.49, Honda 5.33, Kinetic 5.23 and LML 5.01. The standard deviation with the brand of Bajaj is 1.063, LML 0.985, Kinetic 1.232, TVS 1.002 and Honda 1.470.

11. **New Model Changes:** Launching new models and modifying products on routine basis is also measured, the TVS Scooter is given good rating with the feature of launching of new models in the market, the mean value of the item with TVS is highest 6.09 followed by Honda 5.87, Bajaj 5.76, Kinetic 5.50 and LML 5.41. The standard deviation with different mean scores is 0.964 with Bajaj, 0.860 LML, 1.225 Kinetic, 0.684 TVS and 1.432 Honda.

12. **Load capacity:** Bajaj scooter is given highest score in case of load capacity of the scooter, the mean value of the item is 6.13 with Bajaj followed by LML 5.86, Honda 5.63, TVS 5.77 and Kinetic scored last rank with 5.14 mean. The standard deviation with different mean score is 1.008 with Bajaj, 0.889 LML, 1.283 Kinetic 1.270 TVS and 1.326 with Honda scooters.

13. **Engine (Horse) power:** Bajaj scooter is having good engine power as compared with other scooter brands. The mean score of the item with Bajaj is 5.91, followed by LML 5.777, Honda 5.67, TVS 5.41 and Kinetic scored last rank with 5.36 mean. The standard deviation with different brands is 0.956 with Bajaj, 0.871 LML, 0.902 Kinetic, 1.221 TVS and 1.155 with Honda scooters.

14. **Gear Number:** Kinetic Honda is given first rank with the feature of gear numbers the mean value of the item is 5.95 with Kinetic Honda followed by TVS 5.86, LML 5.71, Bajaj 5.68 and Honda 5.63. The standard deviation of the item with Bajaj is 0.956, LML 0.900, Kinetic 1.426, TVS 1.125 and with Honda it is 1.426.

15. **Brand Popularity:** Brand popularity of Kinetic Honda is given good rank by the respondents with highest mean value of 5.95 followed by TVS 5.86, LML 5.71, Bajaj 5.69 and Honda 5.63 with the last rank, but the difference in the popularity score amongst the brands is not larger one, it may be because of same distribution channel and equal promotional campaigns of the brands that is why all brands are known to the consumers and all brands are available in every town/city or locality of the country. The standard deviation with different mean is observed as 0.956 with Bajaj, 0.945 LML, 1.090 kinetic, 1.126 TVS and 1.426 with Honda Scooters.

16. **Tyre size (stability point of view):** The tyre size of Bajaj scooter is good and given high rating as comparison to other scooter brands, the mean value of the item with Bajaj is 6.22 followed by LML 5.87, Honda 5.70, TVS 5.50 and Kinetic scored last rank with 5.36 mean value. The standard with different brands is 0.896 with Bajaj, 0.894 LML, 1.049 Kinetic, 1.300 TVS and 1.273 Honda scooters.

17. **Status:** Having a scooter of TVS is the symbol of high status in the society as compared to other brands of scooters is responded by the respondents. The mean value of the item with TVS is 6.09, followed by Kinetic Honda and Honda scooter with equal mean score of 5.73, and LML 5.70, while the Bajaj is given lowest rating with the attribute of status symbol with the mean value of 5.53, the standard deviation with different scores is as 1.273 with Bajaj, 1.054 LML, 1.241 with Kinetic, 1.019 TVS and 1.413 with Honda Scooters.

18. **Travel Convenience:** Traveling with a scooter on a long drive/distance, the Kinetic Honda scooter is given good rating as compared with other scooters, the mean value of the item with Kinetic is 5.82 followed by Honda scooters 5.73, TVS 5.74, LML 5.44, however it is also reported by the respondents that traveling on long distance/drive is quite inconvenient with Bajaj in comparison to other brands, as it has scored lowest mean value of 5.34. The standard

deviation with different mean scores is 1.029 with Bajaj 0.862 LML, 0.745 Kinetic, 1.002 with TVS and 1.230 with Honda scooters.

19. **Head light power:** Honda scooter is having good rating with the quality of head light power, the mean value with Honda scooter is 6.30, followed by Kinetic 6.05, TVS 6.00, LML 5.61 and 5.37 with Bajaj. The Bajaj scooters head light power is very poor as compared with others as it has the lowest mean score. The standard deviation of the item with different brands is 1.489 with Bajaj, LML 1.085, Kinetic 1.327, TVS 0.617 and Honda 0.794.

20. **Foot Brake Power:** Foot brake Power of TVS Scooter is very good, the mean value of the item with TVS is 5.86 followed by Bajaj 5.83, Kinetic 5.62, LML 5.81 and Honda is given last rank as the mean score 5.80 of the item is lowest as compared with other brands. The standard deviation of the item with different brands is 0.986 with Bajaj, 1.133 LML, 1.053 Kinetic, 0.914 TVS and 1.157 with Honda scooters.

21. **Foot Brake Life:** Foot Brake life of Kinetic is good with the highest mean score (5.91) as compared with all five available brands, followed by Honda scooters 5.87, TVS 5.86, Bajaj 5.82 and LML 5.77. The Standard Deviation is recorded 1.167 with Bajaj 1.144 with LML, 1.109 Kinetic, 1.167 TVS and 0.973 with Honda Scooters.

22. **Maintenance Cost:** TVS scooter is having low maintenance cost with the highest mean score of 5.77, followed by Bajaj 5.71, Honda 5.47, LML 5.44, and Kinetic 4.95, the maintenance cost of kinetic is high in comparison to other scooters. The standard deviation with different brands is 0.986 with Bajaj, 0.1016 LML, 1.495 Kinetic, 1.152 TVS and 1.383 with Honda scooters.

23. **Maintenance Ease:** Bajaj Scooters is easy to repair or the technology of Bajaj scooter is simple from repairing point of view, it is given good rating and scored highest mean of 5.84 as compared with others, followed by TVS 5.73, LML 5.66, Honda 5.33 and Kinetic 5.33. The standard deviation is 1.111 with Bajaj, 0.976 LML, 1.249 Kinetic, 1.120 TVS and 1.213 with Honda scooters.

9. **Body design:** Body design of TVS scoter is good and elegant in comparison to others; the mean score of the items with TVS is 6.05, followed by Honda 6.03, Kinetic 5.55, LML 5.39 and Bajaj 5.33. The standard deviation of the item with different brands is 0.861 Bajaj, 1.011 LML, 1.184 Kinetic, .0653 TVS and 0.890 with Honda scooters.

24. **Body Strength:** Bajaj is given good and excellent rating in case of body strength the mean value of the item is highest 5.86 with Bajaj, followed by TVS 5.59, Honda 5.37, LML 5.49 and Kinetic 5.05. The standard deviation is 0.989 with Bajaj, 0.974 LML, 1.327 Kinetic, 1.260 TVS and 1.450 with Honda scooters.

25. **Body weight:** Body weight of kinetic is good with mean of item is 5.91, followed by TVS 5.86, Honda 5.80, Bajaj 5.56 and LML 5.34. The standard deviation of the item with different brands is 0.876 with Bajaj, 0.915 LML, 0.921 Kinetic, 1.260 TVS and 1.126 with Honda scooters.

26. **Overall Functioning:** Overall functioning of TVS is given excellent rating with highest mean score of 6.41 as compared with other available brands, followed by Honda 6.07, Kinetic 6.00, Bajaj 5.93 and LML 5.74. The standard deviation is 0.934 with Bajaj, 0.912 LML, 0.873 Kinetic, 0.796 with TVS and 0.980 with Honda scooters.

Conclusion

It is found that head light power, fuel efficiency, colour choice and riding comfort is good

with Honda scooters as compared with other brands. The body weight, foot brake life, travel convenience, brand popularity, gear number, and overall look etc. attributes are appreciated with Kinetic Honda scooter in comparison to other scooters. The Bajaj scooters are good with the features like: body strength, maintenance, tyre size (stability point of view), engine (horse) power, load capacity, resale value and spare parts availability. While, the overall function, body design, maintenance cost, foot brake power, status, new model changes, price, , pick up, and durability etc. qualities of the scooters are good with TVS scooters. The height of Kinetic Honda and TVS scooters is equally good as compared with other scooters.

However, the LML scooter were not found in the race of scooter products as it is not given highest rating in any one of the product attributes of the scooter.

It can be concluded that the scooter market is very-very competitive and it has stiff competition in all model/product line. The marketers should explore new market, change strategy and cater the requirement of the target consumers then only they can reap good margin and remain in the fray. As the TVS scooter is attracting the market of Gen X and Bajaj is maintaining with its old patronage and long journey in the market, while Honda is making its entry with new and stylist models and Kinetic Honda is establishing with new (un-geared) models in the market. However, The LML is not in the mind of the consumers.

Table -1: Age

25- 35 years (%)	36-45 year (%)	46 and above (%)
70	22	8

Table-2: Sex

Male (%)	Female (%)
96	4

Table -3: Education

Upto Inter-mediate (%)	Graduate (%)	Post Graduate (%)	Other Professional education (%)
14	36	47	3

Table-4: Income

Upto 10,000 (%)	10,000 to 15,000 (%)	15,000 to 20,000 (%)
11	16	75

Table-5: Occupation

Services (%)	Business (%)
47	53

Table-6: Family Size

Single (%)	Two (%)	Three to five (%)	Five and above (%)
3	6	53	38

Table – 7

Comparative performance Evaluation of Two-Wheeler (Scooter) Products

Attributes	Brands	N	Mean	Std. Deviation	Std. Error
Durability	BAJAJ	90	6.36	.839	.088
	LML	70	6.04	.970	.116
	KINETIC	22	5.82	1.053	.224
	TVS	22	6.64	.658	.140
	HONDA	30	6.50	.777	.142
Riding Comfort	BAJAJ	90	5.61	.944	.100
	LML	70	6.01	.860	.103
	KINETIC	22	6.09	.684	.146
	TVS	22	6.23	.528	.113
	HONDA	30	6.30	.596	.109
Colour	BAJAJ	90	5.78	1.109	.117
	LML	70	5.73	.867	.104
	KINETIC	22	5.86	1.037	.221
	TVS	22	6.00	.535	.114
	HONDA	30	6.50	.682	.125
Pick up	BAJAJ	90	5.71	.890	.094
	LML	70	5.76	1.042	.125
	KINETIC	22	5.95	.899	.192
	TVS	22	6.14	.834	.178
	HONDA	30	5.90	.845	.154
Fuel efficiency	BAJAJ	90	5.33	1.091	.115
	LML	70	5.29	.965	.115
	KINETIC	22	5.18	1.220	.260
	TVS	22	5.91	.610	.130
	HONDA	30	6.27	.907	.166
Height	BAJAJ	90	5.41	1.101	.116
	LML	70	5.41	.925	.111
	KINETIC	22	6.00	1.024	.218
	TVS	22	6.00	1.309	.279
	HONDA	30	5.67	.884	.161

Spare parts Availability	BAJAJ	90	6.10	1.017	.107
	LML	70	5.93	.857	.102
	KINETIC	22	5.09	1.571	.335
	TVS	22	5.27	1.032	.220
	HONDA	30	5.77	1.406	.257
Resale value	BAJAJ	90	5.29	1.408	.148
	LML	70	4.84	1.421	.170
	KINETIC	22	4.73	1.609	.343
	TVS	22	5.23	1.378	.294
	HONDA	30	5.13	1.525	.278
	Total	234	5.08	1.448	.095
Overall look	BAJAJ	90	5.58	1.060	.112
	LML	70	5.57	1.044	.125
	KINETIC	22	5.86	.990	.211
	TVS	22	5.82	1.140	.243
	HONDA	30	5.80	1.424	.260
Price	BAJAJ	90	5.49	1.063	.112
	LML	70	5.01	.985	.118
	KINETIC	22	5.23	1.232	.263
	TVS	22	5.64	1.002	.214
	HONDA	30	5.33	1.470	.268
New model changes	BAJAJ	90	5.76	.964	.102
	LML	70	5.41	.860	.103
	KINETIC	22	5.50	1.225	.261
	TVS	22	6.09	.684	.146
	HONDA	30	5.87	1.432	.261
Load capacity	BAJAJ	90	6.13	1.008	.106
	LML	70	5.86	.889	.106
	KINETIC	22	5.14	1.283	.274
	TVS	22	5.77	1.270	.271
	HONDA	30	5.63	1.326	.242
Engine (horse) Power	BAJAJ	90	5.91	.956	.101
	LML	70	5.77	.871	.104
	KINETIC	22	5.36	.902	.192
	TVS	22	5.41	1.221	.260
	HONDA	30	5.67	1.155	.211
Gear number	BAJAJ	90	5.69	.956	.101
	LML	70	5.71	.995	.119
	KINETIC	22	5.95	1.090	.232
	TVS	22	5.86	1.125	.240
	HONDA	30	5.63	1.426	.260
Brand popularity	BAJAJ	90	6.22	.897	.095
	LML	70	5.87	.900	.108
	KINETIC	22	5.36	1.049	.224
	TVS	22	5.50	1.300	.277

	HONDA	30	5.70	1.236	.226
Tyre size	BAJAJ	90	5.53	1.274	.134
	LML	70	5.70	1.054	.126
	KINETIC	22	5.73	1.241	.265
	TVS	22	6.09	1.019	.217
	HONDA	30	5.73	1.413	.258
status	BAJAJ	90	5.34	1.029	.109
	LML	70	5.44	.862	.103
	KINETIC	22	5.82	.795	.169
	TVS	22	5.64	1.002	.214
	HONDA	30	5.73	1.230	.225
Travel convenience	BAJAJ	90	5.37	1.222	.129
	LML	70	5.61	.937	.112
	KINETIC	22	5.86	1.037	.221
	TVS	22	5.91	.684	.146
	HONDA	30	6.13	1.074	.196
Head light power	BAJAJ	90	5.31	1.489	.157
	LML	70	5.80	1.085	.130
	KINETIC	22	6.05	1.327	.283
	TVS	22	6.00	.617	.132
	HONDA	30	6.30	.794	.145
Foot brake Power	BAJAJ	90	5.83	.986	.104
	LML	70	5.81	1.133	.135
	KINETIC	22	5.82	1.053	.224
	TVS	22	5.86	.941	.201
	HONDA	30	5.80	1.157	.211
Foot brake life	BAJAJ	90	5.82	1.167	.123
	LML	70	5.77	1.144	.137
	KINETIC	22	5.91	1.109	.236
	TVS	22	5.86	1.167	.249
	HONDA	30	5.87	.973	.178
Maintenance Expenses	BAJAJ	90	5.71	.986	.104
	LML	70	5.44	1.016	.121
	KINETIC	22	4.95	1.495	.319
	TVS	22	5.77	1.152	.246
	HONDA	30	5.47	1.383	.252
Maintenance ease	BAJAJ	90	5.84	1.111	.117
	LML	70	5.66	.976	.117
	KINETIC	22	5.32	1.249	.266
	TVS	22	5.73	1.120	.239
	HONDA	30	5.33	1.213	.221
Body design	BAJAJ	90	5.33	.861	.091
	LML	70	5.39	1.011	.121
	KINETIC	22	5.55	1.184	.252

	TVS	22	6.05	.653	.139
	HONDA	30	6.03	.890	.162
Body strength	BAJAJ	90	5.86	.989	.104
	LML	70	5.49	.974	.116
	KINETIC	22	5.05	1.327	.283
	TVS	22	5.59	1.260	.269
	HONDA	30	5.37	1.450	.265
Body weight	BAJAJ	90	5.56	.876	.092
	LML	70	5.34	.915	.109
	KINETIC	22	5.91	.921	.196
	TVS	22	5.86	.889	.190
	HONDA	30	5.80	1.126	.206
Overall function	BAJAJ	90	5.93	.934	.098
	LML	70	5.74	.912	.109
	KINETIC	22	6.00	.873	.186
	TVS	22	6.41	.796	.170
	HONDA	30	6.07	.980	.179

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