

## Market Analysis of High End Bicycles in Pune City

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### Abstract

**T**his study is related to Bicycles Industry in India. A new market of High End bicycles in India called 'bikes', is set to explode especially in city like Pune. The premium bicycles, which costs Rs. 25,000 and upwards for leisure, health, adventure and environmental reasons, have drawn in premium bicycle lovers in recent days, in turn helping new players to launch their offerings in the market. There is a change in culture in terms of cycling in India and growing acceptance is seen for the higher-end bicycles, especially within the High Net-worth Individual (HNI) segment. This research paper titled "Market Analysis of High End Bicycles", studies the High End Bicycles (Rs.25,000 onwards) market in Pune city, India for deriving major market insights from the retailers and the consumers of high end bicycles in Pune in order to find market insights for the high end bicycle manufacturers in Pune. Market is flooded with many international brands. As per the findings the major consumers were students followed by engineering professionals and were of 16-40 years age bracket of high income class. Health & Exercise and Socialising proved to be the two most important reasons for buying a high end bicycle. As the target group of High End Bicycles are niche audience and internet friendly; marketing activities should include integrated Digital Marketing where Search Engine Optimisation can prove to be vital and Social Media platforms like Facebook, LinkedIn, Twitter.

**Keywords**— Market Analysis, High End Bicycles, Market Potential, Consumer Demographic Profile, BTL Activities

### I. BASIC THEORETICAL CONCEPTS AND CONTEXT OF THE TOPIC

#### A. High End Bicycles Market in India

The market for the premium or the lifestyle bikes targeted towards the lifestyle consumer is just about emerging. The industry has gradually shifted track in recent years, switching from standard bicycles to the premium high end bicycles segment. In India, the traditional and the fancy segments dominate the market. These are early days for international bikes in India as they try to establish footprints. At present, 7-8 international brands are active in the Indian market and the competition is likely to go up going ahead. The buying trend is certainly picking up. In a few years, the cycling culture will pick up. Initially, dealers and customers were reluctant about bicycle products from any new company, but all of this is changing. Although it will take few more years for the market to grow and the mindset of the people to change. Not only are the price points changing but even definition of the segment is. Hitherto, cycles were simplistically segmented into gents, ladies, kids and high end. But now the lifestyle bikes are being segmented in line with the global trend that is based on their usage. There are Road bikes, Mountain bikes, Tourers, Hybrids, BMX to name a few. Virtually all the big names are present in the country like Giant, Trek, Merida, and Cannondale etc.

The demand for these cycles at this stage is very limited but is set to grow at a frenetic pace in future. While the mass-market segment is experiencing a sluggish growth of between 4-6% annually the premium & lifestyle segment is growing at a CAGR of over 30%. The market size of such bicycles in 2013 was estimated at around 25,000 units, according to the industry players. The figure is likely to go up to 30,000-32,000 every year. The market size for the lifestyle cycles is estimated at not more than 0.25 million units annually but its only time that this segment will form an important part of the industry. As of now, most of such bicycles are getting imported in India. Last year, the import duties on such cycles increased to 30% from 10%, which impacted the demand negatively. The total duties paid on an imported bicycle is around 44%.

#### B. Indian Bicycle Industry Eyes Urban Market

A silent revolution is pedalling its way into city dwellers' lives. As more Indians living in cities take to cycling for reasons ranging from keeping fit, to general purpose, office commuting and leisure, cycling clubs have mushroomed on social networking sites. Seeing demand, bicycle companies are focusing on this niche but growing segment of recreation bicycles.

According to industry estimates, the bicycle market in India is 10 million units a year, of which five to seven per cent are niche bicycles. The Indian bicycle market, which till a year ago was mostly about Hero, BSA, Hercules, Avon and Atlas, has seen international players set up shop here. Dominated by the metros, major markets for these high-end bicycles are Pune, Bangalore, Hyderabad, Chennai and Mumbai. The market however is now moving to smaller cities like Shimla, Chandigarh, Nainital, Indore, Surat etc. These bicycles' prices range between Rs 25,000 and Rs 11 lakh. As a reaction to this influx of international brands, most Indian bicycle manufacturers have also expanded their base in the professional and recreational categories in metros. Offerings beyond the occupational bicycle are growing. After sales service and accessories are two important arms of this business. After-sales for leisure and high-end bicycles plays a

major role in getting customers, as only trained staff is able to do the repair work. In the interiors of India, dealers do not want these leisure bicycles because they cannot do the after-sales service. All the new players of this industry need to focus on this issue as it is already hampering a good amount of business.

## **II. NEED FOR THE STUDY**

This study is conducted in Pune city which gives us an approximate judgement about the high end bicycle's market in Pune, the demographic profile of typical consumers using a high end bicycle and their background, and other market insights in order to formulate a comprehensive marketing strategy for High End Bicycles manufacturers in India. There is new trend of cycling picking up in a city like Pune and Bangalore and some other metro cities. This study will throw a light on the change in the lifestyle and the culture of the people in these cities. The study also emphasizes on bicycles being widely used by the people as a way of exercising, socialising and de-stress. Also due to the rising environment problems due to increasing number of vehicles in the metro cities this study will educate the people for using bicycle as the mode of transport and thus change the way of living in the urban areas of the country.

## **III. OBJECTIVES OF THE STUDY**

- 1) To outline the demographic profile of the typical high end bicycle consumers.
- 2) To find out to what extent customers are willing to spend to buy a high end bicycle.
- 3) To study the major competitors/players of high end bicycles in Pune upto a certain extent.
- 4) To find out the best selling brand/model at multi-brand retailers in Pune.
- 5) To determine the most influencing factor and the most prominent reason behind buying a high end bicycle.

## **IV. SCOPE OF THE STUDY**

The study was carried out in Pune city which also involved 6 multi brand retailers. This study will help to understand the high end bicycles' market in Pune and the demographic profile of the typical consumers of high end bicycles, the various brands of high end bicycles used by the consumers and the most selling bike at retailers surveyed. It will also give us an idea about the extent to which customers are willing to spend on a high end bicycle, the reason for buying a high end bicycle and the most influencing factors of buying the particular brand of high end bicycle. The study was carried out in 2 months duration. The research consisted of Primary and Secondary Data Research. The Primary data was collected with 100 as sample size and the it was analysed with the help of percentage method, frequency table and graphical representation.

## **V. RESEARCH METHODOLOGY**

Research Methodology is the process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information. The study of conducting research is research methodology.

## **VI. RESEARCH DESIGN**

The research design is the structure of a research. It gives direction and systematizes the research. A research design is the "blue print" of the study. The design of a study defines the study type and sub-type, research question, hypotheses, independent and dependent variables, experimental design, and, if applicable, data collection methods and a statistical analysis plan. Research design is the framework that has been created to seek answers to research questions.

For this study, both a **descriptive and exploratory type of research** was conducted.

An exploratory study is conducted about a research problem when there are few or no earlier studies to refer to. The focus is on gaining insights and familiarity for later investigation or undertaken when problems are in a preliminary stage of investigation. For this study a thorough understanding of what it is that arouses emotive appeal for the product and induces people to buy high end bicycles was to be studied. In this study knowledge on high end bicycles market was scant as the trend was picking up in India recently and being a niche segment market and a deeper understanding of this new arising market was sought. A small exploratory market research of 6 retailers of high end bicycles was also carried out.

A descriptive study was undertaken in order to ascertain and be able to describe the characteristics of the variables of interest in a situation. For this research, a study of a class in terms of percentage of consumers describing their characteristics according to their age, gender, income level, educational background etc, was to be studied and hence a descriptive type of study.

## **VII. SAMPLE DESIGN**

A sample design is the framework, or road map, that serves as the basis for the selection of a survey sample and affects many other important aspects of a survey as well.

### **A. Sample Population**

Population sampling is the process of taking a subset of subjects that is representative of the entire population. The population is the set of entities under study. For this research, consumers of high end bicycles in Pune city is the sample population.

### **B. Sample Unit**

Sample is a subset of the population. Sampling unit is an individual item in a sample. Sampling units are individual items in a sample. A sampling unit is one of the units into which an aggregate is divided for the purpose of sampling, each unit being regarded as individual and indivisible when the selection is made. A single section selected to research and gather statistics of the whole. The consumers whose interviews were taken are sample units.

### **C. Sample Size**

Sample size is the number of observations in a sample. The sample size of a survey most typically refers to the number of units that were chosen from which data were gathered. Sample size is the number of sample units selected for contact or data collection. A sample size of 100 respondents which comprised of consumers of high end bicycles in Pune were interviewed through the interactive methodology. Survey of 6 retailers of high end bicycles in Pune was also taken.

## **VIII. SOURCES AND METHODS OF DATA COLLECTION**

### **A. Sampling Method**

A sampling method is a procedure for selecting sample members from a population. The methodology used to sample from a larger population will depend on the type of analysis being performed. **Non-probability sampling** was adopted to conduct the survey. **Snowball sampling method** was used to conduct the survey of the consumers of high end bicycles. Snowball sampling is a non-probability sampling technique where existing study subjects give reference of the future subjects from among their acquaintances. It is used by researchers to identify potential subjects in studies where subjects are hard to locate.

Survey was undertaken with the help of **Interview Schedule**. A schedule is a structure of set of questions on a given topic which are asked by the interviewer or investigator personally. The order of questions, the language of the questions and the arrangement of parts of the schedule are not changed. A Mixed Questionnaire consisting of close ended as well as open ended questions and a Structured questionnaire was used.

### **B. Primary Data**

It includes data collected directly from the consumers of high end bicycles in Pune City so as to meet the requirements of the investigation in hand. Primary data was collected with the help of Schedule. Also a small exploratory market research was carried consisting of 6 retailers located in Pune.

### **C. Secondary Data**

Secondary data, is data collected by someone other than the researcher. Secondary data is the data that have been already collected by and readily available from other sources. It includes data from magazines, websites and reference books. The reports and articles related to High End bicycle Market in India were used.

## **IX. DATA COLLECTION INSTRUMENT**

**Data was collected with the help of Interview Schedule**. Schedule included open-ended questions and close-ended questions. A schedule is a structure of set of questions on a given topic which are asked by the interviewer or investigator personally. The order of questions, the language of the questions and the arrangement of parts of the schedule are not changed. However, the investigator can explain the questions if the respondent faces any difficulty. It contains direct questions as well as questions in tabular form. Open-ended questions allow the respondent considerable freedom in answering. However, questions are answered in details. Close-ended questions has to be answered by the respondent by choosing an answer from the set of answers given under a question by selecting the appropriate answer.

### **A. Statistical Tools Used For Analyzing The Data**

Percentage method and Graphical Representation using Pie chart, conical chart, column chart & bar diagram were used for analyzing the data. Frequency table was used as a statistical tool for data analysis.

## **X. LIMITATIONS OF STUDY**

- The Survey was restricted to select retail shops in Pune City.
- Being a niche audience market for high end bicycles sample size was restricted to 100 as not too many bicycle owners used 25,000+ bicycle.
- The response about the income class of respondents may be biased and some consumers were students so their parent's income was enquired from them which again can be based on judgement and personal biasness.
- The professional cyclists also were involved in other occupation and some were students so it was difficult to categorise them in one particular class.

## **XI. DATA ANALYSIS AND INTERPRETATION – CONSUMER SURVEY**

**Data Analysis** is the process of systematically applying statistical and logical techniques to describe, illustrate, and evaluate data. Analysis of data is a process of inspecting, transforming, and modelling data with the goal of discovering useful information, suggesting conclusions, and supporting decision-making.

### **DATA OF CUSTOMERS/CONSUMERS OF HIGH END BICYCLES.**

#### **CONSUMER'S TYPICAL DEMOGRAPHIC PROFILE-:**

Age	16-25 years	26-40 years	41-50 years
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Gender	Male	Female
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Occupation / Profession	Students	Working Professionals Engineers & Doctors	Business	Athlete / Professional Cyclists	Other
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Income Class	1 lakh to 6 lakh	6 lakh to 12 lakh	12 lakh to 25 lakh	25 lakh onwards
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Global Mobility	Yes	No
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Major typical Consumer Profile of High End Bicycle	
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Second best combination of consumer profile across different factors	
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**INTERPRETATION:-**

Thus the typical demographic profile of consumers of high end bicycles are of the age group 26- 40 years, Males, working professionals like Engineers and doctors, with income per annum between 12 lakh to 25 lakh with global mobility. The second best combination can be age group 16-25 years, males/females, students belonging to high class family i.e. parents earning Rs. 6 lakh and above per annum.

**1. Price Range of the High End Bicycle used by the consumers.**

Table No. I

Price Range	Frequency	Percentage
Rs. 25,000-35,000	23	23%
Rs. 35,001-50,000	37	37%
Rs. 50,001-1,00,000	27	27%
More than Rs. 1,00,000	13	13%
<b>Total</b>	100	100%

**Interpretation:** 23% consumers used a bicycle of price range between Rs. 25,000-35000, 37% consumers used a bicycle of price range between price range between Rs. 35,001-50,000, 27% consumers used a bicycle of price range between Rs. 50,001-1,00,000 and 13% consumers used a bicycle of price more than Rs. 1,00,000. Thus, customers are willing to spend Rs. 25,000 and above for buying a high end bicycle which clearly defines the trend of buying a high end bicycle among the high income level people.

**2. Brand of high end bicycles, consumers owned.**

Table No. II

Brand	Frequency	Percentage
Scott	15	15%
Giant	14	14%
Cannondale	14	14%
Haibike	12	12%
Others	45	45%
<b>Total</b>	100	100%

**Interpretation:** Out of the 100 consumers 15% used a Scott bicycle, 14% used Giant, 14% Cannondale, Haibike 12% and 45% other brands of bicycles were used which consisted of brands like Montra, Ghost, Fantom, Firefox, Bianchi, GT, Schwinn, Bergamont, BTwin, and Mongoose. Thus, variety of brands are used by the consumers.

### 3. Most Influencing factor of buying a high end bicycle of a select brand.

Table No. III

Influencing factor	Frequency	Percentage
Internet/Ads on websites	11	11%
Cycling Events/Adventure tours	17	17%
Friends/Relatives Reference	23	23%
Retailer's Advice	14	14%
Blog/Social Media	35	35%
Total	100	100%

**Interpretation:** Out of the 100 consumers 11% were influenced by internet information/ads on websites, 14% were influenced by retailer's advice, 17% were influenced by various cycling events sponsorship or adventure tours, 23% were influenced by friends and relatives reference or suggestions, and 35% were influenced by blog/social media platforms. Thus, Social Media groups and discussion forums proved to be the most influential factor for buying a select brand. Also this data shows **BTL** activities such as retailer's advice, cycling events, friends and relatives references, social media/blogs prove to be the most influencing factors. It also shows **Pull Strategy** is used by high end bicycles brands for marketing while retailer's advice is the only push strategy used.

### 4. Reason behind buying a high end bicycle among the consumers.

Table No. IV

Reason	Frequency	Percentage
Health and Exercise	27	27%
Socialise(Informal)	25	25%
Competitions/events/friendly tours (formal)	24	24%
Exploring the city outskirts	10	10%
Family time	14	14%
Total	100	100%

**Interpretation:** Out of the total consumers, Health & Exercise (27%) proved to be the most prominent reason of buying a high end bicycle, Socialising (25%) proved to be another important reason whereas competitions/events/friendly tours (24%), Exploring the city outskirts (10%) and Family time (14%) were among the other reasons for which the high end bicycle was bought. Thus, health & exercise and socialising proved to be the most prominent reason of buying a high end bicycle.

## XII. ANALYSIS OF MULTI-BRAND RETAILERS OF HIGH END BICYCLES IN PUNE.

Table No. V

Sr. No.	Details	Retailer 1	Retailer 2	Retailer 3
1.	Season/Period of more sales	No specific period.	No season as such	Throughout year
2.	Brands available	Scott, Haibike, Bergamont, Upland, Ghost, Marin, Fantom	Giant Bicycles	Montra, Bianchi, GT, Schwinn, Mongoose, Cannondale, Ducati.
3.	Price Range of Premium (which are sold)	Rs. 26,000- 1 lakh	Rs. 26,000 – 4 lakh	25,000 – 2 lakh
4.	Discount offered	Yes (10% to 20%)	Yes (10% to 15%)	Yes (5% to 10%)
5.	Best Selling Brand	Scott, Ghost	Giant (Roam Model, XTC 7)	Cannondale, Montra
6.	Best in maintenance	Ghost	Giant	Cannondale
7.	Type of customers	Upper middle class – rich, sports lovers, athletes	Upper middle class – rich, sportsperson, adventure lovers, family	Upper middle class – rich ,adventure lovers, working professionals
8.	Host Cycling Event	Yes	Yes	Yes

Sr. No.	Details	Retailer 4	Retailer 5	Retailer 6
1.	Season/Period of more sales	Festivals	Throughout year	Diwali and Summer holidays
2.	Premium Brands available	Montra, Bianchi, GT, Schwinn, Mongoose, Cannondale	BTwin, Giant	Fantom, Firefox
3.	Price Range of Premium(which are sold)	Rs. 26,000 – 90,000	Rs. 26,000 – 77,000	Rs. 25,000 – 50,000
4.	Discount offered	Yes (10%)	No	No
5.	Best Selling Brand	Cannondale	Giant	Firefox
6.	Best in maintenance	Cannondale	Giant	Firefox
7.	Type of customers	Upper middle class – rich, sportsperson, adventure lovers, family	Rich family students, high class, sports enthusiast	Middle class, a adventure lovers.
8.	Host Cycling Event	Yes	No	No

### XIII. SWOT ANALYSIS OF MAJOR HIGH END BICYCLE BRANDS

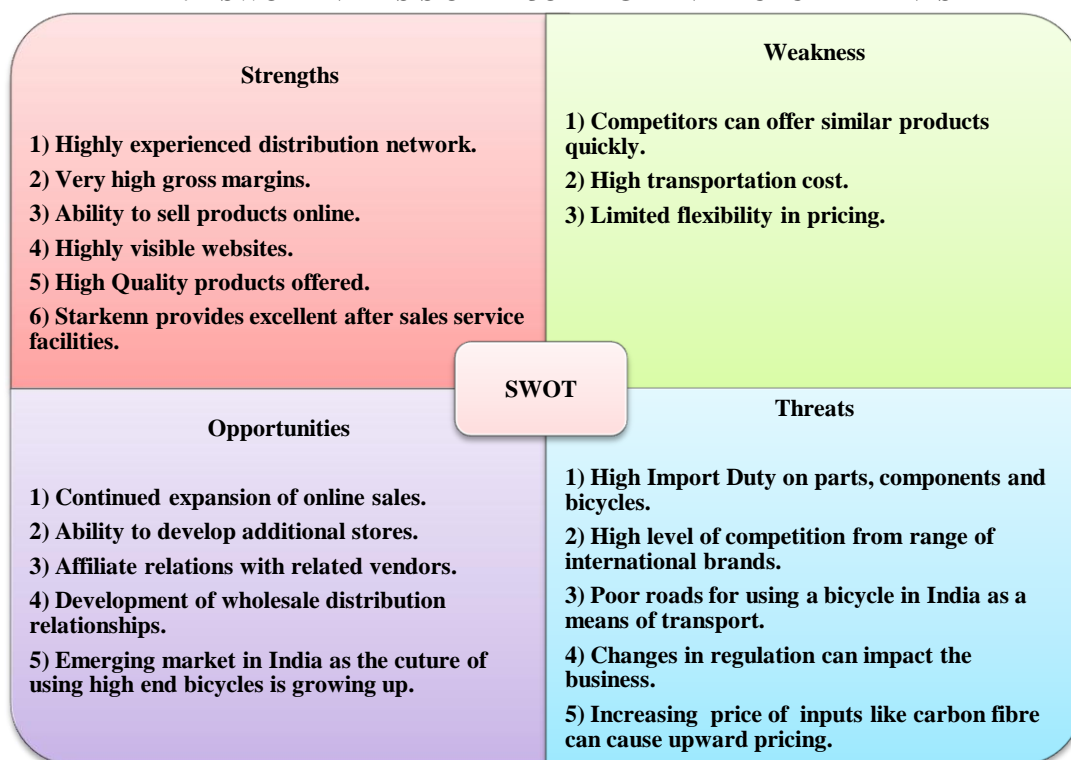


Fig. 1.

### XIV. MAJOR COMPETITOR'S ANALYSIS

Table No. VI

Details	Scott	Cannondale
Brand Name	Scott Bikes	Cannondale
Parent Company	Swiss Company 'Scott Sports SA'	American Company 'Cannondale Bicycle Corporation'
Number of Models	Mountain, On Road, Cyclocross, City and Urban, E Bike, Women's bikes, Trekking and Junior Bikes	Mountain, Road, Fitness & Urban, Women's, Kids.
Tagline	'No Shortcuts'	'Feel it'
No. of Distributors / Retailers	Global Distribution Network (Exclusive Scott Showroom in Thane in India)	Global Distribution Network through dealers. (No exclusive showroom in India)
Online Distribution	Available	Available
Price Range	Rs 26,000 – Rs 1,15,000 approx. in India	Rs 30,000 – 2 lakh approx. in India
Strengths	1) SCOTT is a leader in Carbon frame	1) Brand Recognition.

	technology. 2) Good Distribution network. 3) Justifies their tagline of producing high quality products with great designs. 4) Sells Apparels, Gears of its own brand.	2) Full line provider across entire value chain. 3) Design and Engineering prowess. 4) Commitment and dedication of employees.
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#### **XV. FINDINGS FROM THE CONSUMERS' SURVEY**

1. The majority of the consumers using a high end bicycle were of the age group 26-40 years (58%) followed by the age group 16-25 years (29%) which indicates the age profile of the consumers of the high end bicycles.(Refer Table No.4.1)
2. Male (63%) consumers are more than female (37%) consumers using a high end bicycle. This indicates the gender profile of the consumers.(Refer Table No.4.2)
3. Maximum number of consumers using a high end bicycle were students (25%) followed by working professionals like Engineers (21%) and Doctors (17%) . Thus working professionals constitute to be the major consumers of high end bicycles while Students proved to be the second major consumers of the high end bicycles. (Refer Table No.4.3)
4. Majority of the consumers belonged to the income class Rs. 12,00,000 or 12,00,000 > Rs.25,00,000 (43%) followed by income class of Rs. 6,00,000 or 6,00,000 > Rs. 12,00,000 (26%) which indicates the upper middle class to high income class people are the major customers of high end bicycles. (Refer Table No.4.4)
5. Majority of consumers (53%) resided outside India for more than 6 months for studies or any other purpose and hence foreign culture/lifestyle or global mobility can be linked with the trend of using a high end bicycle. (Refer Table No.4.5)
6. Majority of consumers (64%) owned a bicycle ranging from Rs. 35,001 – 1,00,000 and 13% of the consumers owned a bicycle priced more than Rs. 1,00,000 which indicates people are ready to buy a costly bicycle. (Refer Table No.4.6)
7. Major competitors/players in high end bicycles market in Pune city are Scott (15%), Giant Bicycles(14%), Cannondale(14%) and Haibike (12%). The product quality and brand presence in terms of distribution is more or less similar of all these brands. The market is flooded with many other international brands and domestic brands (45%). (Refer Table No.4.7)
8. Social Media (35%) proved to be the most important influencing factor while choosing the brand followed by friends & relatives reference (23%). BTL activities for advertisements and pull strategy was most widely used by the high end bicycle brands which proved to be useful. (Refer Table No.4.8)
9. Health and Exercise (27%) proved to be the most important reason while socialising (25%), participating in events and competitions (24%) were the other important reasons behind buying a high end bicycle. (Refer Table No.4.9)

#### **XVI. FINDINGS FROM MULTI-BRAND RETAILERS IN PUNE**

1. There is no season or specific period of higher sales of high end bicycles. Although festivals and summer holidays showed to be a better period for sales in 2 retailers out of the total surveyed.
2. There are more than 10 international brands available in the market and hence wider options available and the market is competitive.
3. The prices of the bicycles available at these retailers were ranging from Rs. 25,000 upto Rs.4 lakh.
4. Discounts are offered ranging from 5% to 20% and was available at 4 out of 6 retailers.
5. The best selling brands at these retailers are Cannondale, Giant (Roam Model, XTC 7), Scott, Ghost, Montra, Firefox.
6. Best in maintenance according to the customer satisfaction and feedback received by these retailers are Cannondale, Giant, Ghost, Firefox.
7. According to the retailers surveyed, most of the customers are from upper middle class to high income class family, sports enthusiasts and adventure lovers.

#### **XVII. OBSERVATIONS**

1. The major customers of high end bicycles are tech-savvy and internet friendly.
2. High end bicycle customers view the variety of products of the different brands through internet.
3. Although the mantra of bicycles are “No Traffic. Petrol Price Hike - No Problem”; none of the consumers are using Bicycle as a means of transport and they prefer car or two wheeler vehicle for short distance. They feel Indian roads and traffic are not meant for it.
4. People invest in a cycle for the love of cycling, it is a part of their lifestyle and spend time cycling as means of stress buster.
5. Most of the customers are ready to buy a premium bicycles “Just like that for fun”.
6. Some use it as a substitute for Badminton and jogging as a new method of exercising specially a group between 26-50 years of age.

### **XVIII. SUGGESTIONS**

1. There are two target groups the manufacturers of high end bicycles must focus while marketing its products; first is the major target group of males between the age group of 26-40 years who are working professionals like engineers and doctors of high income class, who have resided outside India for more than 6 months and secondly students of age group 16-25 years from rich family background. Different marketing communication strategies should be formulated for both these groups.
2. Cycling competitions at the select schools and colleges of Pune can be organised where bicycles can exhibit their wide range of models to target students as they are the future consumers.
3. As the major customers of high end bicycles will be of high income class they can promote at various social membership clubs like Poona Club, Country Club, Royal Connaught Boat Club or even collaborate with Rotary E-club of Pune in order to create brand awareness amongst the high income class.
4. They should communicate the strengths and quality the brand offers to the target audience by using BTL activities as they prove to be useful.
5. They can use various Social Media platforms like Facebook, Twitter, Pinterest, Instagram, and LinkedIn.
6. Integrated Digital marketing. SEO can prove to be useful as the potential customers of high end bicycles are internet friendly.
7. Promotions can take place at the fitness clubs like Solaris, Talwalkars etc. Banners of bicycles giving a health tip and various advantages of cycling can be put up near hospitals to target health conscious potential customers.
8. Hosting or sponsoring various cycling race events/tours or competitions for better brand presence.
9. Promotional activities can be increased during summer holidays and festival seasons.

### **XIX. CONCLUSION**

If cyclists can travel to their destination with minimum efforts, inconvenience, and danger, accepting the idea of cycling for daily activities or as a means of transport can become a reality in India and thus developing the high end bicycles market in the urban areas. Also using a bicycle for transport would mean reducing the air and noise pollution, which is a cause of concern in the metro cities due to increasing traffic and thereby helping the environment. The emerging trend of using high end bicycles can perhaps change the way of living in India.

This study had been conducted to understand the market of high end bicycles and develop market insights from the survey taken of 100 consumers and 6 retailers of premium bicycles in Pune city. There is a rise in demand for the premium bicycles in cities like Pune as more and more customers are buying these cycles just for the love of cycling, proving to be a important change in the bicycles industry in India.

High End Bicycle manufacturers should advertise in a manner in which tech-savvy or internet friendly users can be addressed and hence digital marketing and social media can be used in an effective manner. BTL activities are used effectively by some of the brands can be continued to be used in a more frequent manner.

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