



## A Study on consumer Behaviour of Automobile Products with Special Reference to Two- Wheeler in Tirunelveli City Tamil Nadu, India

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### ABSTRACT

*The study is being carried out to understand the customer behaviour of automobile products two wheeler. The objective of the study is to find out the consumer behaviour of automobile products in terms of their buying decisions motives in the two wheeler segment. (2) Study the most preferred two wheeler in terms of technology and price. (3) Study the most desirable two wheeler brand with respect to mileage and fuel consumption. (4) Determine consumers preferences in terms of aesthetic value addition (inner value) in two wheeler segment. (5) Study consumer awareness in the range of available products. (6) Study the utility aspect of two-wheeler segment in consumers point of view. 70 respondents have been asked to fill in a questionnaire. The study has been done Non-Probably convenient sampling method. It was found that consumer prefer two-wheeler because of its utility, easy handling in the heavy rough traffic.*

**Keywords : Consumer behaviour, Automobile products, Two-wheeler.**

### Introduction

The contribution of the automotive industry to India's GDP is estimated at around 4.7 percent. In the year 1996 and before the two-wheeler market was mostly dominated by scooters with the production of more than 2, 50,000 units per annum. Over the time due to changes in the consumer's choices and preferences and technological advancement the scooters are now replaced by mostly bikes with the production of nearly more than 5 lakhs per annum of different models. In turn scooters volume decreased drastically and now it is less than 9 lakhs scooters per annum. The two-wheeler segment in India has recorded significant changes in the past 4-5 years. While the market for motorcycles and ungeared scooters is growing that for mopeds and geared scooter is coming down. The market for two-stroke motorcycles is also phasing out. The sales of motorcycles rose by 27 percent annually during the past four years. The motorcycle market in India had mostly 100-cc bikes called as entry level bikes; the second is 125-cc which is premium level bikes. The executive segment accounted to two third of the market and was dominated by Bajaj-Pulsar 150 cc bike. Most manufacturers like Hero-Honda and others started the sales of premium brand model of their two-wheeler product. According to the census 192 million households in India owned scooters/motorcycles/bikes. The two-wheelers constitute over 75% of the number of units of all the automobiles sold in India and in terms of passenger vehicles, the share goes further up by 5% to 80%. The two-wheeler segments has maintained growth, exceeding 11% during 2002-08 period, and in the process have expanded their sales from 4.3 mn units in 2001-02 to nearly 8.0 mn units in 2007-08. The fall in the year may be seen in the context of the segment registering a CAGR of 14.4% during the period 2002-08. The trend in sales turnover was mixed in 2007-08 while it

increased for most of the companies in 2008-09. Net profit declined for most of the companies in 2007-08 while the trend is mixed in 2008-09.

### Review Of Literature

M Abdul Haneef, M Edwin Gnanadhas, Mr. BA Abdul Karim, Mr. Vikas Singhal (2006): In his study of automobile Industry sector he has mentioned that the two-wheeler segment has recorded significant change in the past 4-5 years. The market for motorcycles is growing and its sale rose by 27 percent annually during the last four years. He pointed out that while the market for motorcycles is growing that for mopeds and geared scooters is shrinking. This change in the taste of the consumers is possibly due to the technological change. Also most of the manufacturers like Hero Honda, Bajaj and TVS had reduced the prices of their entry level motorcycles in order to capture a bigger share of the market. Mr. Subhadip Roy (2006) SR Mohnot (2002): In his study of two and three wheelers he out from the standpoint of means of personal transportation. The two-wheeler has become an expression of the owners' personality. The (customer in making his choice does evaluate the product in terms of utility, fuel economy, reliability, maintenance, affordability, performance, good after-sales service at reasonable cost, availability of spare parts at economical prices, looks, safety and comfort and ease of riding for driving. Total sales of two-wheeler in first eight months of 2001-02 had increased to 2.70 million units from 1.33 million units in the corresponding period of the preceding year. Siddhartha and S Mukherjee (2002): The Study reveals. That, the two-wheelers in India are used for variety of work such as visiting people, carrying loads, outdoor jobs like selling and buying. In rural areas it helps people to travel more frequently to nearby towns to their daily needs. The two-wheeler has become a valuable support for increasing productivity and in turn the profit, besides helping as a personal mode of transportation.

Rajmani Singh and AS Yasso (2001): He also pointed out that a major part of growth in the two-wheeler industry has come from motor cycles, which are considered fuel efficient, reliable and its suitability on rough roads. As per his study TVS-Suzuki, Hero: Honda, Bajaj dominates the two-wheeler scene. The study also says that due to stiff competition from automobile major Bajaj which is a largest producer of scooters the LML is facing considerably stiff competition. However, dominance of this category has been declining because of shift in customer preference towards motor bikes. Lutz (1981): In this study a perspective into consumer behaviour is motivated by a desire to understand the relationship between attitude and behaviour.

**Need For The Study**

- To know the change in demand pattern of the customer.
- It would help us understanding the changes in the requirements and Preferences.
- Study of perception act as a ladder to develop new product.

**Objectives**

- The objective of the study is to find out the consumer behaviour of automobile products in terms of their buying decisions motives in the two wheeler segment.
- To study the most preferred two wheeler in terms of technology and price.
- To study the most desirable two wheeler brand with respect to mileage and fuel consumption.
- To determine consumers preferences in terms of aesthetic value addition (inner value) in two wheeler segment.
- To study consumer awareness in the range of available products.
- To study the utility aspect of two-wheeler segment in consumers point of view.

**Research Methodology**

Data collection comprises of Primary data can be collected by observation, by interviews, by face to face questioning, by using questionnaire, when the needed data do not exist or are dated, inaccurate, incomplete, or unreliable. Secondary data collection Secondary data is collected by others already and the Researcher is using that information for his own research purpose. Secondary data can be collected from published reports, newspaper, websites, and journals, Publications of national and international organization. Here, in this research, Non-Probably convenient sampling method is used in order to get the survey results from the two wheeler owner through which we have to formulate the research result with the further processes of the research. This study was conducted in Coimbatore district. In Coimbatore district a sample of 150 respondents were chosen for data collection. It was observed at the end of the week (data collected) nearly 25 questionnaires were incomplete. They were deleted from actual population which gave a sample of 125 respondents in total and samples were taken from two wheeler owner.

**Analysis And Discussion**

Chi-Square Test

Table: 1 Frequency

Most preferred			
	Observed N	Expected N	Residual
Hero Honda	15	17.5	-2.5
TVs	19	17.5	1.5
Suzuki	17	17.5	-.5
Yamaha	19	17.5	1.5
Total	70		

Table: 2

Aesthetic value addition			
	Observed N	Expected N	Residual
Hero Honda	17	17.5	-.5
TVs	19	17.5	1.5
Suzuki	15	17.5	-2.5
Yamaha	19	17.5	1.5
Total	70		

**Hypothesis Of Chi Square**

H0 There is no impact of consumer behavior, most preferred, aesthetic value addition and consumer awareness and consumer preference on the two-wheeler. H1 There is an impact of consumer behavior, most preferred, aesthetic value addition and consumer awareness and consumer preference on the two-wheeler.

Table: 3

Test Statistics					
	Consumer behavior	Most preferred	Aesthetic value addition	Consumer awareness	Consumer preference
Chi-Square	5.543 <sup>a</sup>	.629 <sup>a</sup>	.629 <sup>a</sup>	7.829 <sup>a</sup>	2.343 <sup>a</sup>
Df	3	3	3	3	3
Asymp. Sig.	.136	.890	.890	.050	.504

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 17.5

Significance relation between the five parameters such as consumer behavior, most preferred aesthetic value addition and consumer awareness and consumer preference on the two-wheeler.

**Correlation Of Hypothesis**

H0 As the value of significance is 0.080 which is greater than 0.05 for consumer behavior and consumer preference, so the null hypothesis is accepted.H1 As the significance value is 0.080 there is a correlation between consumer behavior and consumer preference.

Table: 4

Correlations			
		Consumer behavior	Consumer preference
Consumer behavior	Pearson Correlation	1	.211
	Sig. (2-tailed)		.080
	N	70	70
Consumer preference	Pearson Correlation	.211	1
	Sig. (2-tailed)	.080	
	N	70	70

Since the value significance is 0.080 which is greater than 0.05 the parameters consumer behaviour and consumer preference are highly correlated.H0 As the value of significance is 0.000 which is greater than 0.05 for consumer awareness and consumer preference, so the null hypothesis is accepted.H1 As the significance value is 0.000 there is a correlation between consumer awareness and consumer preference.

Table: 5

Correlations			
		Consumer awareness	Consumer preference
Consumer awareness	Pearson Correlation	1	.478 <sup>**</sup>
	Sig. (2-tailed)		.000
	N	70	70
Consumer preference	Pearson Correlation	.478 <sup>**</sup>	1
	Sig. (2-tailed)	.000	
	N	70	70

Since the value significance is 0.000 which is greater than 0.05 the parameters consumer awareness and consumer preference are highly correlated.H0 As the value of significance is 0.186 which is greater than 0.05 for aesthetic value addition and consumer preference, so the null hypothesis is accepted.H1 As the significance value is 0.186 there is a correlation between aesthetic value addition and consumer preference.

Table: 6

Correlations			
		Aesthetic value addition	Consumer preference
Aesthetic value addition	Pearson Correlation	1	.160
	Sig. (2-tailed)		.186
	N	70	70
Consumer preference	Pearson Correlation	.160	1
	Sig. (2-tailed)	.186	
	N	70	70

Since the value significance is 0.186 which is greater than 0.05 the parameters aesthetic value addition and consumer preference are highly correlated.H0 As the value of significance is 0.792 which is greater than 0.05 for most preferred and consumer preference, so the null hypothesis is accepted.H1 As the significance value is 0.792 there is a correlation between most preferred and consumer preference

Table: 7

Correlations			
		Consumer preference	Most preferred
Consumer preference	Pearson Correlation	1	-.032
	Sig. (2-tailed)		.792
	N	70	70
Most preferred	Pearson Correlation	-.032	1
	Sig. (2-tailed)	.792	
	N	70	70

Since the value significance is 0.792 which is greater than 0.05 the parameters most preferred and consumer preference are highly correlated.

**Findings**

The two-wheeler market is available throughout India and therefore, overall study in the Indian geography is required to be conducted to bring out the overall consumer behaviour. The producers tries to copy the others products

so there is likely that consumer may not be able to differentiate the quality attributes and the price associated with the two-wheeler and therefore, exact phenomena is required to be studied further. The female segment forms much more important part of today's society and therefore, study is required to be conducted exclusively on female choices and preferences about two-wheeler product. As a society the urban area has more company outlets but the rural area is still neglected. Study can be conducted on the consumer behaviour of rural population and its impact on the two-wheeler industry so as to derive the marketing strategy for rural sector. The detailed and overall marketing study is required to be done for. Two-wheeler Industry on the marketing channels and distribution strategies required to be adopted by the companies for the sales growth.

**Suggestions**

Consider your budget and need first and then attributes of two-wheeler product such as fuel consumption, easy repair and availability of spares etc.Consider technology, safety and comfort aspects before buying. Suggestions to the manufacturer: Manufacturers have to make an effort to keep consumers aware of two-wheelers product developments. Manufacturers should have good research and development strategy.

**Conclusion**

This study has revealed that the range of products manufactured. By the producers of the two-wheelers segment are satisfactory. The consumer while deciding about buying a two-wheeler product sees his need, purchasing power and the price of the two-wheeler product. It is interesting to note that the consumer likes costly bike because many of the features of their likings are found in those costly bikes even though the consumers may not have the purchasing power to buy it. Value addition and the Aesthetic values attract more consumers in the two wheelers segment. Therefore, the manufacturer is required to give a constant research look in the design of two-wheeler product to attract more consumers. The study has revealed the most favoured brands as Hero-Honda, Bajaj and TVS respectively in the two-wheelers segment. It was found that consumer prefer two-wheeler because of its utility, easy handling in the heavy rough traffic. In general, it is also revealed that the two-wheeler market has three major players firstly; it is led. By the Hero-Honda followed by Bajaj and then TVS Motors Ltd. More players like Suzuki, Yamaha and LML are also trying to compete with them by bringing new range of products in this two-wheeler bike segment.

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