



CONSUMER BUYING BEHAVIOR TOWARDS TWO WHEELER BIKES IN INDIAN MARKET – A STUDY ON TELANGANA STATE

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ABSTRACT

With growing intensive competition, firms need to focus on strategies and programmes that will attract consumers. As consumers are diversified in their nature of purchasing activity, it is necessary to understand the dynamics of consumer behavior. Consumers go through several cognitive and behaviour process while making their purchase and consumption decisions. Consumer behaviour, as a discipline, studies these processes to understand why, when, how consumers buy, and how often and what they buy. This study is based to identify the factors that influence the consumer buying behavior of the two wheeler Bikes at Warangal, Karimnagar and Khammam cities of Telangana State. The survey is mainly focused on the buying behavior of the consumer that motivates them to purchase the two wheeler bikes.

Keywords: Buying behavior, Consumer, Factors, Satisfaction, Two wheeler etc.,

INTRODUCTION

With growing intensive competition, firms need to focus on strategies and programmes that will attract consumers. As consumers are diversified in their nature of purchasing activity, it is necessary to understand the dynamics of consumer behavior. Firms that chose not to understand consumer behavior often lose out. It is therefore imperative that the firm have knowledge of structural changes taking place in its market and also the long term impact of these changes on its product and other elements of the marketing mix. The

firm must also find to know the buyers purchasing behavior. Specifically it must understand how the buyer decides in favour of one brand or product, what motivates him to purchase or who influences him to buy the brand or product.

Consumers go through several cognitive and behaviour process while making their purchase and consumption decisions. Consumer behaviour, as a discipline, studies these processes to understand why, when, how consumers buy, and how often and what they buy. It also studies post – purchase behaviour, which subsequently affects their future relationships with the products they buy, and their attitude towards the marketers of their products.

The marketing philosophy of business assumes that an organisation can best serve, prosper and attain profit by identifying and satisfying the needs of its customers. This however, is a recent thinking, various definitions of marketing have been given from different perspective, exchanges and utility being the two important once. The current millennium has unfolded new business rules, the most significant of them being that past or experience in a given product market is no indicator for future success. Market leadership cannot be taken for granted because customer loyalty does not exist. The customer today has a much wider choice.

India is the second largest producer of the two-wheeler in the world. The two wheeler segment contribute the largest volume all the segments in automobile industry in India. The country stands next to China and Japan in terms of production and sales respectively. The industry is growing at a rate of 30% annually. It consists of three segment viz. scooter, motorcycle and moped. Majority of Indians, especially the youngster prefer motorbikes rather than cars. Capturing a large share in the two wheeler industry, bikes and scooter covers a major segment. Bikes are considered to be the favorites among the youth generation, as they help in easy commutation, styling and mileage and has more aesthetic appeal.

It is quite evident that knowing consumer needs and desires is a road to success for the marketer, but the question is how? It is not a simple task. At the first instance, we can feel that whatever consumer is telling may be perceived as correct but actually he may not act otherwise. They may respond to the message but may be influenced at the last moment by their friends, family members or by other reference groups.

Consumer behavior is the study of how people buy, what they buy, when they buy and why they buy. Consumer Behavior is the psychology behind marketing the behavior of consumers in the marketing environment. Two major psychological disciplines 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, memory and decision making are the various aspects of Cognitive Psychology that play an important role in consumer behavior. The second psychological discipline that has theories to explain certain phenomenon of consumer behavior is Social Psychology. It is the study of the manner in which the personality, attitude, motivation and behavior of an individual influence and are influenced by groups.

A consumer making a purchase decision will be affected by following Factors/dynamics:

1. Cultural Factors
2. Social Factors
3. Personal Factors
4. Psychological Factors

The marketer must be aware of these Factors in order to develop an appropriate marketing plan for its target market.

Cultural Factors: Cultural Factors exert the greatest impact on buying behavior of consumer. A buyer is always influenced by his culture, sub-culture and social class. Culture can be described from the dawn of civilization, human beings have been looking for ways and means to better their lives. Culture is the most fundamental determinant of a person's wants and behavior. Culture refers to the set of values, ideas and attitude that are accepted by a homogeneous group of people and transmitted to the next generation. Whereas Subculture is a member of a culture, shares most of the core value, beliefs and behaviors of that culture. However, most individuals also belong to several sub-cultures. Each culture consists of smaller sub culture that provides more specific identification and each socialization for their members. Sub culture includes nationalities, religions, racial groups and geographic regions. Social class determines to some extent, the types, quality and quantity of product that a person buys or uses. Social class is a basis for

identifying and reaching particular good prospects for products and services.

Determinants of Social Class

- Occupation
- Education
- Source of Income
- Wealth
- Race
- Ethnic Groups
- Possessions

Social Factors: Man is a social animal. Hence his or her behavior is greatly influenced by social Factors like reference groups, family, role and statuses.

- a. Reference groups: A person's reference groups consist of all the groups that have a direct or indirect influence on the person's attitude or behavior.
- b. Family: The family is the most important consumer buying organization in a society.
- c. Family member constitute the most influential primary reference group.
- d. Roles and Statuses: Each role that a person plays has a degree of status which is in relative term perceived by the society. It is the degree of influence that an individual exerts on the behavior of others.

Personal Factors: A consumer decisions are also affected by his personal characteristics including age, occupation, life- style and personality.

Psychological Factors: A person's acquired needs are influenced by certain psychological factors such as motivation, perception, learning and beliefs and attitudes.

OBJECTIVES OF THE STUDY

To study the behavioral factors of consumers

1. To analyze the impact brand of behavioral factors of consumers on choosing particular
2. To study the consumer's opinion regarding features like appearance, mileage, price etc.
3. To suggest various factors to improve sales

RESEARCH METHODOLOGY

Primary Data: The primary data collected through questionnaire from cities of Warangal, Karimnagar and Khammam. The questionnaire was pre-designed and pre-tested administered. before it was administered

Secondary Data: Secondary data was collected through various publications of books, magazines, annual report, newspapers and websites.

Sample Design: A total of 300 customers were randomly selected from the cities i.e., Warangal, Karimnagar and Khammam and are the existing customers. The following motor bikes were selected on the basis of sales namely Bajaj motors, Hero Motocorp, Honda motors, Yamaha motors and TVS motors.

DATA INTERPRETATION AND FINDINGS

The research done on the competitor strategies of motor bikes left us with a number of findings. All these findings and conclusions are basically drawn from the questionnaires, which are filled by the respondents in person.

Age of Respondents

Age Group	Bajaj	Hero	Honda	Yamaha	TVS
Below 30 years	34	22	31	34	5
30-50 years	23	22	24	12	10
Above 50 years	19	21	24	13	6

The age of the respondents were taken into account and categorized as, a. below 30 years b. between 30-50 years and c. above 50 years. The total numbers of respondents

were 300. Out of the total 76 Bajaj motor bike owners, 45% were below 30 years, 30% were between 30-50 years and remaining 25% were above 50 years. Out of total 65 Hero motor bike owners, 34% were below 30 years, 34% were between 30-50 years and remaining 32% were above 50 years. Out of total 79 Honda motor bike owners 40% were below 30 years, 30% were between 30-50 years and remaining 30% were above 50 years. Out of total 59 Yamaha motor bike owners 58% were below 30 years, 20% were between 30-50 years and remaining 22% were above 50 years. Out of 21 TVS motor bike owners 24% were below 30 years, 47% were between 30-50 years and remaining 29% were above 50 years. It is found that out of the total 300 respondents maximum 26% were Honda motor bike owners and minimum 7% owned TVS motor bike.

Purchase by Occupation

Occupation	Bajaj	Hero	Honda	Yamaha	TVS
Students	36	11	35	38	3
Employees	35	30	36	20	5
Business man	11	13	9	3	15

There are total 54 respondents that has purchased Hero motor bike among which 30 are employed, 11 are students and remaining 13 are businessman. Yamaha motor bike owners are 61, 20 are employed, 38 are students and 3 are businessman. 82, 80, 23 are Bajaj, Honda and TVS motor bike owners.

Purchase by Brand Awareness

Awareness	Bajaj	Hero	Honda	Yamaha	TVS
Advertisement	47	23	34	20	12
Family Member	22	27	38	12	9
Friends	12	11	14	15	5

Out of total 300 respondents 85 were Honda motor bike owners among which 34 purchased bike after seeing advertisement, 38 were influenced by family members and 14 by friends. Likewise among 26 TVS bike owners 12 purchased seeing advertisement, 9 were influenced by family members and remaining 5 by friends. Total 81 purchased

Bajaj motor bike, 61 Hero motor bikes and 47 Yamaha motor bikes.

Purchase by Design/Style/Model

Opinion on Design/Model	Bajaj	Hero	Honda	Yamaha	TVS
Yes	69	40	60	70	12
No	7	11	6	5	20

Among 77 Bajaj motor bike owners 69 purchased under influence of Design/Style/Model. Among 50 Hero motor bike owners 40 purchases, among 66 Honda motor bike owners 60 purchases, among 75 Yamaha motor bike owners 70 purchases and 32 TVS motor bike owners 12 purchases were because of Design/Style/Model respectively.

Purchase by Mileage

Opinion on Mileage	Bajaj	Hero	Honda	Yamaha	TVS
Yes	65	70	36	43	30
No	9	5	15	17	10

As far as mileage is concerned 65 out of 74, 70 out of 75, 36 out of 51, 43 out of 60 and 30 out of 40 motor bike owners of Bajaj, Hero, Honda, Yamaha and TVS respectively purchased motor bike because of mileage.

Purchase by Power/Speed

Opinion on Speed	Bajaj	Hero	Honda	Yamaha	TVS
Yes	67	30	68	70	30
No	5	12	4	3	11

Outs of 74 respondents of Bajaj motor bike owners 67, 30 out of 42, 68 out of 72, 70 out of 73 and 30 out of 41 purchases by power/speed of Hero, Honda, Yamaha and

TVS motor bikes respectively.

Purchase By Price

Opinion on Price	Bajaj	Hero	Honda	Yamaha	TVS
High	50	20	53	55	16
Medium	5	40	5	3	47
Low		1			5

The respondents under this category of purchase by price mentioned that 55 optioned that Yamaha motor bikes are high priced and three optioned it as medium out of the total 59. Whereas, considering TVS motor bikes out of the total 68 respondents, 16 optioned as high priced, 47 as medium priced and 5 as low priced.

Purchase by Technology

Opinion on Technology	Bajaj	Hero	Honda	Yamaha	TVS
High	54	41	59	65	12
Medium	5	12	5	3	40
Low		1			3

Out of 54 respondents of Hero motor bikes 41, 12 and 1 considered Technology as high, medium and low respectively. Yamaha motor bike owner out of 68 respondents 65 and 3 considered Technology as high and medium.

After Sales Service

Opinion on Service	Bajaj	Hero	Honda	Yamaha	TVS
Good	48	47	55	54	50
Average	13	12	4	3	2
Poor	6	3	1	1	1

TVS motor bike owners 50, 2 and 1 considered after sales service as good, average and poor. Likewise 48, 13 and 6 Bajaj motor bike owners considered after sales service as good, average and poor respectively.

Satisfaction after Purchase

Opinion of Satisfaction	Bajaj	Hero	Honda	Yamaha	TVS
Yes	58	51	60	53	23
No	12	14	10	10	9

A total of 50 Bajaj motor bike owner out of which 58 claimed purchase as satisfied and remaining 12 considered as unsatisfied. 23 TVS motor bike owner claimed as satisfied and remaining 9 were unsatisfied out of 32.

RECOMMENDATIONS

After analyzing the findings, the following suggestions have been prepared. Great care has been taken in making these suggestions for the improvement of consumer's opinion.

1. There is a high demand for Honda motorcycles in the market, so their supply has to be drastically improved so as to meet the demand of the customer.
2. Some of the respondents had suggested improving the mileage of Yamaha and Honda Bikes.
3. A considerable number of respondents opined that there is a need to improve the technology of TVS bikes.
4. A vast majority of the respondents felt the design of Hero bikes should be changed so as to attract the customers.
5. The bikes recently introduced by Bajaj are mostly concerned about youth. So, they should also consider middle-aged people while manufacturing.
6. Some of the respondents felt that the price of Yamaha is high and it should be decreased so as to attract more customers.

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