



## Consumer Behaviour towards Two-Wheeler Bikes – A Comparative Study of Rural and Urban Consumers of Jodhpur District of Rajasthan

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### ABSTRACT

*The paper presents the results of the survey conducted on the Consumer of Two-Wheelers (based on responses from 100 two-wheeler users from both urban and rural areas) in Jodhpur District of Rajasthan. Though the sample size is small, the study brings out some of the interesting observations about the general attitude of the Indian Consumers towards their purchase decisions and behavior, which could be broadly applicable to many other consumer products as well.*

**KEYWORDS:** Consumer Behaviour, Perception, Attitude, Marketing

Consumer behavior refers to the act of individuals who are directly involved in obtaining and using goods and services which leads to the act of purchase. Consumer behavior is not only the study of what people consume but also 'where', 'how often' and 'under what conditions'. Consumer behavior has no history or body of research of its own. It is a new discipline that borrows heavily from concepts developed in other fields such as psychology (study of individual), sociology (study of groups), social psychology (study of how an individual operates in groups), and anthropology (the influence of society on the individual).

Factors like personality, perception, attitude and learning on the one hand and the product, price, physical attributes, advertising and societal influence on the other shape the behavior of consumers. Therefore, the marketer has to comprehend these elements for better understanding of the consumer. Interestingly, consumer's reactions to marketing are often low-key and passive.

### CONTEXT OF THE STUDY

The concept of modern marketing is customer-oriented. Therefore, it is necessary to study the behavior of consumers to formulate product, price, channel decisions and sales promotion policies. Further, on account of shorter product life cycles, environmental concerns, increased interest in consumer protection, public policy concern, growth of service marketing and international marketing, nonprofit marketing and international marketing, there is increased need to study consumer behavior.

The study of consumer behavior provides an insight into various factors which influence the buying decision of the consumers such as product quality, packaging, size, color, weight, design, credit facility, etc. Understanding of consumer behavior with regard to these aspects will enable a company to formulate product policies suitable to the requirements of customers. In the present context, consumer behavior is studied in the context of purchase decision regarding two-wheelers. This product was chosen owing to its wide usage by large segments across various socio-economic classes, occupations etc.

### OBJECTIVES OF THE STUDY

The following objectives have been framed keeping in view their relevance under the present marketing scenario:

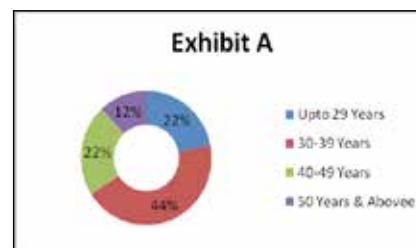
- To study the reasons for purchasing a specific brand of two-wheeler
- To investigate the role of family and friends in consumer's buying decision
- To identify the factors influencing consumers in the selection and purchase of a particular brand of two-wheeler
- To study the effectiveness of advertising on the purchase decision and brand ratings
- To compare consumer behaviour of urban and rural consumers

### DATA COLLECTION, METHODOLOGY AND LIMITATIONS

A sample of 100 consumers was selected for the present study from Jodhpur district, Rajasthan. A questionnaire was designed and can-

vassed among the respondents who were the owners/ users of two-wheeler bikes of Bajaj, Honda, Hero MotoCorp, TVS and Yamaha. The obvious limitation is that the responses reflect those of a sample picked from a small geographic region.

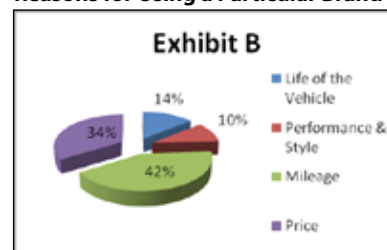
### SURVEY FINDINGS/ RESULTS



#### Age Profile of the Respondents

The age profile of the sample respondents are indicated in Exhibit A. Two third of the respondents were less than 40 years

### Reasons for Using a Particular Brand of Two Wheeler

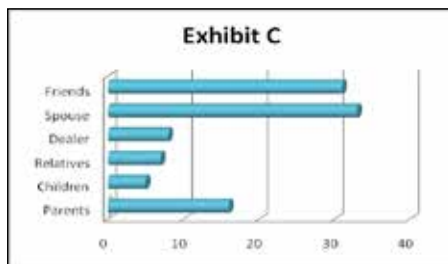


Generally, at the time of purchase of two-wheeler bikes, consumers take mileage, price, performance and life of the vehicle into consideration. Respondents across all the age groups have given almost similar reasons for using a particular brand. Mileage (42%) and Price (34%) stand out as the most important reasons for using a particular brand [Exhibit B]. In the urban areas, both mileage and price received 38% response each, followed by 14% for life of the vehicle and 10% for performance and style. Mileage stood out as a more important factor in rural areas, with 46% of the respondents preferring the same, whereas price was considered most important by only 30% of the respondents.

### Influence of Family and Friends in Decision-Making

The study reveals the influence of parents, spouse, friends etc on the respondents while procuring a two-wheeler bike. In the aggregate [Exhibit C], spouse was found to be the most important influence on the purchase decision (33%), followed by friends (31%). In rural areas, 38% of the consumers were influenced by friends, while only 24% were influenced by their spouse, 16% by parents, 8% by relatives and dealers and 6% by children. Urban respondents were more influenced by their spouses i.e. 42%, while friends came a distant second at 24%. Further,

16% were influenced by their parents, 8% by the dealer, 6% by other relatives and 4% by children.



### Factors Influencing Selection and Purchase

While purchasing two-wheelers, consumers give importance to factors like price, mileage, maintenance, performance, driving safety, life period, style etc. In urban areas, 34% of the respondents gave importance to mileage, 30% to price, 10% to maintenance and another 10% to driving safety, 8% to the life of the vehicle and another 8% to performance and style. In rural areas, 44% of the respondents indicated importance towards mileage, 22% to price, 10% to driving safety and 24% to other factors i.e. style, life of the vehicle and performance. In the aggregate, 39% accorded maximum importance to mileage, and 26% to price.

### Number of Brands Considered Before Purchasing

There are several two-wheeler bike models available in the markets which are offered by various companies. Some of the most popular brands are Hero MotoCorp, Honda, Bajaj, TVS and Yamaha. Different models of these brands are available in the market to suit the tastes of the consumers. Hence, an attempt was made to examine as to how many brands are considered by a prospective buyer before a purchase decision is taken. It was observed that 57% of the respondents interviewed considered two brands before making a final choice. Very few had considered just a single brand. It implies that most respondents do not take an outright decision to purchase a particular brand, but consider more than one brand, and evaluate them before zeroing in on the final decision.

Further, analysis reveals that in urban areas, 46% considered two brands, 26% considered three brands, 18% considered one brand and 10% considered four brands before taking a purchase decision. In rural areas, 68% considered two brands, 16% considered three brands, 12% considered four brands and 4% considered one brand only. Urban consumers, therefore, appear to consider more number of brands before making a purchase, than their rural counterparts.

### Brand Rating

In the sample of 100 respondents, 24 were using Hero MotoCorp, 33 Bajaj, 23 Honda and 20 respondents were using other brands. An attempt was made to find out their rating with regard to the brands used by them. A three point scale i.e. Fair, Good and Excellent was used to solicit opinions. The responses indirectly indicated the performance of different brands of two wheeler bikes as perceived by the users.

In the urban areas, 36% of the consumers using Hero MotoCorp rated the performance as good, while 28% felt that the performance as excellent and 36% rated the performance as fair. In rural areas, 21% reported the performance as good, 36% said that it was excellent and 43% reported the performance to be fair.

Coming to Bajaj, in urban areas, 68% of the respondents felt that the performance of their two-wheeler bike was good, 18% reported the same to be excellent and 14% felt that it was fair. In rural areas, out of 11 consumers, 55% felt that the performance was good, 9% rated it as excellent and 36% felt that the performance is fair.

In urban areas, out of 11 respondents who use TVS Two-Wheelers, 73% reported that the performance of their two-wheeler was good, 9% said that it was excellent and 18% rated it as fair. In rural areas, out of 12 respondents, 50% felt the performance was good, and 25% each rated it as excellent and fair respectively.

In urban areas among consumers using two-wheelers manufactured by other companies, 17% felt that the performance was good, 50% felt that the performance was excellent and 33% reported the performance as fair. In rural areas, 54% rated the performance as good, 23% felt that it was excellent and another 23% reported it to be fair.

### Influence of the Media

The sale of any product depends on the media that is used by the companies to provide product information and create brand image. Most of the respondents were exposed to advertisements for two wheeler bikes. In urban areas, 50% of the respondents reported having seen the advertisement on television, 33% through news papers and 17% through magazines. In rural areas, 48% respondents saw the advertisements on television, 28% through newspapers, 13% magazines and 11% through advertisements on the radio.

Out of 76 respondents who were influenced in their decision by advertisements, 37 respondents were influenced by television, 23 by news papers, 11 by magazines and 5 by advertisements on radio. Hence, it can be inferred that television has been the most successful medium of advertising two-wheeler bikes and influencing customers' buying decisions.

### CONCLUSION

In a developing country like India, where a sizeable proportion of the population comprises of the middle class, and where 70% lives in rural areas, a two-wheeler (particularly bikes) is considered to be the most suitable vehicle. The Indian consumers' brand preference for two-wheeler bikes is based on mileage, price and maintenance cost and road conditions. While making a purchase decision, friends and spouses play a major role. The respondents expressed high satisfaction with their two-wheeler bikes. Advertising is considered to be powerful medium in the marketing of automobiles. Amongst the different media that are used, television is the most effective in influencing the consumers' buying decisions. Keeping in view the ever increasing "growth rate" of population, prevailing standards of living and cost of vehicles, two-wheeler bikes would continue to dominate the automobile industry in India.

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