

Consumer Behaviour Towards the Purchase Decision of Two - Wheeler - A Qualitative Analysis

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ABSTRACT

Background: Marketing is the most vital activity which is employed by all organization engaged in manufacturing and selling of products and services. Objectives: To test the perception of women consumers regarding the purchase of two-wheeler and enhance the level of awareness among women consumers. Materials and Methods: An exploratory and descriptive study was planned around the area of Delhi NCR. Both primary and secondary data sources were used as data collection tool. The data was collected through pre-tested, validated questionnaire including questions regarding demographic details, perception and awareness regarding two- wheeler. SPSS (trial version 22) was used for analysis. Frequency tables were used. Results: the most common age group was found to be 20-30 years comprising 52% of participants. All the respondents, i.e. 100%, said that Two-wheeler was the most preferred Two-wheeler compared to scooters and mopeds. Out of total 148, 126 respondents, i.e. (85.1%), agreed that they had tried to get more and more information before purchasing a purchasing. 28.4%, responded that their friends / relatives were remain source of information. Second main source of information, given by 32.4% respondents, was company showroom / dealers.

Conclusions: The present study of consumer behaviour provides an insight into varied factors that influence the purchasing behavior of two wheelers like product quality, durability, serviceability, reliability, aesthetics, features, pricing.

Keywords: Consumer behaviour, Awareness, Perception, Motor vehicle.

INTRODUCTION:

A decision is the selection of an action from two or more alternative choices. Constantly consumers make decision regarding the choice, purchase, use of products and services. They face a lot of dilemma at the time of taking a purchase decision. Thus, it is a process by which the consumers identify their needs, collect information, evaluate alternatives and make purchase decision. These decisions are useful to both marketers and policy makers. Consumer behavior is not just making a purchase decision or the act of purchasing; it includes the full range of experiences associated with using or consuming products and services. It also includes a sense of pleasure and satisfaction derived from possessing or collecting things.¹ The outputs of consumption are changes in feelings, moods, or attitudes, reinforcement in lifestyles; an enhanced sense of self; satisfaction of a consumer-related need; belonging to groups; and expressing and entertaining oneself. Consumer behavior is affected by a host of variables ranging from personal, professional needs, attitudes and values, personality characteristics, social economic and cultural background, age, gender, professional status to social influences of various kinds exerted a family, friends, colleagues, and society.² The combination of these factors helps the consumer in decision making further Psychological factors that as individual consumer needs, motivations, perceptions attitudes, the learning process personality characteristics are the similarities, which operate across the different types of people and influence their behaviour. The study of consumer behavior focuses on how

individuals make their decisions to spend their available resources (time, money, effort) on consumption related items or consumption related aspects (What they buy? When they buy? How they buy?). It also study of individuals, or organizations and the processes consumers use to search, select, use and dispose of products, services, experience, or ideas to satisfy needs and its impact on the consumer and society.³

Women play a significant role in the domestic and socio-economic life in the society. In India over the years, both female and male roles have been changing. Now a day's women are playing different role of chief purchasing officer and controlling 85% of buying decisions. The rationale behind this study is to determine the perception of women consumers regarding the purchase of two-wheeler and enhance the level of awareness among women consumers.

MATERIALS AND METHOD:

Study setting:

The study was both exploratory and descriptive in nature and conducted in Delhi and NCR

Sampling Technique:

Purposive sampling technique; the respondents are the residents at Delhi/NCR, and owners of two-wheelers. The sample of 148 respondents was collected from family, friends, friends of friends and from their reference also. A questionnaire was sent to the selected respondents through e-mail. Variables under Study of dependent Variable-Purchase decision / buying behaviour, Independent Variable-Product related factors, Consumer related factors, marketing related factors.

Study Tool:

For the study both primary and secondary data sources are used. Primary Data collection was collected through structured questionnaire using both open and close ended questions; closed ended questions were framed on Likert Scale. The questionnaire includes questions related to the Product quality related factors, Consumer related factors, and marketing related factors of two wheelers. Secondary Sources apart from primary data source, secondary data was collected from various sources to understand the various issues related to research such as consumer behavior, branding and to understand the organization, their strategies and competitor's position. The data was gathered from newspaper, journals (Journal of Marketing, Journal of Consumer Behavior), magazines and surfing several sites on internet.

Statistical Analysis:

Collected data was presented using frequency tables, and graphs. The data was analysed using SPSS software (trial version 22). The following statistical tools such as percentage analysis, measure of central tendency was used to draw conclusions.

LITERATURE REVIEW:

Consumer behaviour is the study of individuals, groups or organizations, and the processes they use to select, procure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

According to Kaushik (2008) studied the buying behavior for passenger cars revealed that brand name 'Maruti' dominates the market. Customers in this region were more influenced by friends, family members, and relatives rather than by dealers or sales persons.⁴

As per Modi (2012) identified five factors namely requirement by family members, fuel efficiency, price, safety and status symbol are the factors affecting the buying behavior of customer for car.⁵ These factors had a great significance on the purchasing decision.⁵

Kumar P (2008) revealed in his study to determine the consumer behavior for purchasing durables considering the factors motivating to purchase, initiation of purchase idea, family members' influence on purchase process, impact of promotion, and factors affecting finalization of purchase decision. The television was the most popular medium of promotion. The three major motivational factors affecting purchase consumer durables are brand image, personal experience and guarantee.⁶

Reddy (2005) and Kameshwari (2011) suggested the research which was based on studying the strategies of competing motor cycle companies; the study was mainly focused on product. The sources of information preferred by the respondents for buying a two-wheeler were friends and associates. It was found that 90% of

the respondents were satisfied with the performance, maintenance and after sales service provided by the dealers. It was also found that 93.35% of the respondents could recall the advertisements of motorcycle they had seen recently on TV or read in the newspaper or magazines.^{7,8}

Sekar S (1995) examined the consumer values in product consumption patterns. The product consumption patterns of lower income group of consumers appeared to be more influenced by their “physical value” while that of the middle-income group was more influenced by their “epistemic value” and that of higher Income consumers were influenced by their “social values.”¹¹

RESULTS AND OBSERVATIONS:

Table 1: Demographic Characteristics of Respondents

Age Group of Respondents (years)	Frequency	Percentage
Below 20	15	10.0
20-30	106	52.0
30-40	27	38.0
40-50		
Marital Status		
Married	40	30.0
Unmarried	108	70.0
Educational Qualification		
Postgraduate	78	56.0
Doctorate	70	44.0
Family Structure		
Nuclear family	50	34.0
Joint family	98	66.0
Total	148	100

As per table 1 the most common age group was found to be 20-30 years comprising 52% of participants. 56% of females were post graduate and belonged to joint family.

Table 2: Preference of Two-Wheeler with Reasons

Preference	Frequency	Percentage
Yes	148	100
No	0	0
Reasons		
Mileage	42	28.4
Style	40	27.0
Power	3	2.0
Pick up	21	14.2
Range of Choice	27	18.2
Others	15	10.1
Total	148	100.0

As per table 2 Respondents were asked about their most preferred Two-wheelers. All the respondents, i.e. 100%, said that Two-wheeler was the most preferred Two-wheeler compared to scooters and mopeds. Only 2.67% respondents didnot prefer motorcycle mostly because of its low storage space. The most common reason for preference was found to be Mileage in 28.4% followed by style in 27%.

Table 3: More information about Two-wheeler before buying.

Particulars	Frequency	Percentage
Yes	126	85.1
No	22	14.9
Total	148	100.0

As per table 3- Out of total 148, 126 respondents, i.e. (85.1%), agreed that they had tried to get more and more information before purchasing a purchasing. While 22 (14.9%) respondents responded that they had purchased a Two-wheeler without searching for information.

Table 4: Major source of Information

Sources	Frequency	Percentage
Friends/Relatives	42	28.4
Advertisement	25	16.9
Auto mechanic	10	6.8
Company showroom/Dealer	48	32.4
Others	2	1.4
Buyers without information search	21	14.2
Total	148	100.0

As per table 4, 28.4%, responded that their friends / relatives were main source of information. Second main source of information, given by 32.4% respondents, was company showroom / dealers. Other main sources of information were advertisement and buyers without information search as responded by 16.9% and 14.2% respondents respectively. Two respondents said that they have some other sources.

Table 5: Preferred approach before purchasing two-wheeler

Approach	Frequency	Percentage
Company showroom/Dealer	103	69.6
Auto mechanic	19	12.8
Broacher/Leaflet/Advertisement	13	8.8
Others	13	8.8
Total	148	100.0

As per table 5- As per the data, 69.6% of the respondents contact company showroom/ dealer. 12.8% of the respondents preferred to contact auto mechanic for clearing their doubts. Brochure/leaflet and were the answers given by only 8.8% of the respondents respectively. 8.8% of the respondents used some other source of information for solving their query regarding Two-wheeler.

DISCUSSION:

In the present study most common age group was found to be 20-30 years comprising 52% of participants. All the respondents, i.e. 100%, said that Two-wheeler was the most preferred Two-wheeler compared to scooters and mopeds. (85.1%), agreed that they had tried to get more and more information before purchasing a purchasing. While 22 (14.9%) respondents responded that they had purchased a Two-wheeler without searching for information. 28.4%, responded that their friends / relatives were main source of information. Second main source of information, given by 32.4% respondents, was company showroom / dealers. 69.6% of the respondents contact company showroom/ dealer. 12.8% of the respondents preferred to contact auto mechanic for clearing their doubts. A study conducted by Kaushik is to comprehend the satisfaction level of working women towards two wheelers and to identify the quandary faced by them. The results divulge that majority of the respondents were satisfied with the vehicle they owned. The study also reveals that the respondents were facing tribulations like frequent breakdown and low mileage.⁴According to Modi empirically prove that there are students influence in a purchase decision for two wheelers.⁵Dr. S. Prem Kumar in his study makes known the vital demographic structure of premium car owners in Chennai city and provides models for predicting the consumer's decision to buy a car when his exact demographic profile is known. The relationship established between the demographic variables and the different stages of consumer's purchase decision process further helps identifying the significant demographic variables. This was helpful to the marketers of cars to know their target group and to evolve marketing strategies to make them become a car owner the findings of the study.⁶Kumari, Santosh a; Reddy, Raghunatha D. and Kameshwari, M.L. studied consumer buying behavior in two-wheeler industry with special reference to Hero Honda Motorcycles in the city of Hyderabad. The study revealed that the main influencer in purchase decision of motorcycle was himself. The sources of information

preferred by the respondents for buying a two-wheeler were friends and associates.^{7,8} It was found that 90% of the respondents were satisfied with the performance, maintenance and after sales service provided by the dealers. It was also found that 93.35% of the respondents could recall the advertisements of motorcycle they had seen recently on TV or read in the newspaper or magazines. From this it was indicated that the advertising campaign was effective and served its purpose.⁹ Sawant, Shekhar, V. study inferred that the required maintenance and mileage are very important criterion for a consumer in the process of making a purchase decision. People in general, perceive a big difference in the price's suitability to drive cost, mileage and resale value amongst various models available in the market.¹⁰

CONCLUSION:

The present study of consumer behaviour provides an insight into varied factors that influence the purchasing behavior of two wheelers like product quality, durability, serviceability, reliability, aesthetics, features, pricing etc. Understanding of these aspects will influence a company's decision regarding design of marketing mix according to the needs of customers. Further study is required to find out the perception of the different age group for the two wheelers. This study will help the two-wheeler industry to know the preferences of their target market and to execute their marketing strategies more precisely and effectively.

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