

***“A study on brand preference of two-wheeler among women in lunglei district”***



***A report submitted to Department of Commerce, Higher And Technical Institute, Mizoram  
(HATIM) for the academic year 2022-23***

**Submitted by: F.Malsawmpuia**

**University Reg. No.: 2107073**

**Prepared under the guidance and supervision of:**

**C.LALRINSANGI**

**Assistant Professor, Department of Commerce  
Higher And Technical Institute, Mizoram (HATIM)**

**HIGHER AND TECHNICAL INSTITUTE, MIZORAM**

**PUKPUI, LUNGLEI – 796691**



**CERTIFICATE**

This is to certify that the dissertation entitled “A Study on Brand Preference of two-wheeler Among Women in Lunglei District” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by F. Malsawmpuia, Roll No. 2123BCOM013, IV Semester B.Com. He has fulfilled all the requirements laid down in the regulations of Mizoram University. This dissertation is the result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

Date: 8<sup>th</sup> May, 2023

Place: Lunglei, Mizoram

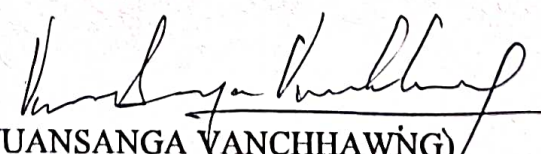
  
(C.LALRINSANGI)

Project Supervisor

  
**HEAD**  
Department of Commerce  
Higher And Technical Institute, Mizoram  
Lunglei

(VANKHAWPUIMAWII PACHUAU)

Head, Department of Commerce

  
(VUANSANGA VANCHHAWNG)

Principal, HATIM  
Principal  
Higher And Technical Institute, Mizoram  
Lunglei

## DECLARATION

I, F.Malsawmpuia, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

Date:

(*F.Malsawmpuia*) Place:  
Student

## **ACKNOWLEDGEMENT**

Firstly, I thank the Almighty God for showering his grace upon me throughout my research period. May his name be glorified forever more.

I would like to give my special thanks to the project supervisor Ms. C.Lalrinsangi for her constant support and tireless guidance.

I would like to extend my gratitude to Mr. Vuansanga Vanchhawng, the Principal of HATIM and Mrs. Vankhawpuimawii Pachuau, Head Department of Commerce for giving me the opportunity to undertake this study and prepare a project report on it.

Last but not least, I know that none of this would have been possible without the love and patience of my family. I am thankful to them for being a constant source of love, concern, and strength not only during the course of the study, but always.

Thank you,  
*“F.Malsawmpuia ”*

## TABLE OF CONTENTS

Chapter	Content	Page No.
I	1.1 Introduction. 1.2 Literature Review 1.3 Rationale Of The Project 1.4 Statement Of The Problem 1.5Objectives Of The Project 1.6Research Methodology 1.7Limitations Of The Study	1-5
Ii	Data Analysis And Interpretation	6-24
III	Findings and discussions	25
IV	Suggestion and conclusion	26
	Reference	

## LIST OF TABLES

TABLE NO.	TITLE	PAGE NO
2.1	Table showing age	6
2.2	Table showing marital status	7
2.3	Table showing educational qualification	8
2.4	Table showing the occupation	9
2.5	Table showing monthly income.	10
2.6	Table showing various model of two-wheeler	11
2.7	Table showing factors for preference over other models of two-wheeler.	12
2.8	Table showing the person influence to make the purchasing decision.	13
2.9	Table showing the brand of the two wheelers.	14
2.10	Table showing the consideration of technical specification.	15
2.11	Table showing the satisfaction level of after sale service of two-wheeler.	16
2.12	Table showing the respondent will ready to switch over to a new brand.	17
2.13	Table showing period of usage of the two-wheeler.	18
2.14	Table showing the satisfaction regarding servicing of two-wheelers.	19
2.15	Table showing the amount range willing to pay for a two-wheeler.	20
2.16	Table showing satisfaction of purchase two-wheeler.	21
2.17	Table showing do they recommend the two-wheelers to others.	22
2.18	Table showing any celebrity endorsement promote to purchase two-wheeler.	23
2.19	Table showing suggestion to improve the quality of two-wheeler.	24

## Chapter-I

### Introduction

#### 1.1 INTRODUCTION

A consumer's brand preference is a gauge of their level of brand loyalty. If a certain brand is unavailable, they will pick it over a rival one but will accept a substitute. The regularity of repurchases in the market for two-wheelers is extremely small. Even if there are fewer competitors in the two-wheeler market, there is still fierce competition because there are many different product categories offered by numerous brands. When a customer's expectations are fulfilled or exceeded, they will be satisfied. It is an action taken following a purchase. An essential component of creating and developing creative marketing strategies is understanding the pattern of consumer choice across the population. The buying and post-purchase behaviours of consumers must be examined in order to determine brand preference and loyalty.

Since the early days, when two-wheelers were primarily scooters and bikes were the odd one out, the Indian vehicle industry, particularly the two-wheeler segment, has seen a significant transformation. Consumer behaviour has undergone a significant transformation over time and has grown more dynamic, changing frequently. The need for businesses to comprehend how customer behaviour affects marketing plans and tactics arises from this. A dangerous situation can result if the same thing is left out. Due to this, the car industry is developing quickly, which is increasing the number of vehicles—including all four-wheelers, three-wheelers, and two-wheelers—on the road. India is a large producer of two-wheelers worldwide, primarily of motor cycles, scooters, and mopeds with under 200cc engines.

Over the past five years, India's two-wheeler market has expanded at a compound annual growth rate of more than 15%, and the country's two-wheelers adhere to some of the strictest emission and fuel efficiency regulations ever maintained. A motorbike is essentially a two-wheeled vehicle with an engine that is mostly used for transportation. The full picture of consumer behaviour includes a variety of internal and external stimuli, such as demographic and economic considerations, sociological and psychological elements, and others, in addition to the customer themselves.

Through this conceptual review-based study, an effort has been made to gain insight into the aspects that influence consumer contentment and discontent as well as the factors that draw consumers to purchase motorcycles. Riding a two-wheeler is the only way to truly feel free and at one with nature. Due to their tiny, manageable size, low maintenance requirements, affordable price, and simplicity of loan repayment, Indians favour two-wheelers.

The public views motorised two-wheelers as a sign of status. The marketing strategy is customer-focused and places more of an emphasis on the customer than the product. The core

of contemporary marketing is the creation of meaningful value satisfaction for customers, whose requirements and aspirations must be coordinated with the assortment of items and production strategies. As a result, a company's capacity to build a loyal customer base is crucial to its marketing success. All business operations should be conducted with the satisfaction of the needs of the customer in mind.

## 1.2 LITERATURE REVIEW

**Dilp bam (2003):** The study examined the attributes of popular brand Hero Honda in his article "the ambition - A powerful bike." He came to the conclusion that those looking for fuel efficiency would like this bike.

**M. arutselvi (2011):** In her research paper entitled on "a study on customer satisfaction towards TVS bikes" in Kanchipuram town, has analysed the performance of SARADAS auto agencies for retaining the customer by their authorized sales. The study has concluded that the sales of SARADAS auto agencies for TVS two wheelers were good because of the right approach of a group of sincere mechanics.

**Chadha (2011):** He has conducted a research whose major objective is to examine customer's opinion, needs, and preferences regarding bikes and manufacture the product likewise for each customer's expectations. The major findings of this study show that 73 % have purchased a bike for the purpose of comfort and convenience. 72% of total respondent have taken the decision collectively while buying a bike and fuel efficiency is the most important factor influencing the purchase of a bike.

**Faiz Ahmed Shaikh (2011):** A critical analysis of consumer buying behaviour two wheelers. The main objective of this study focus on identifies the most preferred two-wheeler manufacturing companies.

**Abdul karim B.A. (2012):** The study observed that comfort and convenience is the driving force for the purchase of two-wheeler. The study noted that over crowd is the major reason for avoiding the public transpor

**Ranjith kumar s. and snekalatha t. (2013):** Study on customer's brand loyalty and satisfaction of Maruti car at erode district. 60% were using car for personal use, 34% purchased second hand cars, 56% choose to purchase directly from showroom.

**Lakshmi N. and Lavanya D's (2013):** This study work on consumer's preference for motorized two wheelers among women in Udumalpet revealed that 67 % purchased to add convenience in living.31% purchased TVS scooty pep, 40% motivated by quality factor. 63% considered mileage as an important factor of purchase.



**Sharma and Mehrotra (2016):** A study on “customer perception towards major brands of two wheelers in Jaipur city and its impact on buying decision.” The study focuses on major two-wheeler brands Hero, Honda, TVS and Bajaj. Keeping in consideration that people have criteria of preference in the mind before they go to purchase a motorbike, the researcher has to summate some of the factors which people evaluate before the actual purchase.

### **1.3 RATIONALE OF THE PROJECT**

A thorough investigation and comprehension of consumer decision-making is required to comprehend purchasing behaviour. In order to comprehend a customer's need, want, and desire, it investigates aspects and characteristics about that consumer, including as demographic and behavioural qualities that of the consumers. Over the previous ten years, the two-wheeler market in India has grown steadily. Any company needs to understand the motivations and factors that influence consumer decisions when choosing which goods and services to purchase. In the two-wheeler segment for scooters, there is fierce competition among different brands. They are compelled to buy scooters at high prices since, as they can see, the demand for converting from bikes to scooters is increasing.

#### **1.4 STATEMENT OF THE PROBLEM**

Consumer brand preference is a scientific study of the process that consumers use to select, secure, and dispose of products and services which satisfy their needs. Women, who represent nearly half of the world's population, are now essential consumers.

Marketers and businesses can benefit from classification. Companies are continuously seeking for strategies to attract customers in today's extremely competitive economy by having a better awareness of shifting customer preferences. This survey was carried out to determine women's preferences for two-wheelers.

#### **1.5 OBJECTIVES OF THE PROJECT**

1. To determine the type of two wheelers owned by the respondents.
2. To find out the driving force of the respondents to acquire such two Wheelers.
3. To determine the satisfaction level of the respondents

4. To find out the preferred two wheeler brand of the respondents.

## **1.6 RESEARCH METHODOLOGY**

The current study is being conducted in Lunglei, Mizoram, among women aged 18 to 30. Using a convenience sampling strategy, 33 respondents attempted the study's purpose question. A systematic questionnaire was used to obtain primary data. Using academic data, the questionnaire was created. Secondary data was gathered by contacting respondents via a Google form and sending them a link to the survey via Whatsapp. Newspapers, periodicals, and the internet were utilised to obtain secondary data. Using Microsoft Word, the processed data from the obtained data was evaluated and interpreted. The data was analysed using relevant statistical procedures, such as percentages.

## **1.7 LIMITATIONS OF THE STUDY**

Customer Consumer BRAND The current study is being conducted in Lunglei, Mizoram, among women aged 18 to 30. Using a convenience sampling strategy, 33 respondents attempted the study's purpose question. A systematic questionnaire was used to obtain primary data. Using academic data, the questionnaire was created. Secondary data was gathered by contacting respondents via a Google form and sending them a link to the survey via Whatsapp. Newspapers, periodicals, and the internet were utilised to obtain secondary data. Using Microsoft Word, the processed data from the obtained data was evaluated and interpreted. The data was analysed using relevant statistical procedures, such as percentages.

**CHAPTER-II**  
**Data analysis and interpretation**

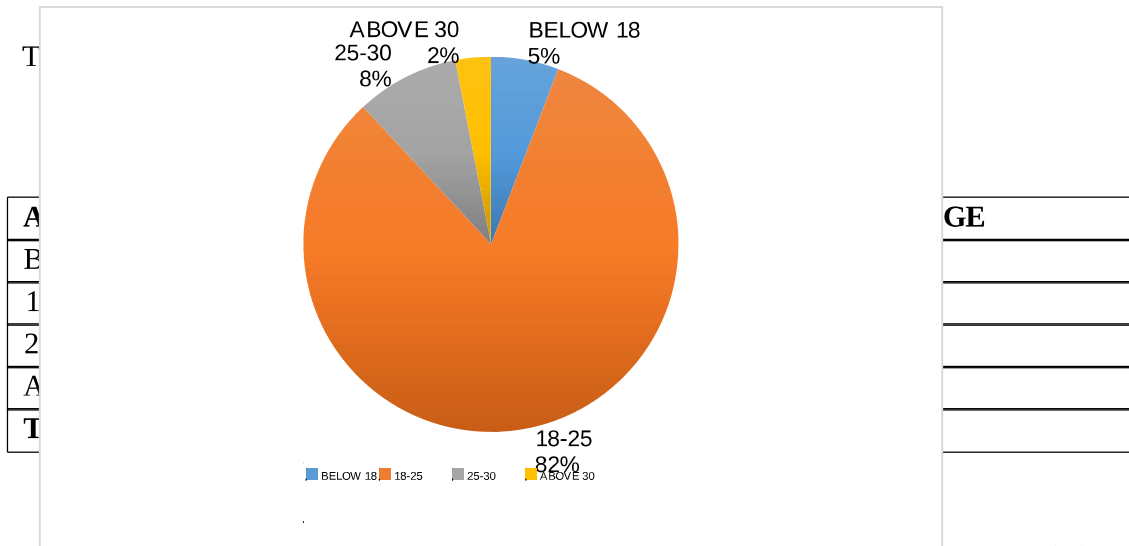


Fig. 2.1

From the table 2.1 it is clear that out of the total 34 respondents below 18 years are 6%, 18-25 are 82%, 25-30 are 9% and above 30 are 3%.

**Table 2.2**  
Table showing marital status

MARITAL STATUS	FREQUENCY	PERCENTAGE
Married	4	12%
Single	29	88%
<b>TOTAL</b>	<b>33</b>	<b>100 %</b>

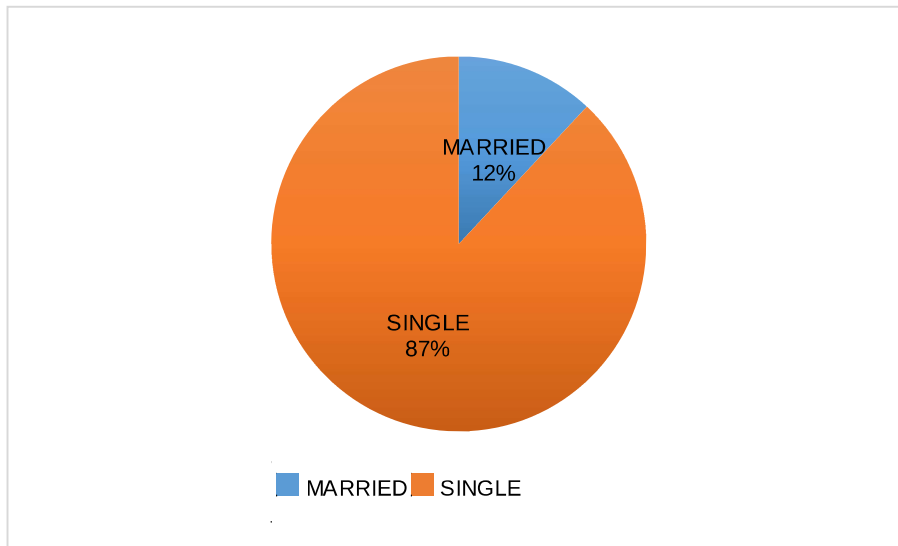


Fig. 2.2

From the table 2.2 its state that out of 33 respondents 12% are married while other 88% are single.

**Table 2.3**  
**Table showing educational qualification**

QUALIFICATION	FREQUENCY	PERCENTAGE
Graduation	9	26%
Hslc	2	6%
Hsslc	11	32%
Post Graduate	4	12%
Others	8	24%
<b>TOTAL</b>	<b>32</b>	<b>100 %</b>

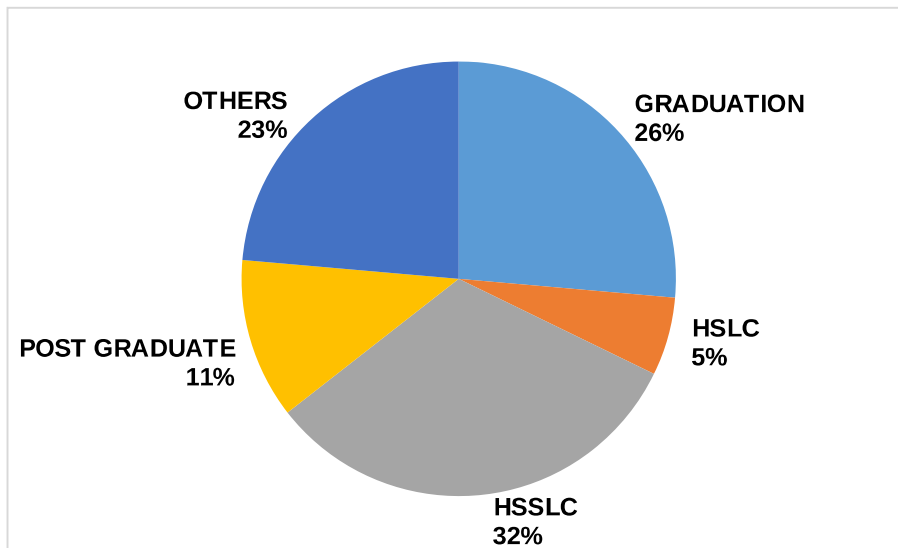


Fig. 2.3

From the above table it shows that the respondents out of 34 32% are HSSLC, 26% are graduation, 24% are others, 12% post graduate and other 6% are HSLC.

**Table 2.4**  
**Table showing the occupation**

OCCUPATION	FREQUENCY	PERCENTAGE
Self Employed	4	12%
Gov't Servant	2	6%
Student	25	73%
Private Sector	2	6%
Others	1	3%
<b>TOTAL</b>	<b>34</b>	<b>100 %</b>

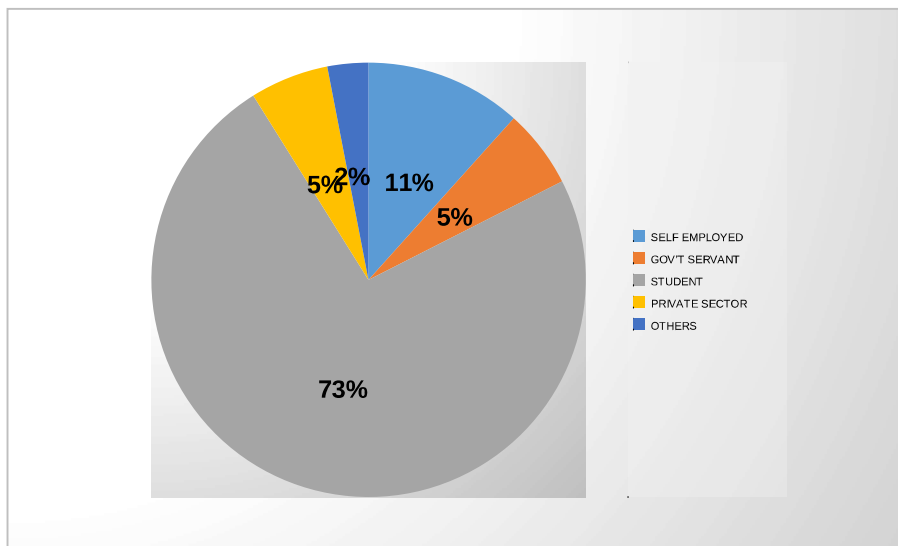




Fig. 2.4

The above table shows that out of 34 respondents 73% are students, 12% are self -employed, 6% are government services and other 6% are private sector and the remaining 3% are others occupation.

**Table 2.5**  
**Table showing monthly income.**

<b>INCOME</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
BELOW 10,000	16	50%
10,000-30,000	8	25%
30,000-70,000	5	16%
ABOVE 70,000	3	9%
<b>TOTAL</b>	<b>32</b>	<b>100 %</b>

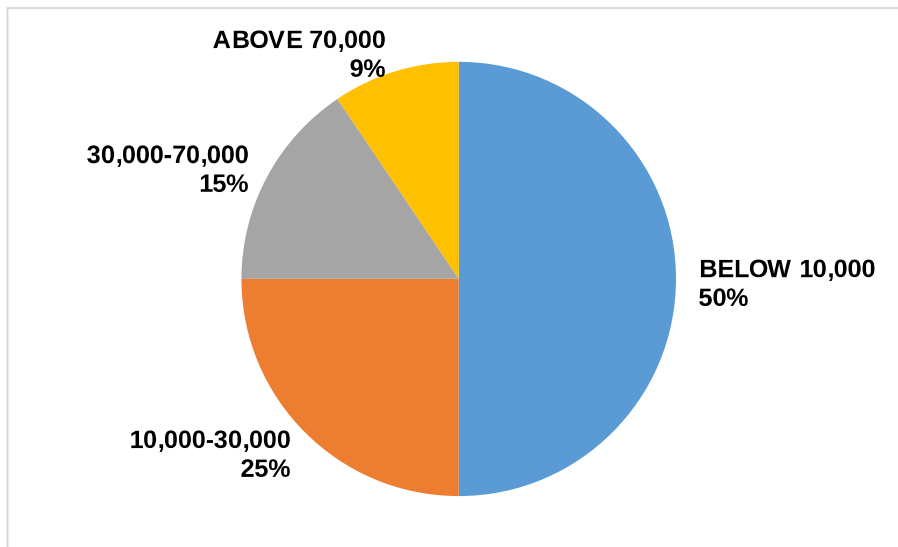


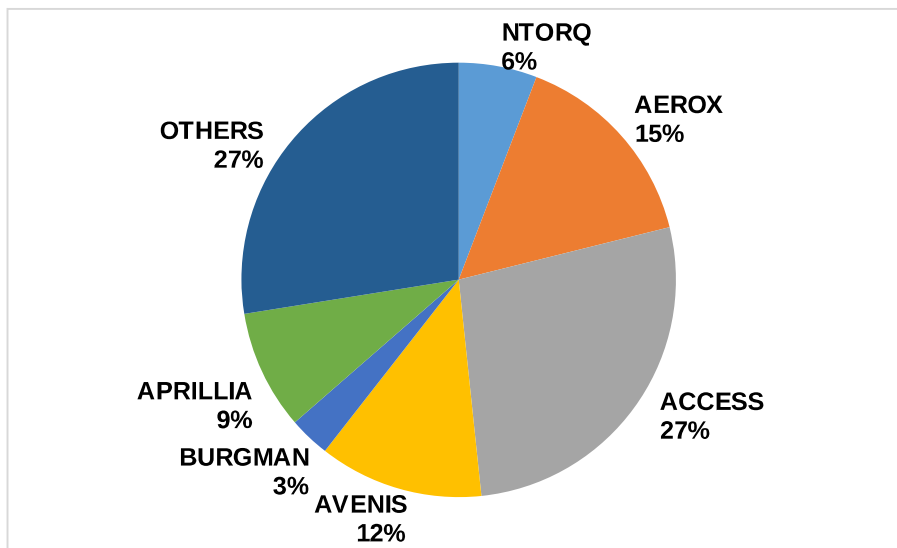
Fig. 2.5

Table 2.5 shows that majority of the respondents (50%) income is below 10,000. 25% of the respondents between 10,000-30,000, 16% are between 30,000-70,000 and above 70,000 are 9%.

Table 2.6

**Table showing various model of two-wheeler.**

MODEL	FREQUENCY	PERCENTAGE
Ntorq	2	6%
Aerox	5	15%
Access	9	27%
Avenis	4	12%
Burgman	1	3%
Aprillia	3	9%
Others	9	27%
<b>TOTAL</b>	<b>33</b>	<b>100 %</b>



**Fig. 2.6**

According to the table 2.6 most of the respondents which is 28% owns Access and only 3% of the respondents own Burgman. This shows that Access is more popular and convenient rather than Burgman.

**Table 2.7**  
**Table showing factors for preference over other models of two-wheeler.**

REASONS	FREQUENCY	PERCENTAGE
Price	13	39%
Guarantee	4	12%
Durability	14	43%
Resale Value	2	6%
<b>TOTAL</b>	<b>33</b>	<b>100 %</b>

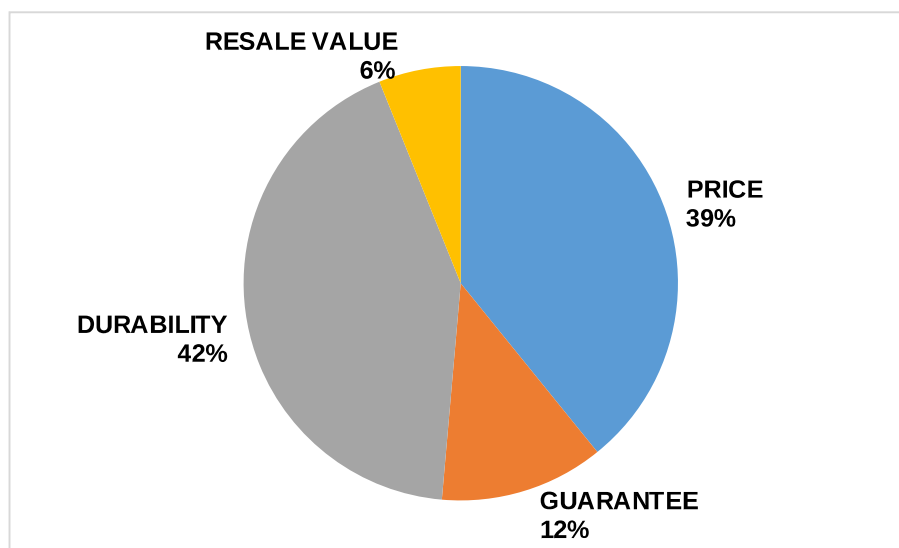


Fig 2.7

Table 2.7 shows that 43% of the respondents choose durability as their reason for choosing two wheelers and 6% of the respondents choose the resale value as for their reasons.

**Table 2.8**  
**Table showing the person influence to make the purchasing decision.**

<b>DECISION MAKER</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Family Members	23	74%
Work Partners	1	3%
Dealers	1	3%
Others	6	20%
<b>TOTAL</b>	<b>31</b>	<b>100 %</b>

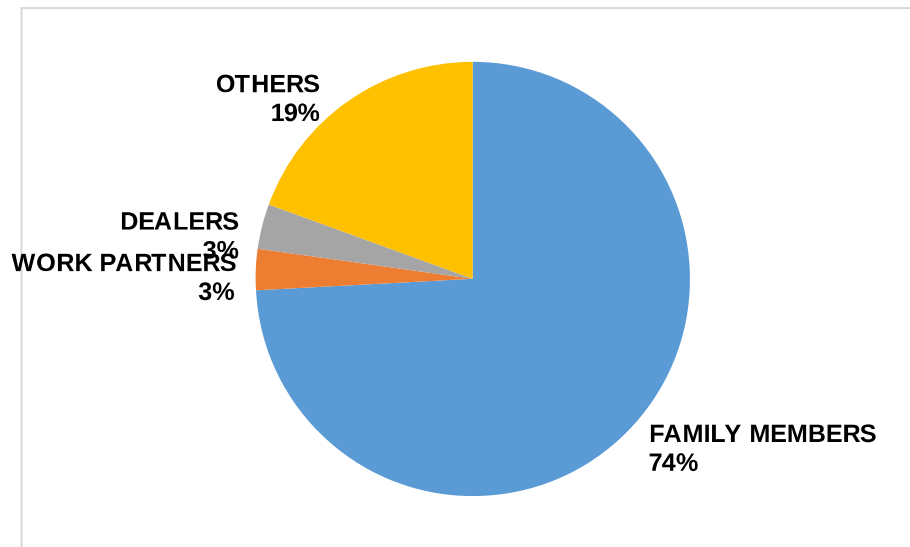


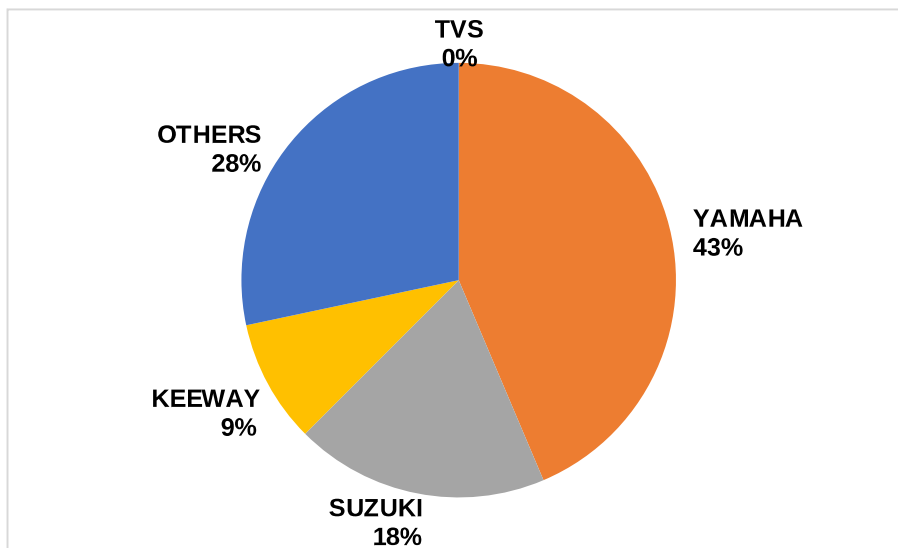
Fig 2.8

According to table 2.8 majority of the respondents which is 73% its shows that their family members are the ones who make decision before final purchase and the 3% shows that work partners and dealers are the ones who make decision for final purchase.

Table 2.9

**Table showing the brand of the two wheelers.**

<b>BRAND</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Tvs	0	0%
Yamaha	14	44%
Suzuki	6	19%
Keeway	3	9%
Others	9	28%
<b>TOTAL</b>	<b>32</b>	<b>100 %</b>



**Fig 2.9**

The above table shows that 44% of the respondents preferred YAMAHA over other brands and none of the respondents choose TVS.

**Table 2.10**  
**Table showing the consideration of technical specification.**

	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
YES	27	84%
NO	5	16%
<b>TOTAL</b>	<b>32</b>	<b>100 %</b>

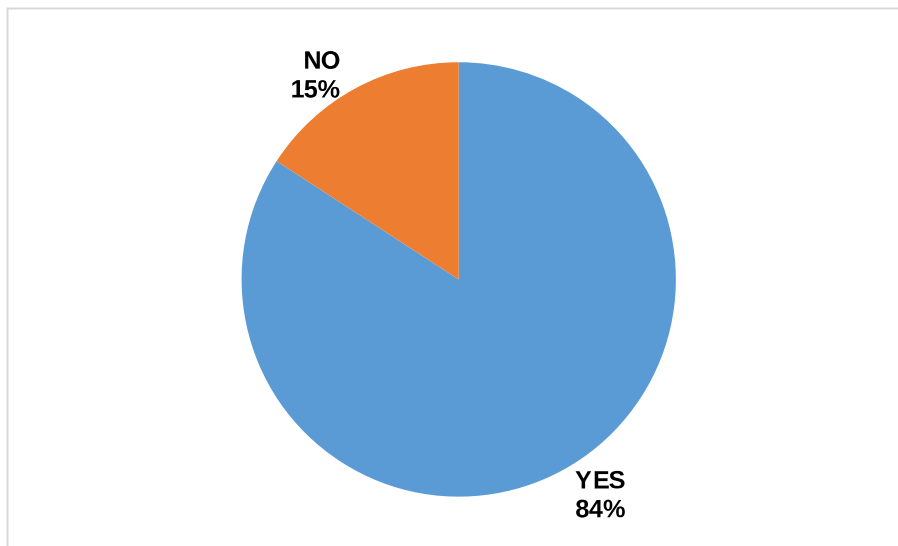


Fig 2.10

Table 2.10 shows that majority of the respondents considered any technical aspect while selecting two wheelers.



**Table 2.11**  
**Table showing the satisfaction level of after sale service of two-wheeler.**

	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Yes	24	77%
No	7	23%
<b>TOTAL</b>	<b>31</b>	<b>100 %</b>

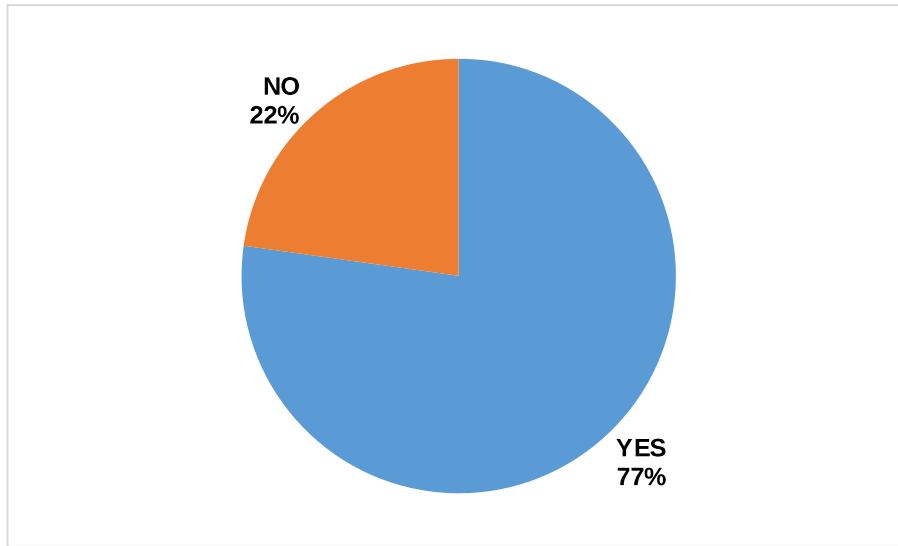
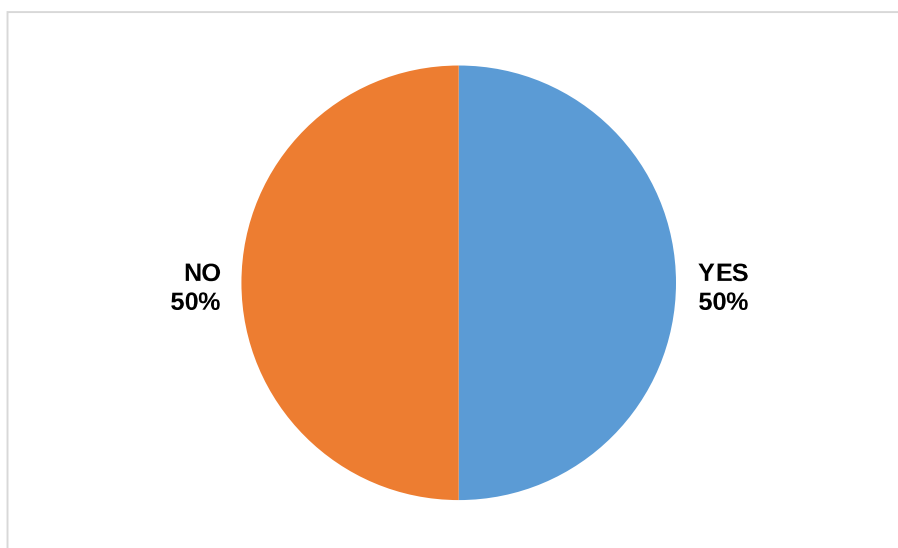


Fig 2.11

According to the table 2.11 majority of the respondents (77%) are satisfied with the after sale services.

**Table 2.12**  
**Table showing the respondent will ready to switch over to a new brand.**

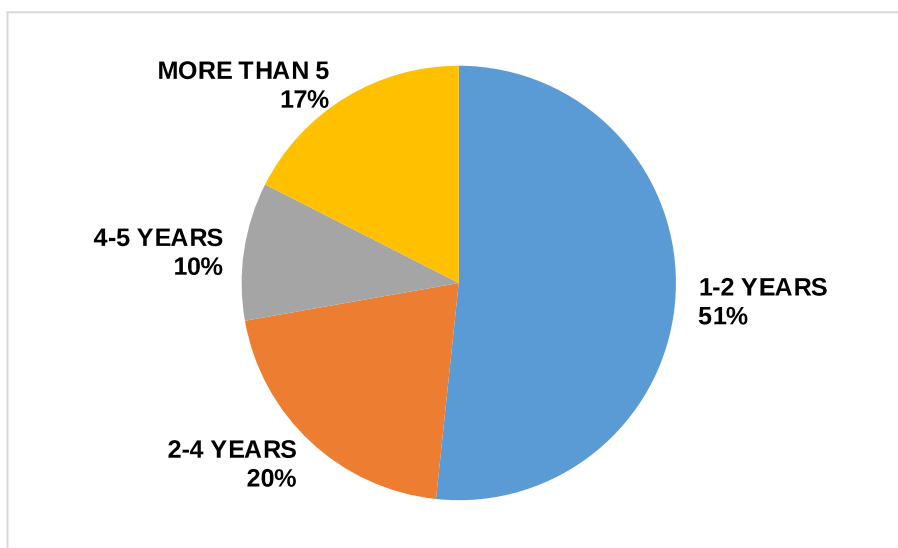
	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Yes	16	50%
No	16	50%
<b>TOTAL</b>	<b>32</b>	<b>100 %</b>



**Fig 2.12**  
According to table 2.12 half of the respondents have the intentions to switch two wheelers and the other half did not have any intentions to switch their two wheelers.

**Table 2.13**  
**Table showing period of usage of the two-wheeler.**

<b>YEARS</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
1-2	15	52%
2-4	6	21%
4-5	3	10%
More Than 5	5	17%
<b>TOTAL</b>	<b>29</b>	<b>100 %</b>



According to the table 2.13 majority of the respondents have been using their vehicle for 1-2 years.

**Table 2.14**  
**Table showing the satisfaction regarding servicing of two-wheelers.**

	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Yes	19	61%
No	12	39%
<b>TOTAL</b>	<b>31</b>	<b>100 %</b>

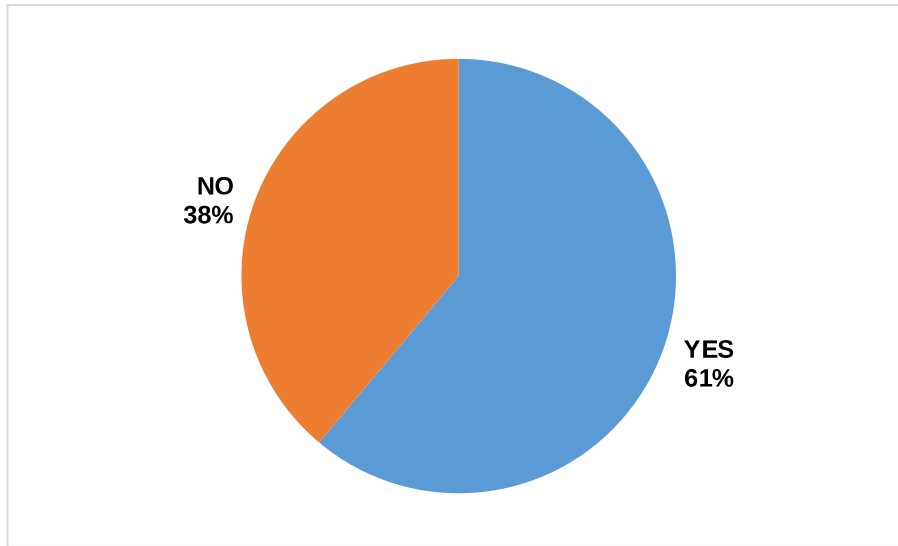


Fig 2.14

Table 2.14 shows that 61% of the respondents are satisfied regarding the servicing of their vehicle in Lunglei town and the other 39% are not satisfied.

**Table 2.15**  
**Table showing the amount range willing to pay for a two-wheeler.**

	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
BELOW 60,000	9	29%
60,000-1,00,000	11	35%
1,00,000-1,50,000	3	10%
MORE THAN 1,50,000	8	26%
<b>TOTAL</b>	<b>31</b>	<b>100 %</b>

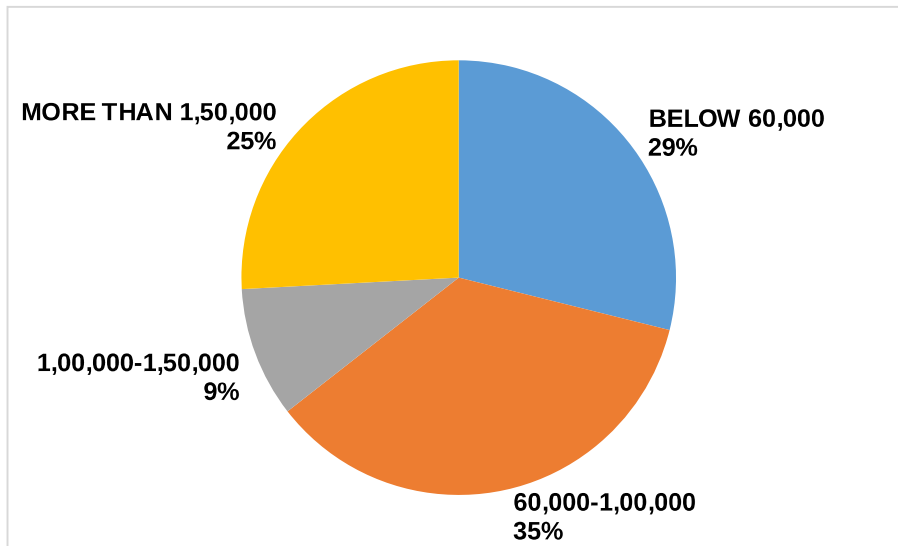


Fig 2.15

According to the table 2.15 35% of the respondents are willing to pay for 60,000-1,00,000 amount and 10% of the respondents are willing to pay for more than 1,50,000 for their vehicle.

**Table 2.16**  
**Table showing satisfaction of purchase two-wheeler.**

	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Yes	24	77%
No	7	23%
<b>TOTAL</b>	<b>31</b>	<b>100 %</b>

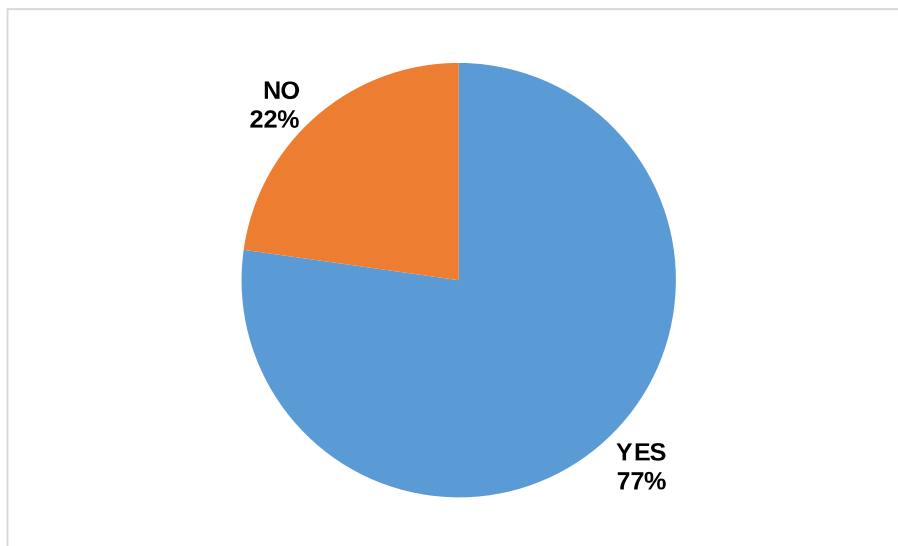


Fig 2.16

The above table shows that majority (77%) of the respondents are satisfied with the two wheeler they purchased and 23% of the respondents are not satisfied.



**Table 2.17**  
**Table showing do they recommend the two-wheelers to others.**

	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Yes	21	70%
No	9	30%
<b>TOTAL</b>	<b>30</b>	<b>100 %</b>

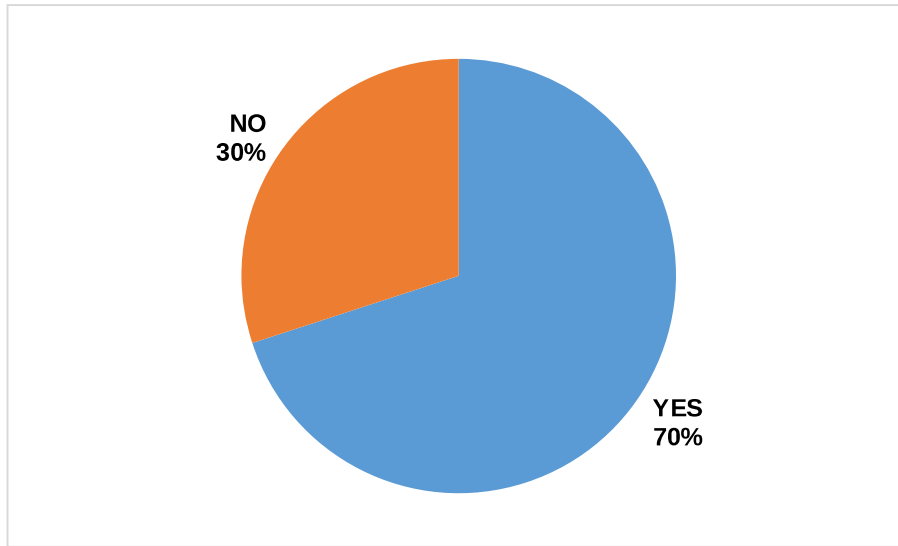
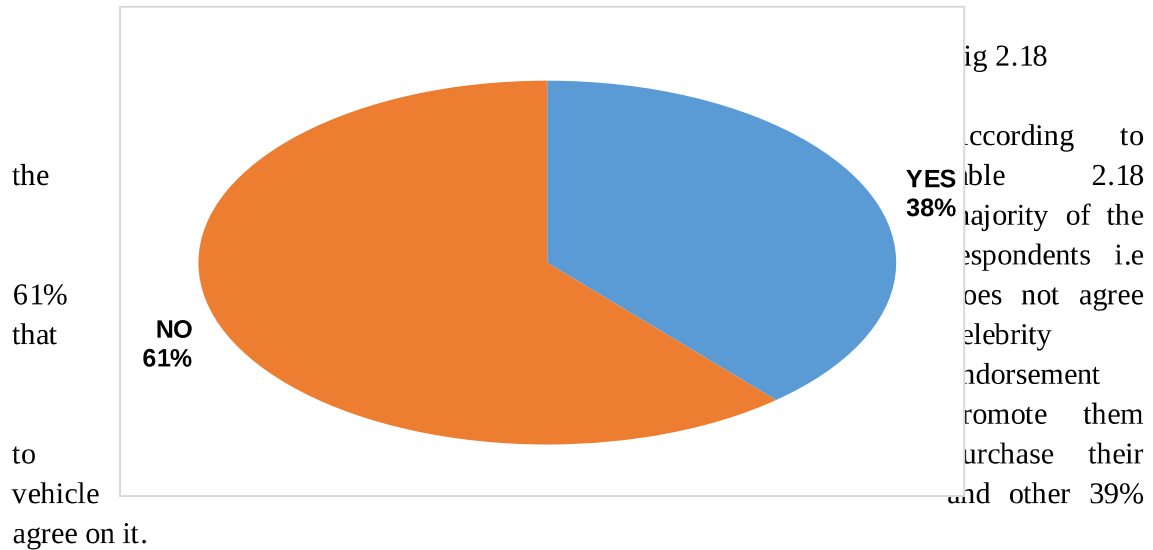


Fig 2.17

Table 2.17 shows that 70% of the respondents recommend other to buy two wheeler which they own and other 30% does not recommend other two buy two wheeler which they own.

**Table 2.18**  
**Table showing any celebrity endorsement promote to purchase two-wheeler.**

	FREQUENCY	PERCENTAGE
Yes	12	39%
No	19	61%
<b>TOTAL</b>	<b>31</b>	<b>100 %</b>



**Table 2.19**  
**Table showing suggestion to improve the quality of two-wheeler.**

	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
Improve Services	9	28%
More Comfotability	7	22%
Introduce More Feature	6	19%
None	10	31%
<b>TOTAL</b>	<b>32</b>	<b>100 %</b>

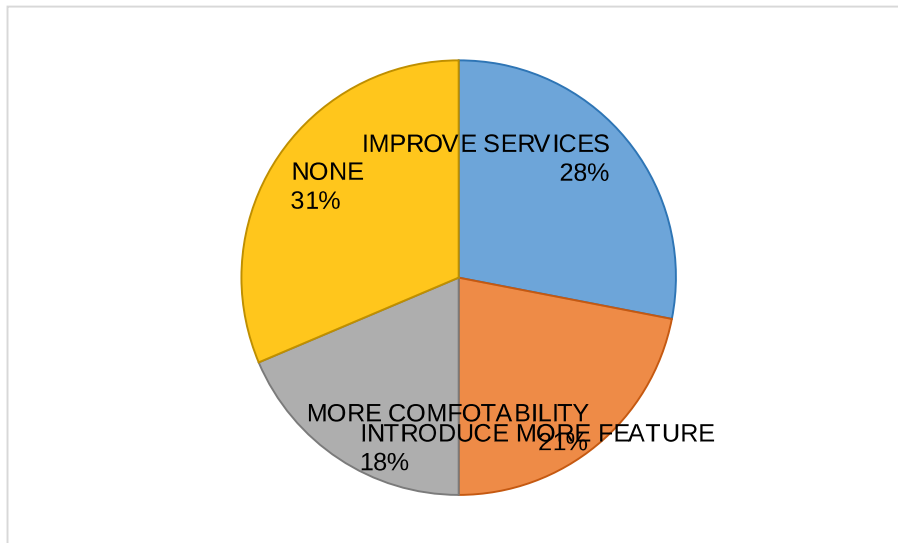


Fig 2.19

The above table shoes that most of the respondents have no suggestion to improve the quality of a particular model.

## **CHAPTER-III**

### **RESULTS AND DISCUSSION**

#### **3.1 Major Findings**

This chapter finally highlights the findings of the study from the data collected from 34 respondents.

- 82% of the respondents are at the age of between 18-25, 9% of the respondents are 25-30, 6% of the respondents are below 18 and 3 of the respondents are above 30 this shows that the respondents between 18-25 of ages buys two wheelers the most.
- 88% of the respondents are single while 12% of the respondents are married, this shows that most of the respondents are single.
- 32% of the respondents are HSSLC, 26% of the respondents are graduate, 24% are others and the remaining 6% are HSLC this shows that the respondents with the HSSLC qualification buys the two wheelers the most.
- 73% of the respondents are students, 12% are self employed, 6% are government servant, 6% are are private sector and the remaining 3% of the respondents have others occupation.
- 50% of the respondents income is below 10000. 25% of the respondents income are between 10,000-30,000. 16% are between 30,000-70,000. And 9% of the respondents have an income above 70,000.
- It is found out that most of the respondents two wheeler model is Access which is followed by Aerox and Avenis and there are 27% respondents who use other models.

- The reason for choosing their brand is mostly because of the durability and price so it can be seen that price and the durability of the two wheeler plays an important role in deciding what brand they choose.
- It is found out that more than half of the respondents are influenced to buy their two wheeler brand from their family.
- It can be concluded that Yamaha has the best brand image and best reputation in the society as most of the respondents choose this brand.
- Majority of the respondents considered technical aspect while selecting two wheelers and that majority of the respondents are satisfied with the sales service of the brand they are currently using.

Half of the respondents planned to switch their brand in their next purchase in the same time another half planned to stick to the brand they are currently using.

### **3.2 DISCUSSION**

Individuals have different brand preferences. It displays a person's preferences for two-wheelers in terms of quality, services, models, and so forth. While one person may be completely satisfied with their current brand of choice, another may not be completely satisfied with their products. The study was designed to assess the sorts of two-wheelers owned by the respondents, their degree of satisfaction, and the driving causes that led them to purchase their present two-wheeler. More research can be done in the future on the topic of people's vehicle brand preferences, as well as the level of satisfaction of buyers of specific vehicle brands.

## **SUGGESTION AND CONCLUSION**

### **4.1 SUGGESTION**

On the basis of data collection for the purpose of study about the brand preference among women, I make the following suggestion

1. Female customer expect some technical specification while selecting two-wheelers. So, the marketers need to concentrate on them for better convenience.
2. The marketers have to consider the durability of the two wheelers. And to provide it between 60000-100000 for their two wheelers to attract customers and make it an ultimate choice of value for money.
3. The marketers have to concentrate on celebrity endorsement as majority of the respondents are not influenced to purchase their two wheeler through celebrity endorsement.

## **4.2 Conclusion**

The research is helped to know the brand preference of different two-wheeler among women. The topic of brand preference on two wheeler massively studied topic by the researchers. It is worth nothing that consumer preference is studied as part of the marketing and its main objective is to learn the way how the individual, group organization chooses and buy the two-wheeler and factors such as their previous experience, price, brand name, on which consumer base their purchasing decision. Now scooter is a smart choice for any woman who is looking for a convenient, affordable way to travel. Customer's expectation and satisfaction are fulfilling by supplying them superior quality product at reasonable price.

Customer preference to large extend depends on the brand. Customers are annoyed of the performance, price, convenience, durability, resale value etc. keeping pace with the increasing demand two wheeler companies are factoring in the preference and special needs of women while fine tuning their marketing strategies. All companies will duly satisfy the customer, by offering high quality products and services, while are new and traditional technologies as well as creativity and artistry and continue to be a known, trusted on love brand. A very brief conclusion to this project is that majority of the women prefer "Access" scooter. The major factor for purchase decision is the durability of the vehicle itself.

## **BIBLIOGRAPHY/APPENDIX**

### **REFERENCES**

- International Journal of Management Research and review “A study on Women’s purchase on durable products.”
- Anuj 2011.Floor Tile (PR62DC) online at lowest price in India.
- Anuj 2011,Kanujia ‘ Analysing the state of competition in Indian two wheeler Industry.
- Dr. Duggani Yavarani (PDF-Scholar) and Prof. s.Durga Rao, 12.Department of Management.
- Mr.Subhadip Roy 2006 and S.R Mohnot (2002): Study on Two wheelers and three wheelers.
- Rao K. (2007) “Service marketing” New Delhi. Personal EducationREFERENCE

### **QUESTIONAIRRE**

1. Age of the respondents

- ☐ Below 18
- ☐ 18-25
- ☐ 25-30
- ☐ Above 30

2. Marital status



- ☐ Married
  - ☐ Single
- 3. Educational qualification
  - ☐ Graduation
  - ☐ HSLC
  - ☐ HSSLC
  - ☐ Post graduate
  - ☐ Others
- 4. Occupational
  - ☐ Self employed
  - ☐ Government servant
  - ☐ Student
  - ☐ Others
  - ☐ Private sector
- 5. Monthly income
  - ☐ Below 10000
  - ☐ 10000-30000
  - ☐ 30000-70000
  - ☐ Above 70000
- 6. The model of your two wheeler
  - ☐ Ntorq
  - ☐ Aerox
  - ☐ Access
  - ☐ Avenis
  - ☐ Burgman
  - ☐ Aprilia
- 7. Reasons for choosing two wheelers you own right now?
  - ☐ Price
  - ☐ Guarantee
  - ☐ Durability
  - ☐ Resale value
- 8. Final purchase decision maker in your relatives?
  - ☐ Family members
  - ☐ Work partners
  - ☐ Dealers

- o Others
- 9. Which brand would you like to buy?
  - o TVS
  - o Yamaha
  - o Suzuki
  - o Keeway
  - o Others
- 10 Will you consider any technical aspect while selecting two wheeler?.
  - o Yes
  - o No
- 11. Are you satisfied with the after sale services?
  - o Yes
  - o No
- 12. Do you have any intentions to switch your two wheelers?
  - o Yes
  - o No
- 13. How long have you been using this vehicle?
  - o 1-2 years
  - o 2-4 years
  - o 4-5 years
  - o More than 5 years
- 14. Are you satisfied regarding the servicing of your vehicle in lunglei town
  - o Yes
  - o No
- 15. In which what range you are willing to pay for your vehicle?
  - o Below 60000
  - o 60000-100000
  - o 100000-150000
  - o More than 150000
- 16. Are you satisfied with the two wheeler you purchased?
  - o Yes
  - o No
- 17. Do you recommend other to buy two wheelers which you own?
  - o Yes
  - o No
- 18. Do you agree that celebrity endorsement promote you ti purchase this vehicle?
  - o Yes

- o No
- 19. Suggestion to improve the quality of a particular model
  - o Improve services
  - o More comfortabilty
  - o Introduce more features
  - o No suggestion