

# Opportunities of Two-Wheeler Industry in Tamilnadu

C.Dhatchayani<sup>1</sup>, Dr. R.Venkatesh<sup>2</sup>

<sup>1</sup>Dept of Commerce

<sup>2</sup>Assistant Professor, Dept of Commerce

<sup>1,2</sup> Don Bosco College, Dharmapuri

**Abstract-** *The automotive industry is a wide range of companies and organizations involved in the design, development, manufacturing, marketing, and selling of motor vehicles. Two-wheeler industry in automotive industry is one of the world's most important economic sectors by revenue. The two-wheeler industry in India is one of the largest automotive markets and has grown rapidly in the country since the announcement of the process of liberalization in 1991. This industry is noticing a continuous upsurge in demand and thus resulting in growing production and sales volume. At this juncture, this study aimed to analyze the opportunities of two-wheeler industry dealers in Tamilnadu. This study utilized the research method is descriptive research design. This study also utilized both sources like primary and secondary. A well-structured questionnaire is administered for distributing and understanding the opportunities among dealers in two-wheeler industry in Tamilnadu. The opinion of opportunities has been collected through implementing five points Likert's scaling in the study instrument. The sample size has included of 300 dealers of two-wheeler industry by approaching random sampling method. The secondary data were collected from published articles, magazines, books and online sources. The collected informations are entered into MS-Excel software and analyzed by applying the statistical tools namely simple percentage analysis, mean score, Standard Deviation, ANOVA and Correlation analysis with the help of SPSS 22.0 software. This study pointed out that high level opportunities in two-wheeler industry is obtained by the respondents who belong to 20-40 years of age group, diploma holders, earning Rs.5.1 to 8 lakhs monthly. company dealership and 3 to 6 sub-dealers.*

**Keywords-** Two-wheeler industry, opportunities, dealers, sub-dealers, retailers, sales, marketing campaigns, etc.

## I. INTRODUCTION

Automobile industry in India is one of the largest industries enjoying significant share in the global market. The Indian automobile sector is the fastest growing segment in the manufacturing sector in the recent years. It has also been recognized as one of the driving factors of fast economic growth. In the case of the two-wheeler industry has been in existence in the country since 1955, and its role and

achievements are very impressive and it cannot be ignored. It consists of segments like Production units, Distribution channels, Sales departments, and Service Workshops. Showroom management and showcasing are commonly undertaken by the sales department. Showcasing for two-wheelers is one of the main promotional activities in two-wheeler sales. This promotional strategy brings out the dynamics sales in the two-wheeler industry. Marketing is a dynamic and thrilling practice that affects all aspects of life. The marketing mechanism includes vendors, manufacturers, advertisement firms, contractors, transporters, financiers, shop managers, and anyone who acts as a counter.

Any method of trade, whether it involves consumers, products, intermediary goods, or services or ideas, falls under the umbrella of marketing. It is often assumed that the development. It is sometimes assumed that demand and marketing growth is associated with account economic development. Marketing is a practice that requires intervention. In today's fast-paced business climate, marketing is increasingly being recognized as a critical component of a company's growth. One of the factors of the rising opportunities for two-wheelers is the e-commerce industry. Now-a-days, e-commerce companies use two-wheeler for the purpose of delivering products because of the durability of the vehicle, better wheel stability, and its ability to carry heavy baggage with it. Even the demand of shared mobility, which is used to commute on daily basis to the workplace is also one of the factors in increase in demand of two-wheeler.

## II. REVIEW OF LITERATURE

According to Sai Aarti Sharma and Akanksha Aggarwal (2019) discussed that the concepts related to developing a marketing strategy in congruence with the overall corporate strategy of a firm. From the study, they pointed out that the perfect market strategy encompassed the number of workers with the ideas of accomplishing it. Also, organizational structures were tailored to match the marketing process and the business whereas there was no such thing as a "Perfect Marketing Plan". The author Saillaja (2015) made a study on two-wheeler market segmentation and its strategy in India. The author mentioned that technology played a very crucial and elixir role for innovation product differentiation,

quality improvement, new product development, add value creation to customers and key players in the market thus increasing the growth of the industry and relative market shares of the key players in the industry. In case of Manivannan et al. (2022) revealed from the study that electric scooter was the new life of the motor transport, vehicle was one the major transport in the present society. Thus, the level of transport must to go the place to place and the range to range. This study confirmed that the association between age group of the respondents and customer care from service providers and association between income level of the respondents and the maintenance of vehicle of the respondents.

The study of Tushar Mane et al. (2021) noticed that Hero MotoCorp was a well-organized company providing tremendous facilities to its customers. Also, it was one of the leading automobiles in India which provided low-cost vehicles and they targeted middle class families. In motorcycle & scooter segment, hero MotoCorp ltd had faced severe competition from its peer resulting in a loss of market share. Moreover, Hero MotoCorp advertised in a manner to attract the population with emotional and cultural attachment. In view of Chandrakala (2023) examined that there was no significant difference between the pricing strategies in the select automobile pre-owned segment. This study obtained that the information on the tastes, priorities, decisive factors, preferences, choices pertaining to make, made, type, warranty, mileage, brand reputation, resale value, and other intrinsic and extrinsic factors of the vehicle for pre-owned consumers affected the decisions and behaviours, giving an insight into the decision-making process before finalising on the model of pre-owned vehicle manner of a pre-owned vehicle is explored. The researcher Makgopa S. Siphon (2016) noticed that the marketing communication budget remains a major consideration in planning marketing communication strategies and campaigns of car dealerships. Also, the marketing communication objectives included increasing sales, creating awareness about the product offerings and the dealerships' locations. Further, this study uncovered the marketers of car dealerships used different marketing communication budgets in planning marketing communication strategies and campaigns.

### III. STATEMENT OF THE PROBLEM

The customers are the real source for the reach of new models of two wheelers into users hands with the effective time period, the time limit is one of the major problem at the time of introduction and in the stage promotion. Technology is an essential component of innovation, product differentiation, quality enhancement, new product

development, and adding value for customers and major market players. These factors all contribute to the industry's growth and the relative market shares of the major players in the two-wheeler industry market. The promotional products in the two-wheeler industry are the real value of the present into the future, the future product are also. Although more opportunities for developing the business among dealers, the competition is very high in the two-wheeler industry due to the technology innovation. At this junction, this research has aimed to examine the opportunities among dealers of two-wheeler industry in Tamilnadu.

### IV. OBJECTIVES OF THE STUDY

- To present the socio-economic profile of the selected two-wheeler industry dealers in Tamilnadu.
- To analyze the opportunities of two-wheeler industry dealers in the study area.

### V. HYPOTHESIS OF THE STUDY

- There is no significant difference in mean opportunities of dealers with respect to their age.
- There is no significant difference in mean opportunities of two-wheeler industry dealers with respect to their educational level.
- There is no significant difference in mean opportunities of two-wheeler industry dealers with regard to their monthly income.
- There is no significant difference in mean opportunities of two-wheeler industry dealers with respect to their type of organization.
- There is no significant difference in mean opportunities of two-wheeler industry dealers with respect to their number of sub dealers.
- Selected variables are positively associated with the opportunities of two-wheeler industry dealers.

### VI. RESEARCH METHODS

The researcher has planned to apply descriptive research design which covered both quantitative and qualitative methods. The well-structured questionnaire is developed and distributed among the population of this study for collecting the primary data and the secondary data are collected from published article, books, journals, internet sources, etc. The sample size of this study has been confirmed as 300 dealers of two-wheeler industry in Tamilnadu with the help of random sampling method. The collected information on socio economic-profile of the dealers and their opportunities are entered into MS-Excel software and

analyzed by approaching the statistical tools namely percentage analysis, mean score, standard deviation, ANOVA and Correlation analysis through SPSS 22.0 software.

**VII. RESULT AND DISCUSSION**

**Socio-Economic Profile of the Dealers**

The collected details of socio-economic profile of the respondents and their opportunities two-wheeler industry are given in the below table.

Table 1: Socio-Economic Profile and Opportunities of Dealers

No.	Variables Name	Number of Respondents	%	Mean	SD
1	Age				
	<input type="checkbox"/> Below 20 Years	34	11.3	3.80	0.45
	<input type="checkbox"/> 20 - 40 Years	84	28.0	3.86	0.48
	<input type="checkbox"/> 41 - 60 Years	107	35.7	3.70	0.56
	<input type="checkbox"/> Above 60 Years	75	25.0	3.77	0.60
	Total	300	100.0		
2	Educational Level				
	<input type="checkbox"/> School Level	63	21.0	3.71	0.63
	<input type="checkbox"/> Diploma Level	104	34.7	3.68	0.54
	<input type="checkbox"/> Degree Level	96	32.0	3.92	0.42
	<input type="checkbox"/> Others	37	12.3	3.73	0.61
	Total	300	100.0		
3	Monthly Income				
	<input type="checkbox"/> Upto Rs.5 lakhs	110	36.7	3.75	0.57

	<input type="checkbox"/> Rs.5 lakhs				7
	<input type="checkbox"/> Rs.5.1 to 8 lakhs	121	40.3	3.76	0.53
	<input type="checkbox"/> Above Rs.8 lakhs	69	23.0	3.81	0.52
	Total	300	100.0		
4	Type of Organization				
	<input type="checkbox"/> Sole Trader	35	11.7	3.56	0.65
	<input type="checkbox"/> Partnership	70	23.3	3.70	0.55
	<input type="checkbox"/> Company	131	43.7	3.84	0.46
	<input type="checkbox"/> Others	64	21.3	3.80	0.60
	Total	300	100.0		
5	No. of sub-dealers				
	<input type="checkbox"/> Upto 3	92	30.7	3.81	0.42
	<input type="checkbox"/> 3 to 6	135	45.0	3.68	0.60
	<input type="checkbox"/> More than 6	73	24.3	3.88	0.55
	Total	300	100.0		

- From the above table, it is pointed out that 11.3% of the respondents are below 20 years aged, 28.0% of the respondents are belong to 20-40 years of age group, 35.7% of the respondents are 41-60 years aged and 25.0% of the respondents are belong to above 60 years.
- From the table, it is observed that 21.0% of the respondents are educated school level, 34.7% of the respondents are diploma holder, 32.0% of the respondents are qualified degree level and 12.3% of the respondents have other educational level.
- From the table, it is observed that 36.7% of the respondents earn upto Rs.5 lakhs monthly, 40.3% of the

respondents make Rs.5.1 to 8 lakhs and 23.0% of the respondents earn above Rs.8 lakhs in a month.

- From the table, it is examined that 11.7% of the respondents are sole traders of two- wheeler industry, 23.3% of the respondents perform dealership with partnership, 43.7% of the respondents operate company and 21.3% of the respondents follow other types of organization.
- From the table, it is showed that 30.7% of the respondents have upto 3 sub-dealers, 45.0% of the respondents belong to 3 to 6 sub-dealers and 24.3% of the respondents have more than 6 subdealers in their business.

Opportunities of Two-wheeler industry Dealers

In the below table, the opportunities of two-wheeler industry dealers in Tamilnadu have been explored. For this study purpose, the researchers have framed eight statements related the opportunities of twowheeler industry dealers.

Table 2: Opportunities of Two-wheeler industry Dealers

S. No	Factors	Mean Score	SD
1	Arrival of new models increases the sales	3.95	1.27
2	Introduction of additional features attracts the consumers	3.89	1.11
3	Sales through bank loans enhance the sales	3.79	1.18
4	Exchange offers help to increase the sales	3.66	1.26
5	Special discounts offered attracts the buyers	3.58	1.08
6	Support from company helps to improve the business	3.86	1.23
7	Sales through Government schemes increase the sales	3.87	1.16
8	Sales of Superbikes has improved exponentially	3.58	1.19

It could be examined from the analysis that the Cronbach Alpha value for the statements of opportunities of dealers is 0.829. This study shows that the reliability of the opportunities of dealers is good and fit for analysis. It is indicated that most of the dealers reported as ‘arrival of new models increases the sales’ with the mean score and standard deviation of 3.95 and 1.27 respectively followed by ‘introduction of additional features attracts the consumers’

with the mean score and standard deviation of 3.89 and 1.11 respectively.

TESTING OF HYPOTHESIS (ANOVA)

Relationship between Socio-economic Profile and Opportunities of Dealers

This section has analyzed that the relationship between the socio-economic profile and opportunities of two-wheeler industry dealers in Tamilnadu. In order to analyse the relationship between selected independent variables of the dealers and their opportunities, a hypothesis has been developed and tested by using ANOVA.

Age and Opportunities of Dealers

H<sub>0</sub>: There is no significant difference in mean opportunities of dealers with respect to their age.

Table 3: Age and Opportunities of Two-wheeler industry Dealers

	Sum of Squares	df	Mean Square	F	‘p’ value
Between Groups	1.165	3	0.388	1.324	0.267 <sup>NS</sup>
Within Groups	86.850	296	0.293		
Total	88.015	299			

Note : NS - Not Significant

It is assumed from the above table that the ‘p’ value is greater than 0.05 then the null hypothesis is accepted. So, there is no significant difference in mean opportunities of dealers with regard to their age

Educational Level and Opportunities of Two-wheeler industry Dealers

H<sub>0</sub>: There is no significant difference in mean opportunities of two-wheeler industry dealers with respect to their educational level.

Table 4: Educational Level and Opportunities of Dealers

	Sum of Squares	df	Mean Square	F	‘p’ value
Between Groups	3.325	3	1.108	3.874	0.010*
Within Groups	84.690	296	0.286		
Total	88.015	299			

Note : \* - Significant at 1% level

It is justified from the above table that the ‘p’ value is lesser than 0.05 therefore the null hypothesis is rejected. Hence, there is a significant difference in mean opportunities of two-wheeler industry dealers with regard to their educational level.

Monthly Income and Opportunities of Two-wheeler industry Dealers

H<sub>0</sub> : There is no significant difference in mean opportunities of two-wheeler industry dealers with regard to their monthly income.

Table 5: Monthly Income and Opportunities of Two-wheeler industry Dealers

	Sum of Squares	df	Mean Square	F	‘p’ value
Between Groups	0.178	2	0.089	0.301	0.740 <sup>NS</sup>
Within Groups	87.837	297	0.296		
Total	88.015	299			

Note : NS - Not Significant

It is measured from the above table that the ‘p’ value is greater than 0.05 consequently the null hypothesis is accepted. So, there is no significant difference in mean opportunities of two-wheeler industry dealers with regard to their monthly income.

Type of Organization and Opportunities of Two-wheeler industry Dealers

H<sub>0</sub> : There is no significant difference in mean opportunities of two-wheeler industry dealers with respect to their type of organization.

Table 6: Type of Organization and Opportunities of Two-wheeler industry Dealers

	Sum of Squares	df	Mean Square	F	‘p’ value
Between Groups	2.583	3	0.861	2.983	0.032**
Within Groups	85.432	296	0.289		
Total	88.015	299			

Note : \*\* - Significant at 5% level

It is mentioned from the above table that the ‘p’ value is lesser than 0.05 therefore the null hypothesis is rejected. Thus, there is a significant difference in mean opportunities of two-wheeler industry dealers with regard to their type of organization.

Company Size and Opportunities of Two-wheeler industry Dealers

H<sub>0</sub> : There is no significant difference in mean opportunities of two-wheeler industry dealers with respect to their number of sub dealers.

Table 7: Number of Sub Dealers and Opportunities of Two-wheeler industry Dealers

	Sum of Squares	df	Mean Square	F	‘p’ value
Between Groups	2.104	2	1.052	3.637	0.028**
Within Groups	85.911	297	0.289		
Total	88.015	299			

Note : \*\* – Significant at 5% level

It is indicated from the above table that the ‘p’ value is lesser than 0.05 so the null hypothesis is rejected. Hence, there is a significant difference in mean opportunities of two-wheeler industry dealers with respect to their number of sub dealers.

7.3 Degree of Relationship between selected variables and Opportunities of Two-wheeler industry Dealers

The following analysis has examined that the relationship between the selected variables and the dependent variable opportunities of two-wheeler industry dealers by using correlation analysis. For this purpose, the variables have been selected such as age, educational level, monthly income and number of sub dealers.

H<sub>0</sub> : Selected variables are positively associated with the opportunities of two-wheeler industry dealers.

Table 7: Degree of Relationship between selected variables and Opportunities of Two-wheeler industry Dealers

No.	Variables	Age	Educational Level	Monthly Income	Number of sub dealers	Opportunities
1	Age	1.000				
2	Education Level	-0.109 (0.060 <sup>NS</sup> )	1.000			
3	Monthly Income	0.162 (0.005*)	0.207 (0.000*)	1.000		

4	Number of sub dealers	-0.362 (0.000*)	0.175 (0.002*)	-0.128 (0.026**)	1.000	
5	Opportunities	0.030 (0.600 <sub>NS</sub> )	0.296 (0.000*)	0.040 (0.493 <sub>NS</sub> )	0.233 (0.000*)	1.000

Note: \* - Significant at 1% level; \*\* - Significant at 5% level; NS - Not Significant

It is confirmed that among the four selected variables, educational level and number of sub dealers of the respondents are having positive correlation with the opportunities of two-wheeler industry dealers. On the other hand, the variables like age and monthly income are not associated with the opportunities of two-wheeler industry dealers. The analysis pointed out that whenever educational level and number of sub dealers increases opportunities of two-wheeler industry dealers also positively increases.

### VIII. FINDINGS

- It is mentioned from the analysis that most of the dealers are belong to age category of 41-60 years. This study found that respondents who belong to 20-40 years of age group are having high level opportunities in two-wheeler industry.
- It is noted from the analysis that most of the respondents are diploma holders. This study explored that respondents qualified degree are having high level opportunities in two-wheeler industry.
- It is asserted from the analysis that most of the respondents are earning Rs.5.1 to 8 lakhs monthly. This study confirmed that respondents who earn above Rs.8 lakhs are having high level opportunities in two-wheeler industry.
- It is inferred from the analysis that most of the respondents are operating company dealership. This study evaluated that respondents who run company are having high level opportunities in two-wheeler industry.
- It is proved from the analysis that most of the respondents have 3 to 6 sub-dealers. This study revealed that respondents who have more than 6 sub-dealers are having high level opportunities in two-wheeler industry.
- It is explored from mean score analysis that most of the dealers reported as 'arrival of new models increases the sales' and 'introduction of additional features attracts the consumers' with the mean score of 3.95 and 3.89 respectively.
- It is assumed from the above table that the 'p' value is greater than 0.05 then the null hypothesis is accepted. So,

there is no significant difference in mean opportunities of dealers with regard to their age.

- It is justified from the above table that the 'p' value is lesser than 0.05 therefore the null hypothesis is rejected. Hence, there is a significant difference in mean opportunities of two-wheeler industry dealers with regard to their educational level.
- It is measured from the above table that the 'p' value is greater than 0.05 consequently the null hypothesis is accepted. So, there is no significant difference in mean opportunities of two-wheeler industry dealers with regard to their monthly income.
- It is mentioned from the above table that the 'p' value is lesser than 0.05 therefore the null hypothesis is rejected. Thus, there is a significant difference in mean opportunities of two-wheeler industry dealers with regard to their type of organization.
- It is indicated from the above table that the 'p' value is lesser than 0.05 so the null hypothesis is rejected. Hence, there is a significant difference in mean opportunities of two-wheeler industry dealers with respect to their number of sub dealers.
- It is confirmed from the correlation analysis that whenever educational level and number of sub dealers increases opportunities of two-wheeler industry dealers also positively increases.

### IX. SUGGESTIONS

- This study found that respondents who belong to 20-40 years of age group are having high level opportunities in two-wheeler industry according to they aware about the expectation of consumers. Hence, all the dealers should aware about the expectation of different dimensions like quality, model, color, etc. and apply various marketing strategies over consumer behavior regarding consumption.
- This study evaluated that respondents who run company are having high level opportunities in two-wheeler industry because introducing new models in time. So, all the dealers of two wheeler industry should regularly look new products and new features among the existing products to increase their opportunities.
- This study revealed that respondents who have more than 6 sub-dealers are having high level opportunities in two-wheeler industry since they can establish their business. Therefore, the two-wheeler industry dealers may increase their sub dealer or retailers for increasing the sales and opportunities in their business.
- All the dealer in two-wheeler industry should ensure that the availability of latest models for making more

opportunities so the industry need to come together and address the challenges related to skill development and workforce shortages, both in terms of quantity and quality.

## X. CONCLUSION

This research is conducted to analyze the opportunities of two-wheeler industry in Tamilnadu. Today's two-wheeler industry depends on latest technology for introducing new model and skilled labors. From the study, the dealers reported that the opportunity in two-wheeler industry is increased by 'arrival of new models increases the sales' and 'introduction of additional features attracts the consumers'. In addition, there is a significant difference in mean opportunities of two-wheeler industry dealers with regard to educational level, type of organization and number of sub-dealers. Hence, it is stated that dealers need to enhance the skill-sets that are required for the industry in order to increase sales and opportunities in the study area.

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