















performance as the main consideration of purchasing bikes.

- ✓ They basically affected by the displays in providing information regarding new products so company should create some awareness regarding this and make some hoarding on roads to attract Honda users with new features mention on it.
- ✓ Respondents are basically from village sides so they are not affected by the newspapers, because in their daily life they never spent time on newspaper and their purchasing decision followed by dealers, social network and hoardings.

#### REFERENCES:

- Gupta S.P. (2007). Statistical Methods. (New Delhi : S. Chand and Sons)
- Hawkins De., Best Roger J. and Caney Kenneth A. (1996). Consumer Behaviour. (New Delhi : Tata Mc Graw Hill Publishing Co. (P) Ltd.)
- Kaur Parminder (1996). Human Resource Development for Rural Development. (New Delhi : Anmol Publication, Ph.D. Thesis Published)
- Kotler Philip (2000). Marketing Management. (New Delhi : Prentice Hall of India (P.) Ltd.)
- Sen Gupta Subroto (1999). Brand Positioning. (New Delhi : Tata Mc Graw Hill Publishing Co. (P) Ltd.) Soloman M. (2003). Consumer Behaviour Buying, Having and Being. (India: Pearson Education Inc.)