

A STUDY ON THE CONSUMER PREFERENCE OF TWO WHEELERS WITH SPECIAL REFERENCE TO COCHIN CITY

Jisha C. L*

Nishitha Paul*

Abstract

Keywords:

Consumer Behaviour;
Consumer Preference;
Brand Awareness;
Buying Decisions;
Customer Satisfaction.

Understanding consumer needs and buying processes is essential to building effective marketing strategies in modern context. It will help marketers to pick up clues as to how to meet buyer's needs. It is reported that the demand for two wheelers has increased for the past one decade and the two wheeler manufacturing industry has been witnessing an unprecedented boom in the two wheeler market. Moreover, a number of new models are coming up in the market with different styles. So this study is conducted to assess the buying habits of two wheelers among consumers residing Cochin city. It is convincingly found that consumer perceive hero Honda as the mostly used, popular and leading brand. Brand image, fuel efficiency, technology is found as the most influencing factor for taking a purchasing decision.

*** Assistant Professor, Rajagiri College of Social Sciences, Kalamassery, Jisha C L**

1. Introduction

Understanding consumer needs and buying processes is essential to building effective marketing strategies in modern context. It will help marketers to pick up clues as to how to meet buyer's needs. Further, proper understanding of the various participants' in the buying process and the major influences on their buying will help the marketers to design effective marketing programs for their target markets. It is a fact that consumers differ tremendously in income, education level, taste and age. So it is necessary for the marketers to have proper market segmentation by dividing the consumer into so many groups and to develop products or services designed to suit their needs.

It is the consumer who gives color and meaning to modern concept of marketing. Modern marketing begins with the customer and ends with the customer. In the beginning, the needs of customers should be identified and the marketing functions should be directed towards its satisfaction. A firm should produce those goods which the consumer is ready to pay. That is, all channel should be best suited to the convenience of consumers. That is why modern marketing is said to be 'consumer – oriented' in its approach.

In olden days, the marketers had close and direct contact with consumers which enabled them to understand consumers. But the growth in the size of firms and markets has made it impossible on the part of the marketers to have such a close contact. This necessitated the present day marketers and academicians to conduct research to have an idea about the exact of consumers. So this study is mainly conducted to know the consumer preference on two wheelers.

2. Review of Literature

Dr.S.K.Sinha & Ajay Wagh examined that India is one of the fastest growing telecommunication markets of the twenty first century. The common man, artisans, agricultural labours, vendors and workers from every walk of life are comfortably using the services provided by telecom industries. The potential of capturing market segment will surely depend upon understanding dynamics of customer's preference.

Kumar (2006) identified that a majority of the rural consumers give more preference to the quality of the product in his research at rural India, which showed that the income level of the rural consumer is increasing, which also generates more consumption and purchasing power for the consumers.

Sawant (2007) stated that maintenance and mileage were the two important deciding factors in the purchase decision process. It is also clear that the respondents found a big difference in price, suitability for women, mileage and resale value amongst various models available in the market.

3. Need and importance of the study

The two wheelers are the order of the day and there is an increasing trend of buying two wheelers especially during the past few years. It is reported that the demand for two wheelers has increased for the past one decade and the two wheeler manufacturing industry has been witnessing an unprecedented boom in the two wheeler market. The relevance and importance of understanding consumer is rooted in the modern marketing concept. However, nobody can solve the consumption problems unless making an attempt to comprehend the buying process and the factors influencing it. Consumer is dynamic. Therefore, it is necessary to continuously study, analyze and understand it and monitor this understanding to the marketing management so that effective decisions can be taken in respect of price, products, promotion and distribution.

4. Statement of the problem

The broad concerns of the study is to assess the consumer preference of two wheelers and buying habits of the consumers regarding two wheelers.

5. Objectives of the study

- i. To find out the brand awareness among consumers regarding various brands of two wheelers.
- ii. To know the dynamic of purchase decisions process in the case of two wheelers.
- iii. To identify the factors influencing the decisions to buy a two wheeler.
- iv. To examine customer satisfaction and brand switching intention between competing brands.

- v. To know which particular two-wheeler have more image in the market

6. Research Methodology

The source for information used for the study was primary data. The primary data are those which are collected for the first time. The place of study was restricted to Cochin City. The universe of the study was among individuals in Cochin City. The respondents were the individuals above 20 years, both male and female. The method of data collection was sample survey. The sample size was 50 and the method adopted for the purpose of sampling is convenience sampling. The questionnaire was the main data collection tool. The statistical tools used for data analysis are percentage and diagrams.

7. Results and Analysis

The Data collected were summarized and analyzed properly using appropriate statistical techniques.

TABLE 1

SEX WISE CLASSIFICATION

| SEX | NUMBER OF RESPONDENTS | PERCENTAGE |
|--------------|-----------------------|-------------|
| MALE | 25 | 50% |
| FEMALE | 25 | 50% |
| TOTAL | 50 | 100% |

Definitely, sex has a role in taking purchase decision. Moreover taste and preference of men and women are different. The results show that, out of 50 respondents, 50% (25) are female and 50% (25) are male.

TABLE 2

EDUCATION WISE CLASSIFICATION

| EDUCATION | NUMBER OF RESPONDENTS | PERCENTAGE |
|----------------|-----------------------|------------|
| UNDER GRADUATE | 4 | 8% |
| GRADUATE | 24 | 48% |
| POST GRADUATE | 15 | 30% |

| | | |
|---------------------|-----------|-------------|
| PROFESSIONAL DEGREE | 7 | 14% |
| TOTAL | 50 | 100% |

According to Table 2 ,out of 50 customers taken for the survey, 48% are graduates, 8% are non graduates, 14% possessed professional degrees. The results points to the fact that majorities are well educated and almost all respondents are literates.

TABLE 3
EDUCATION WISE CLASSIFICATION

| EDUCATION | NUMBER OF RESPONDENTS | PERCENTAGE |
|---------------------|-----------------------|-------------|
| UNDER GRADUATE | 4 | 8% |
| GRADUATE | 24 | 48% |
| POST GRADUATE | 15 | 30% |
| PROFESSIONAL DEGREE | 7 | 14% |
| TOTAL | 50 | 100% |

According to Table 3, out of 50 customers taken for the survey, 48% are graduates, 8% are non graduates, 14% possessed professional degrees. The results points to the fact that majorities are well educated and almost all respondents are literates.

TABLE 4
PROFESSIONAL BACKGROUND

| OCCUPATION | NUMBER OF RESPONDENTS | PERCENTAGE |
|----------------|-----------------------|-------------|
| GOVT. EMPLOYEE | 15 | 30% |
| PVT. EMPLOYEE | 22 | 44% |
| BUSINESS | 8 | 16% |
| OTHERS | 5 | 10% |
| TOTAL | 50 | 100% |

Table 4 reveals that majority of respondents are Pvt. Employee (44%), Govt. employee are 15(30%) and business (16%), others are 10%(5)

TABLE 5

INCOME WISE CLASSIFICATION

| INCOME | NUMBE RESPONDENTS | OF PERCENTAGE |
|---------------|------------------------------|--------------------------|
| BELOW 10000 | 11 | 22% |
| 10000-15000 | 20 | 40% |
| 15000-20000 | 13 | 26% |
| ABOVE 20000 | 6 | 12% |
| TOTAL | 50 | 100% |

No doubt, income has a dominating influence on the buying behaviour of any consumer product. In order to understand this underlying influence, the details of monthly income also were collected. It is clear from the table 4 that majority of the households (40%) has a monthly salary range of Rs 10000-15000. The next higher salary group is range or Rs 15000-20000 category with 26%, only 12% (6) belong to the group of salary above 20000/- which is the least one.

TABLE 6
FAMILY SIZE

| NO. OF MEMBERS IN A FAMILY | NUMBER RESPONDENTS | OF PERCENTAGE |
|---------------------------------------|-------------------------------|--------------------------|
| 1 - 3 | 26 | 52% |
| 4 - 6 | 22 | 44% |
| ABOVE 7 | 2 | 4% |
| TOTAL | 50 | 100% |

The family size is important factors which affect the purchasing of two wheeler especially after the popularization of nuclear family. It is clear from the above Table 3.7 that majority of respondents surveyed, 52%(26) have members ranging in no. from 1-3 and 44% of them belonging to the family having a size of 4-6.

TABLE 7
TYPE OF TWO WHEELER

| TYPE OF TWO WHEELER | NUMBER OF RESPONDENTS | PERCENTAGE |
|---------------------|-----------------------|-------------|
| MOTR BIKE | 23 | 46% |
| SCOOTIES | 27 | 54% |
| TOTAL | 50 | 100% |

According to table 7, it is clear that most of the respondents prefer Scooties that is 54% (27) out of 50 respondents. And only 46% are preferred motor bikes. In this study, out of 50 respondents, 25 are males and the remaining 25 are females, probably males will prefer motor bikes and scooties are preferred by both males and females.

TABLE 8
TWO WHEELER CONSUMPTION BY AN INDIVIDUAL

| NO.OF TWO WHEELERS | NUMBER OF RESPONDENTS | PERCENTAGE |
|--------------------|-----------------------|-------------|
| ONE | 28 | 56% |
| TWO | 20 | 40% |
| MORE THAN 2 | 2 | 4% |
| TOTAL | 50 | 100% |

From the above table 8 it was analyzed that, out of 50 respondents, 56% of the respondents had 1 two wheeler, and 40% had two. And the remaining 4 % had three two wheelers. This shows that majority of the respondents had 1 two wheeler.

TABLE 9
REASONS FOR CHOOSING TWO WHEELER

| REASONS | NO. OF RESPONDENTS | PERCENTAGE |
|-----------|--------------------|------------|
| MILEAGE | 15 | 30% |
| LESS COST | 23 | 46% |

| | | |
|--------------|-----------|-------------|
| CONVENIENCE | 10 | 20% |
| OTHER | 2 | 4% |
| TOTAL | 50 | 100% |

From above table 9, out of 50 respondents 46% purchased two wheelers only due to less cost. And 30% because of Fuel efficacy of the two wheelers, and 20 % out of 50 respondents prefer two wheelers only because of the convenience of use in our roads. The remaining 4 % prefer two wheelers because of other factors.

TABLE 10**SOURCES OF FINANCE**

| SOURCES OF FINANCE | NUMBER OF RESPONDENTS | PERCENTAGE |
|--------------------|-----------------------|-------------|
| BANK LOAN | 22 | 44% |
| FINANCE COMPANY | 14 | 28% |
| SELF FINANCING | 10 | 20% |
| OTHER SORCES | 4 | 8% |
| TOTAL | 50 | 100% |

Finance is the lifeblood in an economy; there are different sources available for obtaining finance. According to table 3.12 most of the respondents (44%) opted bank loan as source of financing whereas 28% depend on finance company and 20% go with self-financing. Other sources were opted only by 8% of them.

TABLE 11**INFLUENCING FACTOR FOR CHOOSING A MODEL**

| REASONS | NUMBER OF RESPONDENTS | PERCENTAGE |
|-----------------|-----------------------|-------------|
| BRAND IMAGE | 20 | 40% |
| FUEL EFFICIENCY | 10 | 20% |
| HIGH TECHNOLOGY | 12 | 24% |
| COLOUR & SHAPE | 5 | 10% |
| OTHER | 3 | 6% |
| TOTAL | 50 | 100% |

According to table 11 out of 50 respondents most influencing factor for choosing a model, 20 (40%) were influenced by brand image. And 10 (20%) were by fuel efficiency. 12(24%) respondents were consider technology as a major factor for purchasing a model. And 10% consider colour and shape.

TABLE 12**BRANDS OWNED BY RESPONDENTS**

| BRANDS | No. OF RESPONDENTS | PERCENTAGE |
|---------------|---------------------------|-------------------|
| HERO HONDA | 15 | 30% |
| BAJAJ | 8 | 16% |
| TVS | 10 | 20% |
| SUZUKI | 5 | 10% |
| YAMAHA | 12 | 24% |
| TOTAL | 50 | 100% |

While analyzing the usage habit of two wheelers, out of 50 respondents taken for the study it is not surprising that almost all (100%) prefers two wheelers. In order to know their buying habit a brand aided question was asked with more than one option to respond. From the above table, it was inferred that 30% of them preferred Hero Honda, 24% used Yamaha, 20% used TVS. Nearly 16% consumed Bajaj and only 10% used Suzuki.

TABLE 13**SOURCE OF INFORMATION ABOUT A PARTICULAR MODEL**

| SOURCES | NUMBER OF RESPONDENTS | PERCENTAGE |
|----------------|------------------------------|-------------------|
| ADVERTISEMENT | 26 | 52% |
| FRIENDS | 15 | 30% |
| SALESMAN | 5 | 10% |
| OTHER | 4 | 8% |
| TOTAL | 50 | 100% |

As per table 13, advertising itself is the major source of information about a particular model (52%). Next major source is through friends with 30%. It is evident from this result that this high tech age of two wheeler marketers should concentrate on advertising, though it is costly.

TABLE 14
SWITCH OVER FROM THE PRESENT BRAND

| PAREMETER | HERO HONDA | BAJAJ | TVS | YAMAHA | TOTAL |
|--------------|---------------|--------|---------|----------|-----------------|
| PRESENT USER | 20(40%) | 8(16%) | 10(20%) | 12 (24%) | 50(100%) |

SWITCH OVER

| | | | | | |
|--------------|-----------|----------|-----------|-----------|-----------|
| YES | 2(10%) | 2(25%) | 3(30%) | 5(42%) | 12(40%) |
| NO | 18(90%) | 6 (75%) | 7 (70%) | 7 (58%) | 38 (60%) |
| TOTAL | 20 | 8 | 10 | 12 | 50 |

The general trend as per table 14 is that majority of users do not want to switch over from their respective brands. In the case of Hero Honda out of 20 users only 2 are ready to switch over whereas 18(90%) wants to stick on to the brands. In the case of Bajaj also, majority of users do not want to switch over (75%).

8. Conclusion

While analyzing the consumer preference of two wheelers, it is convincingly Found that consumer perceive hero Honda as the mostly used, popular and leading brand. Brand image, fuel efficiency, technology is found as the most influencing factor for taking a purchasing decision.

Another conclusion that can be made is that buying two wheeler is among the respondents who earn in between Rs 10000-15000. In a family situation all members of the family together take decision to buy the two wheeler. Advertising is found as the major source of information about a particular model. Another valid conclusion is that still a majority of consumers are not ready to switch over from present brand.

9. References

- [1] R.Amsaveni, R.Kokila(2014), a study on satisfaction level of working women towards two wheelers in Coimbatore, Indian journal of marketing Pp. 44-54
- [2] Kumar (2006), RuralMarketing for FMCGs rural retailing in India, Journal of Arts, Science and commerce, 3(2), Pp81-84
- [3] Strebel, J., K.O'Donnell, and J.GMyers(2004),Exploring the connection between frustration and consumer choice behavior in a dynamic decision environment, Psychology and marketing. Volume 21, issue12,Pp1059-76
- [4] Sawant,S.V(2007), Buying two wheeler: a changing scenario. The ICFAI Journal of consumer behavior, 2(3), Pp52-57
- [5] Laldinliana(2012), consumer behavior towards two wheelers and foruwheelerws: a study on rural and urban Mizoram, Indian journal of Marketing, Vol 42, Pp54-58