CONSUMERS BEHAVIOUR TOWARDS TWO-WHEELER MOTOR BIKES AT CUDDALORE DISTRICT

Dr. N. LALITHA
Assistant Professor of Commerce
ThiruKollanjiyapper Govt. Arts College(grade-1)
Virudhachalam.

Abstract

This research paper is to study consumers behaviour towards two-wheeler motor bikes.

This study is based to identify the factors that influence the consumer buying behaviour of the two-wheeler bikes at cuddalore district. The survey is mainly focused on the buying behaviour of the consumer that motivates them to purchase the two-wheeler bikes.

Introduction

India is the second largest producer of the two-wheeler in the world. The two-wheeler segment contributes 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. Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine—which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers. Consumer behaviour is the study of individuals’, groups’ and organizations’ decisions with regard to the selection, purchase, use, and disposal of goods, services, ideas, or experiences to satisfy their needs and wants. In simple words: Consumer behaviour is the study of how consumers make decisions about what they need, want, and desire and how do they buy, use, and dispose of goods.

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 as a whole. 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 behavior.

**There are five major factors which influences on the buying behavior of consumer.**

1. Marketing Mix Factors
2. Personal Factors
3. Psychological Factors
4. Social Factors
5. Cultural Factors

**1. Marketing Mix Factors:** Each component of the market mix—product, pricing, promotion and place of distribution—has a direct or indirect impact on the buying process of the consumers.

   1. **Product:** The special characteristics of the product, the physical appearance and the packaging can influence the buying decision of a consumer.

   2. **Pricing:** The price charged on the product or services consumed by the consumer affect the buying behavior of the consumers. Marketers must consider the price sensitivity of the target customers while fixing prices.

   3. **Promotion:** The variables of promotion mix such as advertising, publicity, public relations, personal selling and sales promotion affect the buying behavior of the consumers. Marketers select the promotion mix after considering the nature of the target audience.

   4. **Place:** The channels of distribution and the place of distribution affect the buying behaviour of the consumers. The marketers make an attempt to select the right channel and distribute the products at the right place.
2. **Personal Factors:** The personal factors such as age, occupation, lifestyle, social and economic status and the gender of a consumer may affect the buying decisions of the consumers individually or collectively.

1. **Age factor:** The age factor greatly influences the buying behaviour. For example, teenagers prefer trendy clothes, whereas office executives prefer sober and formal clothing.

2. **Gender:** The consumer behaviour varies across gender. For example, girls prefer certain feminine colors such as pink, purple and peach, whereas boys go for blue, black and brown.

3. **Education:** Highly educated persons may spend on books, personal care products, and so on. But a person with low or no education may spend less on books and more on personal grooming products.

4. **Income level:** Normally, the higher the income level, the higher is the level of spending and vice versa. But this may not be the case in developing countries, especially in the rural areas.

5. **Status in the society:** Persons enjoying higher status in the society spend a good amount of money on luxury items such as luxury cars, luxury watches, premium brands of clothing, jeweler and perfumes.

3. **Psychological Factors:** A person’s buying behaviour is influenced by the psychological factors such as the following:

1. **Learning:** It refers to changes in individual behaviour that are caused by information and experience. For example, when a customer buys a new brand of apparels, and is satisfied by its use, then they are more likely to buy the same brand the next time. Through learning, people acquire beliefs and attitudes, which in turn influence the buying behaviour.
2. **Attitude:** It is human tendency to respond in a given manner to a particular situation or object or idea. Consumers may develop a positive, or a negative, or a neutral attitude towards certain products or brands, which in turn affects their buying behaviour.

3. **Motives:** A motive is the inner drive that motivates a person to act or behave in a certain manner. A marketer must identify the buying motives of the target customers and influence them to act positively towards the marketed products.

4. **belief:** A belief is a descriptive thought that a person holds about certain things. It may be based on knowledge, opinion, faith, trust and confidence. People may hold certain beliefs of certain brands/products. Beliefs develop brand images, which in turn can affect the buying behaviour.

4. **Social Factors:** The social factors such as reference groups family, and social status affects the buying behaviour. Social factors in turn reflect a constant and dynamic influx through which individuals learn different meanings of consumption.

   1. **Reference groups:** A reference group is a small group of people such as colleagues at workplace, club members, friends circle, neighbors, family members, and so on.

   2. **Family:** The family is the main reference group that may influence the consumer behaviour. Nowadays, children are well informed about goods and services through media or friends circle, and other sources. Therefore, they influence considerably in the decisions of buying both fast moving consumer goods and durable items.

   3. **Roles and status:** A person performs certain roles in a particular group such as family, club, organization, and so on. For example, a person may perform the role of a vice president in a firm and another person may perform the role of a marketing manager.
5. Cultural Factors: There is a subtle influence of cultural factors on a consumer’s decision process. Consumers live in a complex social and cultural environment. The types of products and services they buy can be influenced by the overall cultural context in which they grow up to become individuals. Cultural factors include race and religion, tradition, caste and moral values. Culture also includes subcultures, sub-castes, religious sects and languages.

1. Culture: It influences consumer behaviour to a great extent. Cultural values and elements are passed from one generation to another through family, educational institutions, religious bodies and social environment. The cultural diversity influences food habits, clothing, customs and traditions. For example, consuming alcohol and meat in certain religious communities is not restricted, but in certain communities, consumption of alcohol and meat is prohibited.

2. Subculture: Each culture consists of smaller subcultures that provide specific identity to its members. Subcultures include sub-castes, religious sects (Roman Catholics, Syrian Catholics, Protestant Christians, etc.), geographic regions (South Indians, North Indians) and language (Marathi, Malayali, Gujarati).

Objectives of the Study

1) To study the behavioral factors of consumers in two-wheeler motor bikes.

2) To analyze the consumers behavior towards two-wheeler motor bike at cuddalore district.

3) To suggest appropriate measures to improve sales based on the findings of the study.

Research Methodology

Sample Design: The research is conducted in cuddalore district and survey method is used to collect the data from 100 respondents for this study to analyze the consumers behaviour with reference to select motor bikes i.e., Hero Honda, Yamaha, and TVS bike.

Source of Data: Primary Data: The primary data collected through questionnaires. Secondary Data: Secondary data was collected through various publications of newspapers, magazines, books and magazines websites of Hero Honda, Yamaha and TVS bikes.
Analysis and findings

Table – 1

Age of respondents

<table>
<thead>
<tr>
<th>s.no</th>
<th>Name of the Bike</th>
<th>Below 30 Yrs</th>
<th>30-50 Yrs</th>
<th>Above 50 Yrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hero Honda</td>
<td>35</td>
<td>50</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Yamaha</td>
<td>40</td>
<td>35</td>
<td>25</td>
</tr>
<tr>
<td>3</td>
<td>TVS Bikes</td>
<td>30</td>
<td>50</td>
<td>20</td>
</tr>
</tbody>
</table>

Regarding the age of respondents, most of the respondents are below 30 years of age and chosen for Yamaha bikes, whereas 35 chosen for Hero Honda, but whereas in the age group of 30-50, 50 respondents chosen for Hero Honda and TVS Bikes, for Yamaha it is only 25 respondents above 50 years of age have preferred Yamaha bikes. The least is Hero Honda with 15 respondents.

Table – 2

Sale by occupation

<table>
<thead>
<tr>
<th>s.no</th>
<th>Name of the Bike</th>
<th>Employees</th>
<th>Students</th>
<th>Businessmen</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hero Honda</td>
<td>30</td>
<td>50</td>
<td>20</td>
</tr>
<tr>
<td>2</td>
<td>Yamaha</td>
<td>10</td>
<td>40</td>
<td>50</td>
</tr>
<tr>
<td>3</td>
<td>TVS Bikes</td>
<td>35</td>
<td>40</td>
<td>25</td>
</tr>
</tbody>
</table>

Regarding 50% of the purchasers of Hero Honda are the students, while 35% of the purchasers of TVS are the employees. That means Hero Honda bike is more popular with the students, TVS is more popular with the employees. Whereas Businessmen are opting for Yamaha as the above data shows 50% of the purchasers of Yamaha are the Businessmen.
Table – 3

Sales by technology

<table>
<thead>
<tr>
<th>s.no</th>
<th>Name of the Bike</th>
<th>High</th>
<th>Medium</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hero Honda</td>
<td>60</td>
<td>35</td>
<td>05</td>
</tr>
<tr>
<td>2</td>
<td>Yamaha</td>
<td>70</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>TVS Bikes</td>
<td>05</td>
<td>35</td>
<td>60</td>
</tr>
</tbody>
</table>

This shows that Yamaha technology is marginally superior compared to Hero Honda. TVS is a poor third technology feature is concerned.

Table – 4

Satisfaction of Motor Bikes

<table>
<thead>
<tr>
<th>s.no</th>
<th>Name of the Bike</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hero Honda</td>
<td>85</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Yamaha</td>
<td>90</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>TVS Bikes</td>
<td>60</td>
<td>40</td>
</tr>
</tbody>
</table>

Regarding satisfaction of motor bikes 85 respondents have stated that Yamaha satisfaction is highest and the lowest is for TVS bikes i.e. 60.

Table – 5

Sales by Price of Bikes

<table>
<thead>
<tr>
<th>s.no</th>
<th>Name of the Bike</th>
<th>High</th>
<th>Medium</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hero Honda</td>
<td>15</td>
<td>45</td>
<td>40</td>
</tr>
<tr>
<td>2</td>
<td>Yamaha</td>
<td>60</td>
<td>30</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>TVS Bikes</td>
<td>15</td>
<td>35</td>
<td>50</td>
</tr>
</tbody>
</table>

Regarding sales by price of bikes, highest is 60 respondents opined that the price is high for Yamaha bikes, medium is 45 respondents opined for Hero Honda bikes. 50 respondents have stated that TVS bikes are low priced.
Findings & Conclusions:

Regarding the age of respondents, most of the respondents are below 30 years of age and chosen for Yamaha bikes, whereas 35 chosen for Hero Honda, but whereas in the age group of 30-50, 50 respondents chosen for Hero Honda and TVS Bikes, for Yamaha it is only 25 respondents above 50 years of age have preferred Yamaha bikes. The least is Hero Honda with 15 respondents.

Regarding 50% of the purchasers of Hero Honda are the students, while 35% of the purchasers of TVS are the employees. That means Hero Honda bike is more popular with the students, TVS is more popular with the employees. Whereas Businessmen are opting for Yamaha as the above data shows 50% of the purchasers of Yamaha are the Businessmen.

This shows that Yamaha technology is marginally superior compared to Hero Honda. TVS is a poor third technology feature is concerned.

Regarding satisfaction of motor bikes 85 respondents have stated that Yamaha satisfaction is highest and the lowest is for TVS bikes i.e. 60.

Regarding sales by price of bikes, highest is 60 respondents opined that the price is high for Yamaha bikes, medium is 45 respondents opined for Hero Honda bikes. 50 respondents have stated that TVS bikes are low priced.

Suggestions:

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

1. There is a heavy demand for Hero Honda motorcyles in the market, so their supply has to be drastically improved so as to meet the demand of the customer.

2. A considerable number of respondents opined that there is a need to improve the technology of TVS bikes.

3. A vast majority of the respondents felt the design of Hero Honda bikes should be changed so as to attract the customers.
4. Some of the respondents felt that the price of Yamaha is high and it should be decreased so as to attract more customers.

References:


