



A STUDY OF CONSUMER BEHAVIOUR ABOUT TWO WHEELERS WITH REFERENCE TO BARODA CITY

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ABSTRACT

Consumer buying behavior is an in-depth study and understanding consumer decision making process. It studies the factors and traits of individual consumer such as demographic and behavioral variable and to understand the need, wants and desire of the consumers. The two-wheeler industry in India has shown a steady growth over the past decade. Any organization needs to know the motives and reasons why the consumer differs in choice from each other in buying products and services. This research paper aims to identify various factors that influence the consumer buying behavior of the two-wheeler scooters in Baroda city (Gujarat, India). The survey conducted for this study mainly focuses on the reasons and criteria followed by consumer for buying two-wheeler scooters. This study is based on a primary data collected from the questionnaire survey conducted among 118 two-wheeler users in Baroda city. The researcher has used percentage analysis for assessing demographic profile of the respondents, factors while purchasing two-wheelers is analyzed using Likert's scaling technique and reasons for buying two-wheeler scooter is analyzed using Garret ranking method.

KEYWORDS : Consumer, Buying Behavior, Two-wheeler etc.

INTRODUCTION

The marketing philosophy of business assumes that an organization can best serve, prosper and attain profit by identifying and satisfying the needs of its customers. This however, is a recent thinking, various definitions of marketing have been given from different perspective, exchanges and utility being the two important once. The current millennium has unfolded new business rules, the most significant of them being that past or experience in a given product market is no indicator for future success. Market leadership cannot be taken for granted because customer loyalty does not exist. The customer today has a much wider choice.

It is quite evident that knowing consumer needs and desires is a road to success for the marketer, but the question is how? It is not a simple task. At the first instance, we can feel that whatever consumer is telling may be perceived as correct but actually he may not act otherwise. They may respond to the message but may be influenced at the last moment by their friends, family members or by other reference groups. Consumer behavior is the study of how people buy, what they buy, when they buy and why they buy. Consumer Behavior is the psychology behind marketing the behavior of consumers in the marketing environment. Two major psychological disciplines come into play when observing and trying to explain consumer behavior. The first is Cognitive Psychology which is a study of all knowledge related (mental) behavior. The attention, perception, memory and decision making are the various aspects of Cognitive Psychology that play an important role in consumer behavior. The second psychological discipline that has theories to explain certain phenomenon of consumer behavior is Social Psychology. It is the study of the manner in which the personality, attitude, motivation and behavior of an individual influence and are influenced by groups.

Socio-economic factors and consumer behavior A consumer making a purchase decision will be affected by following Factors:

- Cultural Factors
- Social Factors
- Personal Factors
- Psychological Factors

REVIEW OF LITERATURE

Prof. Manisha Jagtap & Dr. Anand Deshmukh (2018) found in

his study that the factors influencing the consumer buying behavior are Brand Image, Showroom Services, Engine Capacity, Safety, New technology, Product design, Warranty period, Impact of peers, Driving Comfort, Mileage, Price and Engine Power. The research identified apart from the factors, consumer behavior is also influenced by the need, purchasing power and the price of the two-wheeler. The researcher also analyzed the reason behind the changes occurred in consumer buying decision over to another brand which are is due to problems faced with the existing brand and due to the desire of highly technological automobile and due to the change in the services offered by dealer before and after purchase.

A. Martin Jayaraj (2017) explained about the buying behavior of consumers in purchasing two wheelers involves several psychological factors that govern the individual thinking process (like motivation, perception and attitude), decision-making steps involved in buying, interaction of the consumer with several groups like friends, family and colleagues, group, and selection of the brand and outlet depending on features and emotional appeal (marketing mix). All consumers engage in shopping with certain fundamental decision-making modes or styles, including rational shopping and consciousness regarding brand and quality.

S. Suraj Basha and Dr. B.C. Lakshmana (2017) have written a paper on "A study on factors influencing consumer's buying behavior of two-wheeler with special reference to Rayalaseema region, Andhra Pradesh, India", the study revealed that consumer buying behavior influence by personal, psychological, social and cultural factors.

Joseph Antony and Dr. Siby Thomas (2017) conclude in their paper entitled "A study on factors influencing purchase intention of consumers towards two wheelers" that consumers influenced by economic factors, features, usage, brand image, aesthetics and social factors.10

RESEARCH METHODOLOGY

Research Objectives

- To understand the respondent's preference of two-wheelers in Baroda city.
- To identify the factors influencing consumer buying behaviour process in Baroda city.
- To analyse the reason behind the socio-economic changes

and its influence on consumer buying behaviour of two-wheeler in Baroda city.

Research Hypothesis

H₀₁: There is no significant difference among demographic variables for purchasing decisions for two-wheeler in Baroda city.

H_{a1}: There is a significant difference among demographic variables for purchasing decisions for two-wheeler in Baroda city.

Research design: - Descriptive research method is used to describe the characteristics of population of study which is used in research through observations and survey methods.

Sample design: Convenience sampling technique is used to study from the large population of online grocery shoppers.

Primary Data: Primary data is collected through questionnaire method. The structural questionnaire was prepared by using five scale Likert method based on the objectives. Ten major factors influencing for grocery shopping were measured ranging from Likert scale.

Secondary Data: The secondary data of the study is collected through various journals, reports, books, articles, magazines, research papers, websites etc.

Scope of the study

This research paper primarily aims to study and research on consumer buying behavior towards two-wheeler scooters. In the recent past the two-wheeler market has rapidly eroded the market share of bikes in Baroda city. The scope of study is limited to the consumers of two-wheeler and findings needed by the marketers for new information useful in strategy and decision making. This paper emphasis and study the factors influencing buying behavior of two-wheeler scooter and the findings are focused towards the two-wheeler manufactures, dealers and marketers for future demand forecasting.

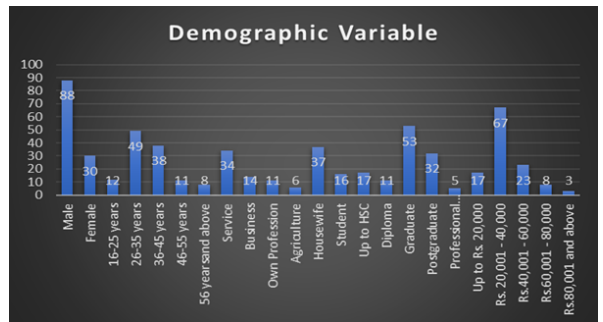
DISCUSSION OF RESULTS

Researcher has achieved reliability Statistics Cronbach's Alpha Value (0.938), which is higher than 0.700 (Acceptable value). Therefore, primary data collected by researcher is valid and reliable.

Sr. No.	Variable	Name	Frequency	Percentage
1	Gender	Male	88	74.58
		Female	30	25.42
2	Age	16-25 years	12	10.17
		26-35 years	49	41.53
		36-45 years	38	32.20
		46-55 years	11	9.32
		56 years and above	8	6.78
3	Occupation	Service	34	28.81
		Business	14	11.86
		Own Profession	11	9.32
		Agriculture	6	5.08
		Housewife	37	31.36
		Student	16	13.56
4	Education	Up to HSC	17	14.41
		Diploma	11	9.32
		Graduate	53	44.92
		Postgraduate	32	27.12
		Professional Qualification	5	4.24
5	Monthly Income	Up to Rs. 20,000	17	14.41
		Rs. 20,001 - 40,000	67	56.78
		Rs.40,001 - 60,000	23	19.49

	Rs.60,001 - 80,000	8	6.78
	Rs.80,001 and above	3	2.54

(Source: Primary Data)



Hypothesis testing

1. Relationship between Gender and Age
The p-value (0.000) is less than significance value (0.05). So, H₀ is rejected. Therefore, relationship between Gender and age for purchasing decision of two-wheelers is significantly different.
2. Relationship between Gender and Occupation
The p-value (0.000) is less than significance value (0.05). So, H₀ is rejected. Therefore, relationship between Gender and Occupation for purchasing decision of two-wheelers is significantly different.
3. Relationship between Gender and Education Qualification
The p-value (0.387) is higher than significance value (0.05). So, H₀ is Accepted. Therefore, relationship between Gender and Education Qualification for purchasing decision of two-wheelers is significantly not different.
4. Relationship between Gender and Monthly Income
The p-value (0.326) is higher than significance value (0.05). So, H₀ is Accepted. Therefore, relationship between Gender and Monthly Income for purchasing decision of two-wheelers is significantly not different.

Suggestions

- There is a high demand for two-wheeler in Baroda market because of the demographic and topographic profile of the city. The Marketers and dealers of various brands should emphasis on improving supply so as to meet the demand of consumers.
- From the hypothesis testing it is proved that consumers of Baroda are motivated form credit schemes and instalment facilities while some of the respondents suggested improving mileage of scooter for cost cutting in petrol expenses.
- All the manufactures of various brands should focus and strive to enhance quality in comport, performance, features and design of the scooter.

CONCLUSION

There are numerous studies available on consumer buying behavior and two-wheeler automobile industries. The researcher has identified the factors influencing the consumer buying behavior such as performance, quality & design, mileage, price and storage space. Apart from these factors, consumers from Baroda city are also influenced by comfort, easy handling, necessity, driving security and time saving. Today, the two-wheeler customers are very much concerned about the performance and quality of the scooters they plan to purchase than any other features. There are various brands in the category of scooter, but in this study period consumer from Baroda city mostly preferred Honda Activa, Suzuki Access and TVS Jupiter because of the above factors.

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