

# **A STUDY OF FACTORS AFFECTING ON CONSUMER BUYING BEHAVIOUR OF TWO WHEELER INDUSTRY**

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## **Abstract**

Motorcycle is basically a two-wheeler mechanism with an engine used basically for the purpose of conveyance. It is not only the consumer itself, but there is also a lot of internal and external stimuli, including demographic factors, economic factors, and sociological factors and psychological factors etc. The aim of this study is analyze the demographic factors and buying behavior decision of the two wheeler users. The analyzed demographic factors of the customers and factors influencing on costumer buying behavior.

Key words: Customers, Two wheeler and buying behavior.

## **1. Introduction**

Customer can be defined as an individual who purchases any goods or services from a shop or any business. Customers make decisions regarding any purchase, on the basis of certain internal and external factors. Products that were once considered as just mere commodities have been given a tag of Brands now a days. People now, are more brands conscious and they always want to have best for them selected. New improvements, inventions, technological advancements as well as persuasive advertisements of different competitor brands have opened more options for people to select between brands, so to satisfy their needs and wants. Moreover, the elements/factors that mostly affect people to prefer, select and take purchase decision regarding any product and become a customer of that organization have been changing with the passage of time, as the customer are influenced by both internal and external factors while making decision to purchase certain branded products. Hence it is important to identify both internal and external factors that influence individual customer decision to purchase certain products. Earlier empirical literature on consumer behavior has highlighted customer satisfaction as an important factor in customer purchase decision. However, recently both internal and external factors are considered important factors in making purchase decision.

## **2. Review of Literature**

**According to Kottala Sri Yogi** the important factors affecting the purchase of two wheelers were functional aspects, serviceability, conformance, and accessibility. The functional aspects includes Fulfilling the basic needs of a motorcycle , easy to change gear , effective suspension system, easy handling in congested traffic or congested roads and long engine life .The factor serviceability includes the variables aesthetics, reasonable spare parts price, reliability and durability. The factor conformance includes conformance to specifications, appropriate response while taking sharp bends. The factors accessibility includes acceptable for servicing at any service station and having plastic parts are not easily broken. The factors considered in this study were about quality of the two-wheeler which one perceives after using. According to the study conducted by **Dr. Ronald Mani & Mr. Debasis** Tripathy on the influencing factors of behaviour of consumers of two wheelers are age, occupation, brand, design/style/model, mileage, power, speed, price, technology, after sales service, satisfaction after Purchase. **Saravanan *et al.*** (2009) [7] concluded out through their work entitling ‘Consumer behaviour towards show-room services of two –wheelers with reference to Cuddalore district’ concluded from the observation and survey conducted that all the consumers gave importance to all factors relating to buying a vehicle. The majority of the respondents ranked their motor bike as best only on the basis of brand image. Therefore, it was recommended that companies needed to give more and more concentration on improving the brand image of the product. **Amudha** (September 2006) [8] in her research work submitted titled as ‘A study of buyer behavior towards Hero-Honda products in Salem’ concentrated as her primary objective to study the satisfaction of consumers with mileage, design, look, availability of spares, colors and the extra fittings provided by the company. She concluded in her findings that majority of the customers were satisfied with their bikes in all above mentioned aspects except only Super Splendor consumers were not satisfied except lighting and shock absorb suspension

### **3. STATEMENT OF THE PROBLEM**

The behavioral changes of customers towards two wheelers are the crux of the problem. The present study seeks to identify customer behavior regarding two wheelers and the factors influencing the buyers in their preference of two wheelers.

Further, the researcher attempts to find the reasons behind the preference for the two wheelers, the socio-economic profile of the users and the demographic factors of users.

#### **4. OBJECTIVES OF THE STUDY**

1. To study the demographic analysis of buyers of two wheeler.
2. To analysis the factors affecting on customers buying behavior.

#### **5. METHODOLOGY**

This study is completely a descriptive study aimed to study the behavior of consumers in case of motorcycles.

##### **a) DATA COLLECTION**

The present study is based on both primary and secondary data. The primary data were collected from sample respondents of selected of Sangli District. Questionnaire methods were administered and by personally visiting the sample respondents, the data have been procured. Data procured comprises the customer's behavior, problems towards two wheeler products. The secondary data were collected by refining various journals, books and statistics published by government of India, Two wheeler industry reports and also from various websites.

##### **b) SAMPLE SELECTION**

There are 38 dealers in Sangli district researchers has selected all respondents for the present study. The researcher adopted the quota-convenient sampling method for the selection of two wheeler customers. For the present study the researcher has selected total 190 customers and to finalize these customers, researcher selected 5 customers from each Dealer, the total number of Dealers is 38.

#### **6. RESULT AND DISSUASION**

This part presents the analysis and interpretation of data as per the objectives for the study. The data from various sources were obtained by in-depth questionnaires, observations, group discussion sessions, and from selected respondents. These data, recorded in the form of field reports were content analyzed as per the objectives for a meaningful and logical presentation.

### 6.1.EMOGRAPHIC ANALYSIS OF THE CUSTOMERS

The Opinions of Customers Regarding Two Wheelers Are Analyzed by Considering Their Socio-Economic Characteristics Such As Age, Gender, Marital Status, Education, Occupation, Number of Members in the Family and Annual Family Income The profile of the sample explaining the demographic characteristics of Customer is presented in the following table.

**Profile of the Customer**

	<b>Categories</b>	<b>Frequency</b>	<b>Percent</b>
<b>Age</b>	Up to 30 years	55	28.9
	31 to 40	76	40.0
	41 to 50	44	23.2
	51 to 60	15	7.9
	<b>Total</b>	<b>190</b>	<b>100.0</b>
<b>Gender</b>	Male	166	87.4
	Female	24	12.6
	<b>Total</b>	<b>190</b>	<b>100.0</b>
<b>Education</b>	Illiterate	2	1.1
	Primary Education	19	10.0
	Secondary	42	22.1
	Higher Secondary	36	18.9
	Graduates	69	36.3
	Post Graduates	19	10.0
	technical education	3	1.6
	<b>Total</b>	<b>190</b>	<b>100.0</b>
<b>Occupation of Customer</b>	Farming	30	15.8
	Business	72	37.9
	Job holder	37	19.5
	Workers	10	5.3
	Professionals	12	6.3
	Artisans	13	6.8
	Other	16	8.4
	<b>Total</b>	<b>190</b>	<b>100.0</b>
<b>Annual Income</b>	Up to 1.5 Lacks	141	74.2
	1.5 lack to 3 Lack	32	16.8
	3 lacks to 4.5 Lacks	8	4.2
	Above 4.5 Lacks	9	4.7
	<b>Total</b>	<b>190</b>	<b>100</b>

### **Age Wise Classification of the Customer**

The above table reflects that, majority (40%) of the respondents have come in the age group of 31-40, 28.9 percent of the are in the group of up to 30 years , 23.2 percent of the respondents are in the age group of 41 to 50 . Remaining 7.9 percent of the respondents have come under age group of 51to 60. it is concluded that most of the respondents are matured.

### **Gender:**

The above table shows the gender wise classification shows that male customers is 87.4% are more and only 12.6 % are the female customers. It means that most of the two wheeler users are male.

### **Education Status:**

The Population in any society falls into five Educational Groups Namely, School Education, Under-Graduate, Post-Graduate, Diploma and Professional Degree Holders. The Distribution Of The Respondents Based On Their Level Of Education Is Presented In Table. The education status of the customer stated that there is only 1.6 percent of the customers are having the technical education and 36.3% customers are completed their graduation, 22.1 percent of the customers are seeking education up to the secondary level.

### **Occupation**

The occupation of the two wheeler customer is shown since data are obtained to know the customers behavior different section of people have involved in the sample based on their occupation they have categorized into seven categories. The Occupation of the customer reveals that 37.9% customers have their own business, 19.5 percent of the respondents are the job holder and 15.8 % are the respondents.

### **Annul Income:**

The table annual income of the customer focused that there are 74.2% customers are from the income group of up to 1.5 lacks. 16.8% are from the income group of 2 lacks to 4 lack and remaining are from 4 lacks to 6 lacks and above 6 lacks. It is noticed that majority of the respondents annual incomes are up to 1.5 lacks.

### Classification of Respondents by the Usage of type and Brand of Two wheelers

Sr.No	Brand	No. of Respondents	Percentage
1	Hero Splendor	58	30.52
2	Honda Shine	45	23.68
3	Honda Activa	25	13.15
4	TVS Jupiter	20	10.52
5.	Bajaj	17	9.21
6.	Royal Enfield	14	7.36
7.	Suzuki	11	5.78
	Total	190	100

From the above table, it is speculated that 30.52 percent of the respondents are willing to choose Hero Splendor, 23.68 percent of the respondents are like to choose Honda Shine, 13.15 percent of the respondents are interested to choose Honda Activa, 10.52 percent of the respondents are like to TVS, 9.21 percent of the respondents are willing to choose Bajaj, 7.36 percent of the respondents are interested to choose Royal Enfield, 5.78 percent of the respondents like to choose Suzuki Bikes. It is examined from the above analysis that the majority (30.52%) of the respondents are choosing to buy hero splendor bikes and Honda bikes

### 6.2.FACTORS AFFECTING ON CUSTOMERS BUYING BEHAVIOR

**Table showing factors affecting of Consumer buying behavior**

Sr. No.	Factors		SA 5	A 4	I 3	D 2	SD 1	Total
1.	Price of products influences my buying decision	F	95	25	00	44	26	<b>190</b>
		P	50.00	13.15	00	23.15	13.68	<b>100</b>
2.	Features of two wheelers influences my buying decision	F	102	21	00	40	27	<b>190</b>
		P	53.68	11.05	00	21.05	14.21	<b>100</b>
3.	My income level influences my buying decision in the	F	122	18	00	40	10	<b>190</b>
		P	64.21	9.47	00	21.05	5.26	<b>100</b>

	two wheeler industry							
4.	Warranty scheme influences my buying decision	F	23	60	25	70	12	<b>190</b>
		P	12.10	31.57	13.1	36.84	6.31	<b>100</b>
5.	Quality of two wheelers influences my level of satisfaction	F	108	23	00	54	05	<b>190</b>
		P	56.84	12.10	00	28.42	2.63	<b>100</b>
6.	After sales service of two wheelers influenced my buying decision	F	20	61	35	74	00	<b>190</b>
		P	10.52	32.10	18.42	38.94	00	<b>100</b>
7.	Delivery commitment of products ensures customer satisfaction	F	12	54	29	90	05	<b>190</b>
		P	6.3	28.42	15.26	47.36	2.63	<b>100</b>
8.	Brand reputation influences my buying decision	F	120	25	00	40	05	<b>190</b>
		P	63.15	13.15	00	21.05	2.63	<b>100</b>
9.	Fuel consumption influences my buying decision	F	12	90	29	45	04	<b>190</b>
		P	6.31	47.36	15.26	23.68	2.00	<b>100</b>
10.	Design of two wheelers influences my buying decision	F	107	38	00	35	10	<b>190</b>
		P	56.31	20	00	18.42	5.26	<b>100</b>
11.	Service quality has a great impact on my perception as a customer in the Indian automobile industry	F	23	60	25	70	12	<b>190</b>
		P	12.10	31.57	13.15	36.42	6.31	<b>100</b>
12.	Discount can Influence consumers decision making towards purchase of models that are not hot selling	F	90	25	00	49	26	<b>190</b>
		P	47.36	13.15	00	25.78	13.68	<b>100</b>

The first factor is about Price of products influences my buying decision for this variable 50 percent respondent are strongly agreed and 13.15 percent are only agreed. There are also indifferent opinions and those are 00 respondents the disagreed opinions are 11.18 percent when 23.15percentage disagreed. It is observed that most of the respondents opinioned that price of products influence on buying decision of the customer.

The second factor shows the Features of two wheelers influences my buying decision for this variable 53.68 percent respondent are strongly agreed and 11.05 percent are only agreed. There are also indifferent opinions and those are 21.05 percent respondents the

disagreed opinions are 11.18 percent when 22.36 percentage disagreed. It is observed that most of the respondents opinioned that the Features of two wheelers influence my buying decision.

The third factors shows the my income level influences my buying decision in the two wheeler industry for this variable 64.21 percent respondent are strongly agreed and 9.47 percent are only agreed. There are also indifferent opinions and those are respondents the disagreed opinions are 21.05 percent when 5.26 percentage disagreed. It is observed that most of the respondents opinioned that income level influences my buying decision in the two wheeler industry.

Fourth factors indicates that the Warranty scheme influences my buying decision For this variable out of 190 respondents there are 12.10 percent respondents are strongly agreed and 31.57 percent are only agreed. There are also indifferent opinions and those are 13.15 teachers the disagreed opinions are 36.84 percent when 6.31 percentage disagreed. It is observed that large number of the respondents opinioned that the Warranty scheme influences my buying decision.

Quality of two wheelers influences my level of satisfaction For this variable out of 152 respondent there are 56.84 percent respondent are strongly agreed and 12.10 percent are only agreed. There are also indifferent opinions and those are 00 teachers the disagreed opinions are 28.42 percent when 2.63 percentage disagreed.

After sales service of two wheelers influenced my buying decision For this variable out of 190 respondent there are 10.52 percent respondent are strongly agreed and 32.10 percent are only agreed. There are also indifferent opinions and those are 18.42 teachers the disagreed opinions are 38.94 percent.

Delivery commitment of products ensures customer satisfactions for this variable out of 192 respondents there are 6.3 percent respondent are strongly agreed and 28.42 percent are only agreed. There are also indifferent opinions and those are 15.26 teachers the disagreed opinions are 47.36 percent when 2.3 percentage disagreed



Brand reputation influences my buying decision for this variable out of 190 respondent 63.15 percent respondent are strongly agreed and 13.15 percent are only agreed. There are also indifferent opinions and those are 00 teachers the disagreed opinions are 21.05 percent when 2.63 percentage disagreed

Fuel consumption influences my buying decision For this variable out of 190 respondent there are 6.31 percent respondent are strongly agreed and 47.36 percent are only agreed. There are also indifferent opinions and those are 15.26 teachers the disagreed opinions are 123.68 percent when 2.00 percentage disagreed

Design of two wheelers influences my buying decision For this variable out of 190 respondent there are 56.31 percent respondent are strongly agreed and 20 percent are only agreed. There are also indifferent opinions and those are 00 teachers the disagreed opinions are 18.42 percent when 5.26 percentage disagreed.

Service quality has a great impact on my perception as a customer in the Indian automobile Industries For this variable out of 190 respondent 12.10 percent respondent are strongly agreed and 31.27 percent are only agreed. There are also indifferent opinions and those are 13.15 teachers the disagreed opinions are 36.42 percent when 6.31 percentage disagreed.

Discount can Influence consumers decision making towards purchase of models that are not hot selling For this variable out of 190 respondents there are 47.36 percent respondent are strongly agreed and 13.15 percent are only agreed. There are also indifferent opinions and those are 00 teachers the disagreed opinions are 25.78 percent when 13.68 percentage disagreed.

## **7. FINDINGS**

1. Regarding the age of respondents, most of the respondents are below 30 years of age and chosen for hero bikes, whereas and chosen for Hero Honda,
2. It is examined from the above analysis that the majority (30.52%) of the respondents are choosing to buy hero splendor bikes and Honda bikes
3. It is observed that most of the respondents opinioned that the major factor is price of products influence on buying decision of the customer.

4. It is observed that large number of the respondents opinioned that the Warranty scheme influences my buying decision.

## **8. SUGGESTIONS**

1. There is a heavy demand for Hero Honda motorcycles in the market, so their supply has to be drastically improved so as to meet the demand of the customer.
2. It is suggested that price of the two wheeler of the Honda is high they should try to reduce prices because there are many other competitors which can be selling at lower cost. If not, the sales may decrease.

## **9. CONCLUSION**

The two-wheeler industry is one of the fastest growing industries. It is concluded that most of the two wheeler users are male and its annual income are income up to 1.5 lacks. Most of the two wheelers users opined that affecting factors on buying behaviors are Price of products influences buying decision, Features of two wheelers and Income level of the customers. Consumer behavior is viewed as a problem solving approach by which the consumer makes decisions and takes actions in order to satisfy felt needs

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