



A STUDY OF CONSUMER INCLINATION AND BUYING BEHAVIOR OF 2 WHEELERS

Prof. Kothiram N. Girsawale

Asst.Prof. Dr.Ambedkar Institute of Management Studies And Research,Nagpur

Abstract- Consumer behavior is the study of when, why, how & where people do or do not buy a product it attempts to understand consumer decision making process, both individually and in a group. It tries to know how the consumers are influenced by family friend's reference group and society in general. The survey is mainly focused on the buying behavior of consumer that motivates him to purchase the two wheeler bikes. The paper wants to find out what makes the customer go for a particular brand or model over the other, it also tries to find out are the factors responsible for satisfaction level of the consumer.

Key words- consumer behavior, two wheeler respondent, satisfaction, consumer motive.

INTRODUCTION

Consumer buying behavior studies how individuals groups and organization select, buy, use and dispose of goods, services ideas or experiences to satisfy their needs and desires. The study of consumer behavior is the study of how individuals make decisions to spend their available resources. (Time, money, efforts) on consumption related items. It includes the study of what they buy; why they buy it when they buy it, where they buy it how often they buy it, and how often they use it. India is the second largest producer of the 2 wheeler in the world. The 2 wheeler segments contribute the largest volume all the segment in automobile industries in India. The country stands next to china and Japan in terms of production and sales respectively the two wheeler industry(automobiles)

Industry is growing very rapidly day by day. Majority of Indians specially the youngsters preferred two wheelers rather than cars. Bike and scooters cover a major segment in capturing a large in the two wheeler industry. Mopeds are considered to be the favorites among the youth generation (used by both male and female) , as they help in easy commutation , styling and mileage and has most aesthetic appeal. Consumer behavior is the psychology behind marketing the behavior of consumer in the marketing environment. To major psychological discipline come into play when observing and trying to explain consumer behavior. The first is cognitive psychology which is a study of all knowledge related (mental) behavior. The attention, perception decision making are the various aspects of buying. Behavior the second is social psychology which is the study of the manner in which the personality, attitude, motivation and behavior of an individual influence and are influenced by groups.

There are many factors that influence the consumer buying behavior of the two wheeler. A consumer making a purchase decision will be affected by following factors:

- ❖ Cultural factors
- ❖ Social factors
- ❖ Personal factors
- ❖ Psychological factors
- ❖ Marketing factors
- ❖ Situational factors

- 1) **Cultural factors:** It exerts the greatest impact buying behavior of consumer. A buyer is always influenced by his culture sub-culture and social class.
- 2) **Social factors:** consumer buying behavior is greatly influenced by social factors like reference groups, family, role and status.
- 3) **Personal factors:** A consumer buying behavior is also affected by his personal characteristics including age, occupation, life style and personality.
- 4) **Psychological factors:** A consumer buying decision is influenced by certain psychological factors such as motivation, perception, learning, beliefs and attitudes.
- 5) **Marketing factors:** A consumer buying decision is highly influenced by marketing factors such as product design price, promotion, positioning and distribution. For example: splendors model of two motors is positioned as a family bike whereas Bajaj pulsar is positioned as a sport bike promotion and advertisement from a film star as well as sport person influences the consumer buying decision of two wheeler brand.
- 6) **Situational factors:** situational factors such as time of purchases influences of buying decisions of two wheelers. For example: at the time of festival as well as at the time of scarcity of other travelling substitutes, there is a high demand of two wheelers.

Objectives:

- To study the market share of two wheeler with the respective researched brands
- To study the behavioral factors of consumer buying two wheelers.
- To check the brand preference of consumer towards two wheeler brands
- To check satisfaction level of the respondents towards their preferred brand of two wheeler

LITERATURE REVIEW

On the basis of survey conducted, it is found that the television ads, internet and hosting are the biggest source of information on two wheelers to the customers.

Bhuvnesh Kumar and kavita(2015) undertook a study titled 'customer satisfaction towards two wheeler with special reference to pollvhi talak' with an aim to identify the factors influencing customers to purchase two wheeler and also to study the effect of advertisement on the purchase decision of the customer this study developed that advertisement play a vital role in the purchase decision of the customer and hence the frequency of ads shall be increase to create a rapid impact in their minds that last for a long time.

Chauhan V.S. (2015) in his study 'A research paper on impact of social media on sales promotion a case study on Indian automobile industry discusses the various types of social media and on sales promotion and how this would affect individuals and organization in their buying decision this study reveals that social media have a significant impact on the sales and sales promotion of two wheelers.

HYPOTHESIS

H₀: There is no correlation between general attributes and customer preference towards a particular brand of two wheelers.

H₁: There is a correlation between general attributes and customer preference towards a particular brand of two wheelers.

DATA COLLECTION

Primary data: The primary data has been collected through questionnaire from the city of Nagpur. The questionnaire was predesigned and pre tested before it was administrated.

Secondary data: the secondary data was collected through newspaper, website and different research journal papers.

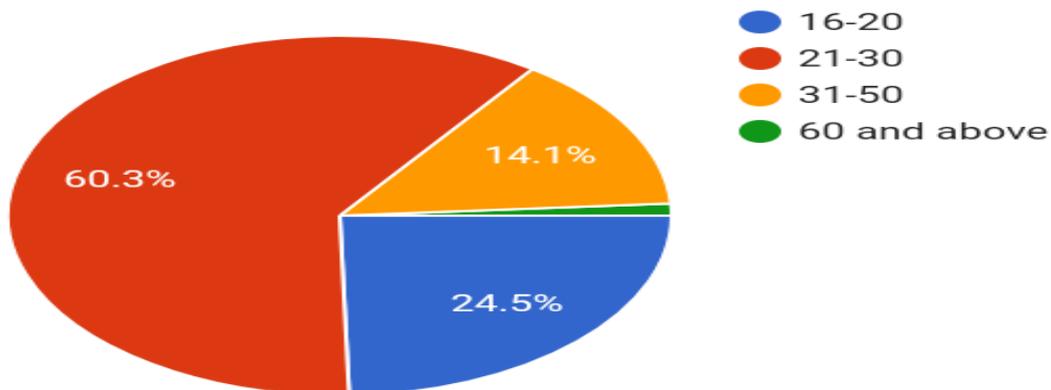
Sample design: the questionnaire was designed and was forwarded through google forms. Snowball sampling technique was used in order to reach wider customer base.

ANALYSIS AND DATA INTERPRETATION

Table: 1

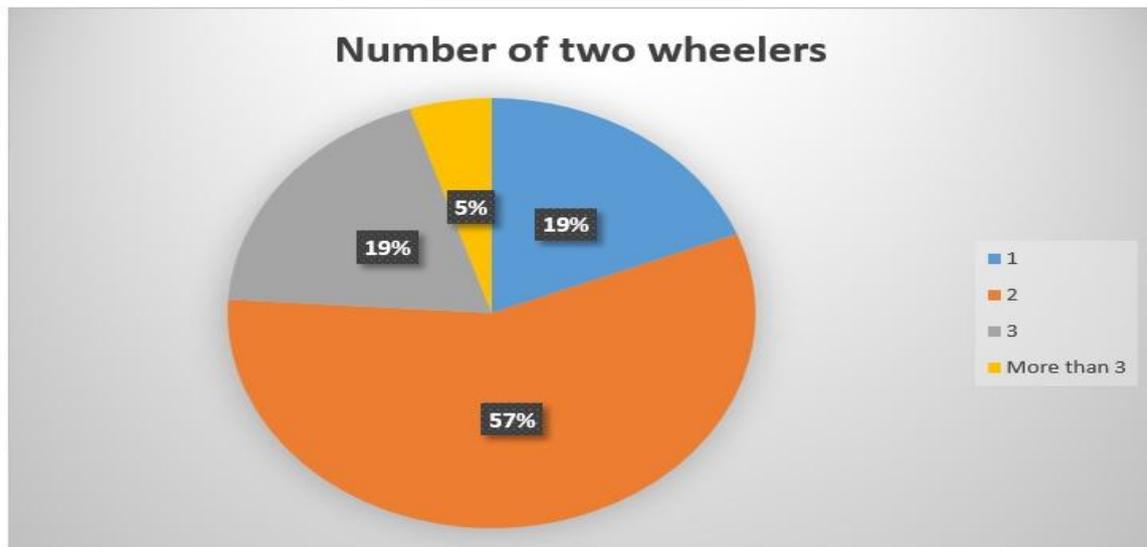
1. What is your age?

277 responses



The age of the respondent was taken into account and categorized as a. 16-20 b. 21-30 c. 31-50 d.60 and above. The total numbers of respondents were 277. Out of which 167 people were of age between 21-30. 39 were the age between 31-50. 68 were the age between 16-20 and other were the age of 60 and above.

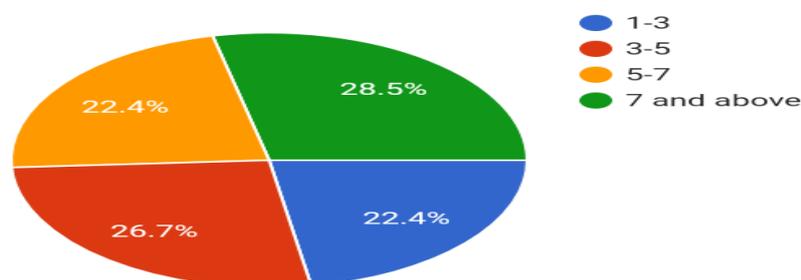
2. How many 2 wheelers do you have at home



From the above pie chart, it is observed that majority of the respondents have more than 2 two wheelers. Which directly highlights dependence of the customer on two wheelers.

3. How many brands of two wheeler you know?

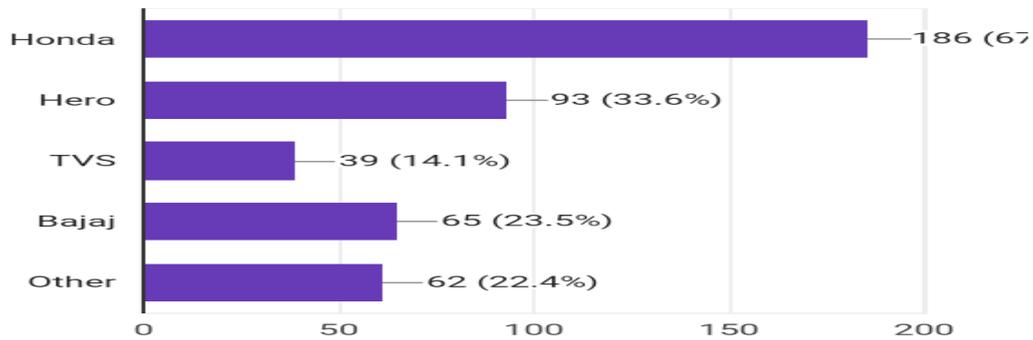
277 responses



Awareness plays a major role while deciding upon brand, higher the brand awareness higher the chances of TOMA and better sales prospect.

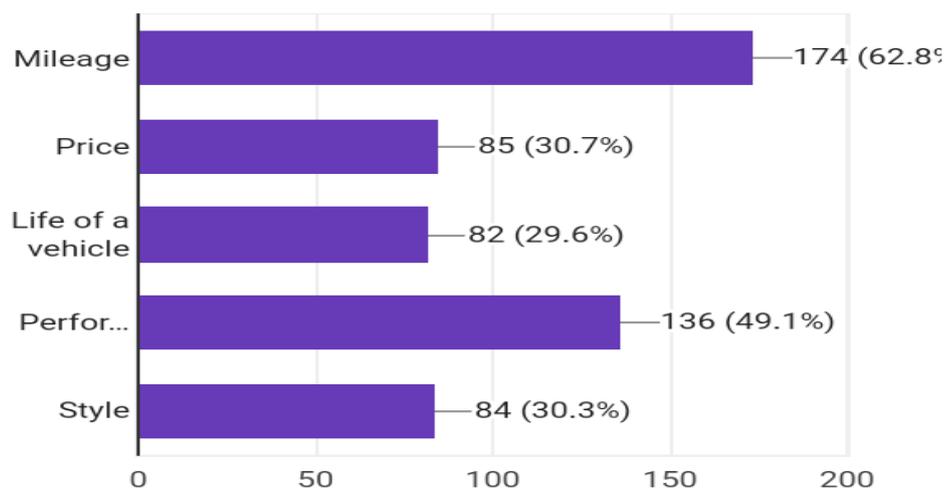
4. Which of the following brands you consider while purchasing a bike?

277 responses



5. What do you prefer in a bike?

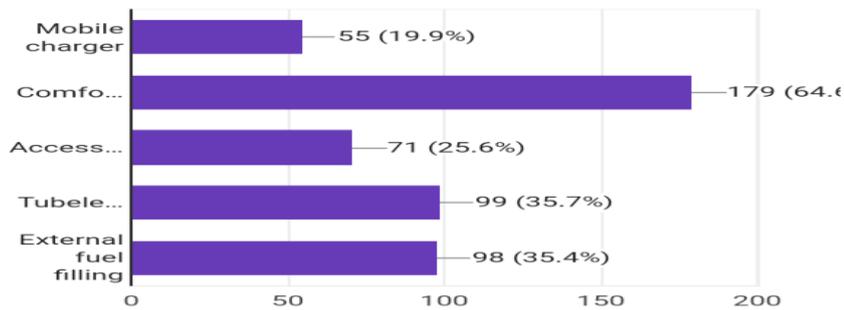
277 responses



from the above bar graph it is observed that while purchasing bike most of the population consider mileage followed by performance and some what it depends on price also.

6. What features attracts you the most while purchasing a bike?

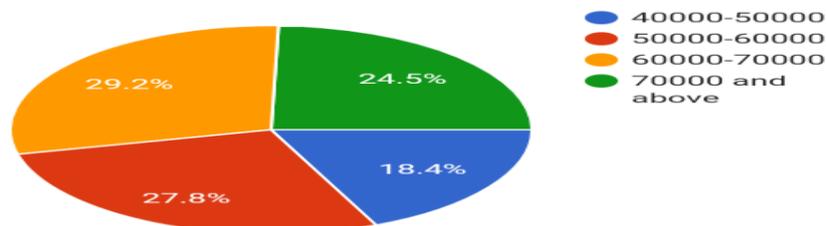
277 responses



from the above bar graph the feature that attract the most while purchasing bike are comfortable seats and tubeless tyre. Again comfort for different customers may have different meaning some enjoy comfort in riding while some prefer comfort of seating and height as well. The feature which attract the most while purchasing two wheeler are comfortable seats and tubeless tyres.

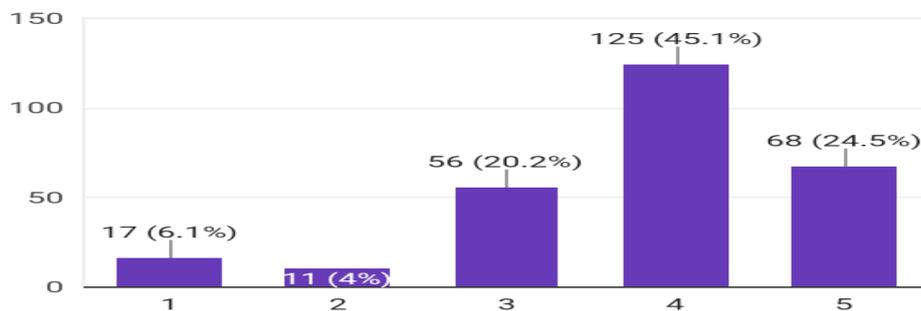
7. What range would you prefer to buy a two wheeler?

277 responses



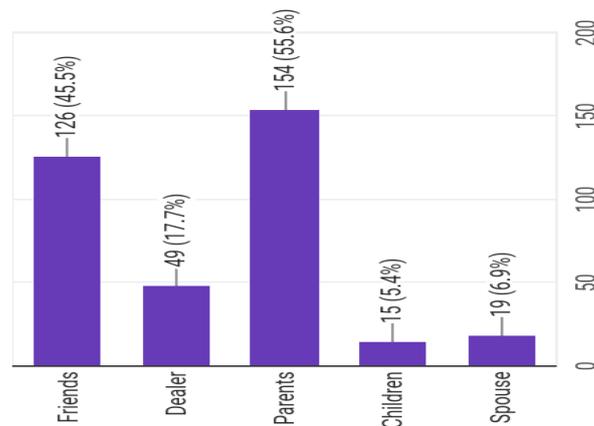
8. How will you rate the style, design and look of the bike?

277 responses



As per the above bar graph, it is observed that while purchasing two wheeler the majority of the population doesnot consider the style, design and look of the bike. Their responses were tested against likert scale.

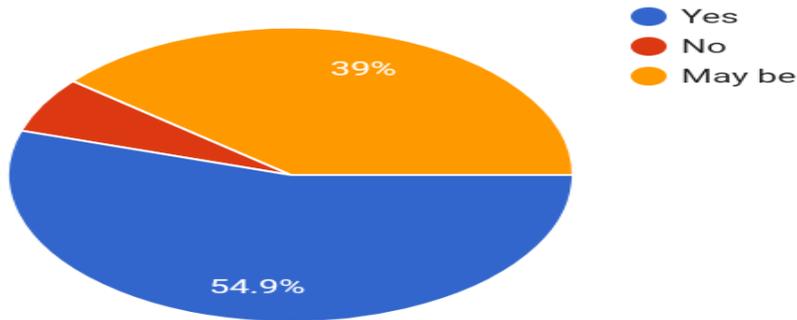
9. Who influence your decision most while purchasing bike?



Influencers and refferance groups play amajor role while deciding on the brand attributesas well as which product one purchases.

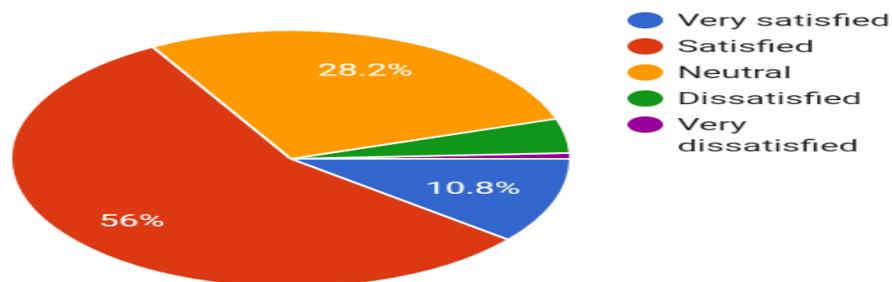
10. Did the showroom people guided you properly?

277 responses



11. What is your level of satisfaction with the services they provide after sales

277 responses



Service plays an important role in order to retain customer and initiate repeat purchase. So it was not surprising to see high number of satisfied customers.

Table for correlation

		Preference of physical attributes of bike	Additional features of the bike and their impact	Satisfaction level of customer
Preference of physical attributes of bike	Pearson Correlation	1	.318**	.731**
	Sig. (2-tailed)		.000	.000
	N	277	277	277
Additional features of the bike and their impact	Pearson Correlation	.318**	1	.795**
	Sig. (2-tailed)	.000		.000
	N	277	277	277
Satisfaction level of customer	Pearson Correlation	.731**	.795**	1
	Sig. (2-tailed)	.000	.000	
	N	277	277	277
**. Correlation is significant at the 0.01 level (2-tailed).				
*. Correlation is significant at the 0.05 level (2-tailed).				
As can be seen from calculated values there is significant correlation between the considered factors for external motivators. The decision was also swayed by the additional features and accessories . Hence null hypothesis H ₀₂ :- There is no correlation between general attributes and customer preference towards a particular brand of two wheelers. Is automatically rejected.				

CONCLUSION

The buying behavior of consumer in purchasing two wheelers involves several personal and social factors. These factors govern individual thinking process, decision making steps involved in buying (decision making process), interaction of consumer with the several groups like friends, family and colleagues. Selection of brands depends on features and emotional appeal of the consumers. The additional features and offered accessories also play an important role while considering and finalizing purchase of the individual brand.

References

- Shinde KY, Khamkar SK. Pre purchase behavior amongst the youth for two wheelers – With special reference to Mumbai city, *International Journal of Advanced Research in Management and Social Sciences*, 2014; (8):104-109 ISSN:- 2278-6236,
- Tamilmozhi P, Sateeshkumar L. Consumer behavior towards two wheeler motor bikes, *Asia Pacific Journal of Research*, 2013; 1(IX): 37-41 ISSN (P):- 2320-5504,
- Vijaya L, Jayachitra B. Customer perception with motorcycles, *International Journal of Marketing and Human Resource Management*. 2011; 2(1):1-6 ISSN(P):- 0976-6421,
- Sarvanan S, Panchanatham N, Pragadeeswaran S. Consumer behaviour towards showroom services of two-wheelers with reference to Cuddalore district, *Perspectives of Innovation, Economics and Business*. 2009; 3:71-75.
- Dr. Duggani Yuvaraju & Prof. S. Durga Rao (2014) Customer Satisfaction towards Honda Two Wheelers: A Case Study in Tirupati. *OSR Journal of Business and Management*, Vol. 16(5). Ver. I (May), PP 65-74