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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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A STUDY ON FACTOR INFLUENCING OF THE CONSUMER BUYING BEHAVIOR OF TWO WHEELER MOTOR CYCLES - WITH REFERENCE TO CHITTOOR DISTRICT, ANDHRA PRADESH

DELLI KUMAR. KOTI
RESEARCH SCHOLAR

DEPARTMENT OF MANAGEMENT STUDIES
SVU COLLEGE OF COMMERCE MANAGEMENT & COMPUTER SCIENCES
S. V. UNIVERSITY
TIRUPATI

DR. P. BALAJI PRASAD
VICE PRINCIPAL & RESEARCH SUPERVISOR
DEPARTMENT OF MANAGEMENT STUDIES
SVU COLLEGE OF COMMERCE MANAGEMENT AND COMPUTER SCIENCES
S.V. UNIVERSITY
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ABSTRACT

This study is based to identify the factors that influence the buying behavior of two wheelers in Chittoor district in Andhra Pradesh. To empirically prove that there are factors influence in a purchase decision for two wheelers; mean and standard deviation has been used in this study. In the last five years, the Indian two wheeler industry has seen spectacular growth as majority of Indians especially youngsters prefer these as most convenient means of transport. The objective of two wheeler industry is to sustain market share through satisfying customer needs and expectations. The manufacturers therefore, have to understand the real needs, wants, belief and attitude of customer towards the product and after sales service. A strong understanding of consumer buying behavior is required for sustenance and growth of the business. To get a first hand input I have taken response of customers (actual & potential two wheeler buyers) in the questionnaire. The analysis of data was done using chi-square test and ANOVA. I am hopeful the present study will positively contribute to two wheeler industry to understand the attributes of the product that customer expect from the company.

KEYWORDS

customer satisfaction, factor influencing, consumer buying behavior, two wheeler motorcycles.

INTRODUCTION

The two wheeler industry in India is one of the largest in the world and one of the fastest growing globally. India is the second largest producer of the two-wheelers. The two wheeler segments contribute the largest volume amongst all the segments in automobile industry. The country stands next to China and Japan in terms of production and sales respectively. The industry is growing at 30 % annually. It consists of three segments viz. scooters, motorcycles and moped. Majority of Indians, especially the youngsters prefer motorbikes rather than cars. Capturing a large share in the two-wheeler industry, bikes and scooters cover a major segment. Bikes are considered to be the favorite among the youth generation, as they help in easy commutation. The field of consumer buying behaviour studies how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Understanding consumer behaviour and "knowing customers" is never simple. Customer may say one but do another. They may not be in touch with their deeper motivations. They may respond to influences that change their mind at the last minute. The study of consumer behaviour is the study of how individuals make decision to spend their available resources (time, money efforts) on consumption related items. It includes the study of what they buy, why they buy it, when they buy it, where they buy it, how often they use it, and how often they use it.

REVIEW OF LITERATURE

Strebel, J., K. O'Donnell, and J.G Myers (2004), proposes that the probability of making a decision is significantly lower when consumers are frustrated with the pace of technological change. 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. R. Amsaveni, R. Kokila (2014) An organization should place emphasis on introducing new model in the society and manufacture vehicles that give a good mileage. 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. Laldinliana (2012), The prominence of promotion effort made by the marketers/ Producers of these durable products is captured by the ranking of choicest buying factors, especially so with two wheelers as seen from the responses of more than a third of the household sample, pointing out promotion to be the main factor influencing their purchase. Soni and Soni (2012) found that friends and spouses play a major role while making a purchase decision regarding the purchase of a two wheeler. (Syed Arish Abbas, 2012) The consumers buying behaviour towards motorcycles is affected by host of variables

OBJECTIVES OF THE STUDY

1. To identify the consumer's choice of preference while purchasing the two wheelers in the study area.
2. To know the customer satisfaction and factors influencing the customers while purchasing a two wheeler.

RESEARCH METHODOLOGY

RESEARCH DESIGN AND SOURCES OF DATA

The study is descriptive in nature. It is based on both primary and secondary data. The primary data was collected by using a well structured questionnaire from 200 respondents residing in and around Chittoor district only, by using the convenience random sampling method. Secondary data were collected from books, journals, magazines and from websites.

TOOLS USED FOR ANALYSIS

The collected data were processed with the help of SPSS, Chi-Square Tests & ANOVA.

ANALYSIS AND INTERPRETATIONS

In this study, a number of statistical techniques like Mean and Standard deviation have been used in order to study the objectives.

TABLE 1: ONE-SAMPLE STATISTICS

	N	Mean	Std. Deviation	Std. Error Mean
Colleagues	200	3.01	1.408	.057
Friends	200	2.94	1.414	.058
Family members	200	3.08	1.374	.056
Advertisement on Television	200	3.05	1.436	.059
Advertisement on Newspaper	200	3.02	1.416	.058
Promotional offers	200	2.01	1.377	.056
Employer giving financial benefit	200	2.90	1.398	.057

Descriptive statistics for the factors involved in influencing the purchase decision of an individual have provided characteristics of the respondents. The respondent's estimations indicate that there is influence of Colleagues is prominent as the mean value is "3.01" and the standard deviation is "1.408". The respondent's estimations indicate that there is less influence of Friends as the mean value is "2.94" and the standard deviation is "1.414". The respondent's estimations indicate that there is influence of Family members is prominent as the mean value is "3.08" and the standard deviation is "1.374". The respondent's estimations indicate that there is influence of Advertisement on Television is noticeable as the mean value is "3.05" and the standard deviation is "1.436". The respondent's estimations indicate that there is influence of Advertisement on Newspaper is slightly less than Tv with mean value of "3.02" and the standard deviation is "1.416". The respondent's estimations indicate that there is very less influence of Promotional offers as the mean value is "2.01" and the standard deviation is "1.377". The respondent's estimations indicate that there is influence of Employer giving financial benefit is prominent enough as indicated by the mean value is "2.90" and the standard deviation is "1.398". The ranges falling above 3 are good as most of the respondents in the data have voted for Neither agree nor disagree, Agree, strongly agree.

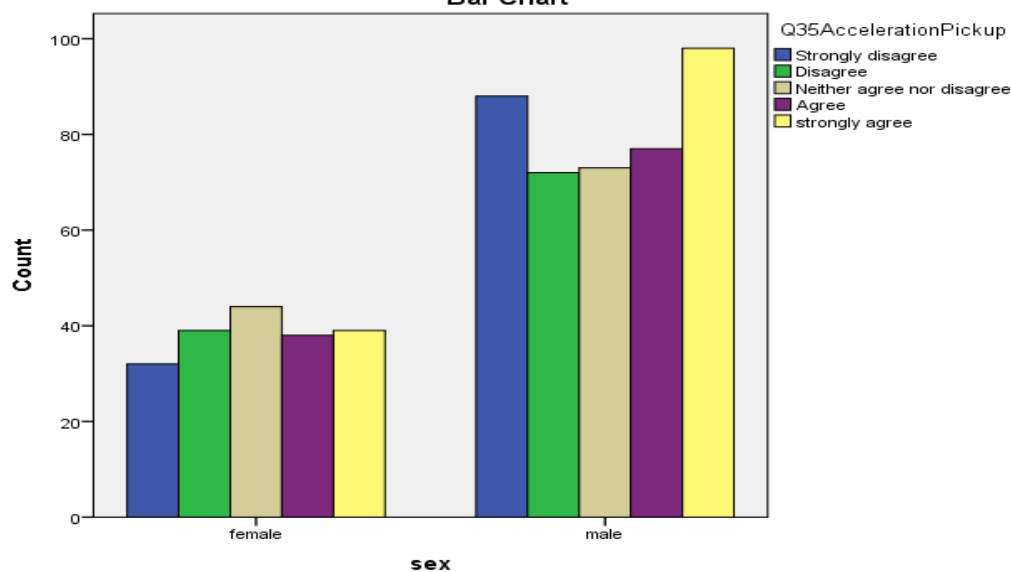
HYPOTHESIS 1

The selection of motorcycle based on performance and style is not biased.

TABLE 2: SEX * ACCELERATION PICKUP CROSS TABULATION

		Acceleration Pickup					Total
		Strongly disagree	Disagree	Neither agree nor disagree	Agree	strongly agree	
Sex	female	11	13	14	12	14	64
	Male	31	22	24	27	32	136
Total		42	35	38	39	46	200

The influence of Acceleration pickup is prominent as the estimated data collected from the respondents have been shown that around 42% of the customers agree to it and 19% of the customers have taken a neutral stance regarding the influence of the colleagues in buying of the motorcycle.

CHART 1**Bar Chart****TABLE 3: SEX * BODY STYLING OF MOTOR VEHICLE CROSS TABULATION**

		Body Styling of motor vehicle					Total
		Strongly disagree	Disagree	Neither agree nor disagree	Agree	strongly agree	
Sex	female	14	11	14	13	12	64
	Male	24	28	33	25	26	136
Total		38	39	47	38	38	200

The influence of Body Styling of motor vehicle is prominent as the estimated data collected from the respondents have been shown that around 37% of the customers agree to it and 23% of the customers have taken a neutral stance regarding the influence of the colleagues in buying of the motorcycle.

CHART 2

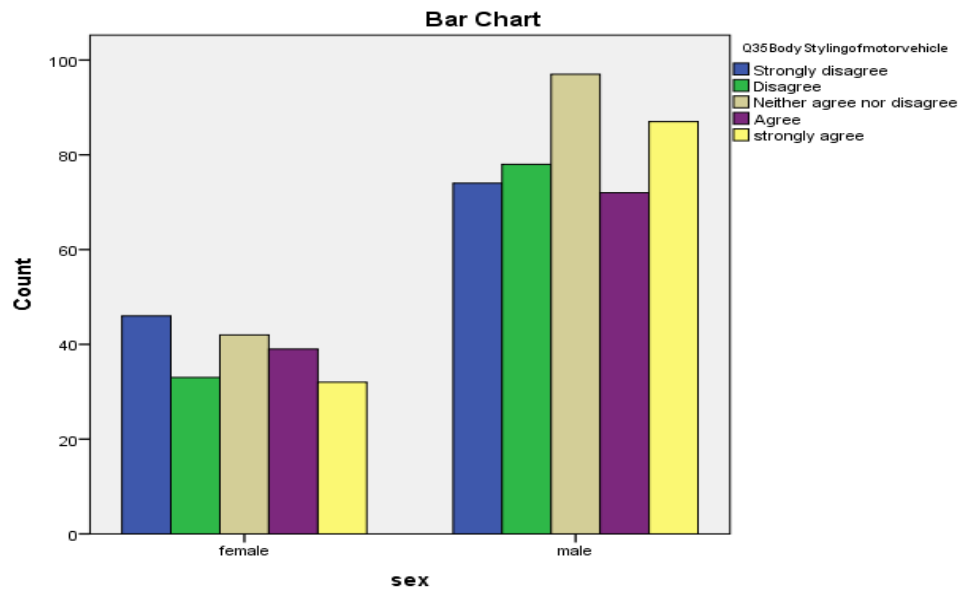


TABLE 4: ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
Body Styling of motor vehicle	B/w Groups	167.050	8	6.682	3.794	.000
	W/in Groups	1010.943	191	1.761		
	Total	1177.993	199			
Performance	B/w Groups	8.992	8	.360	.852	.674
	W/in Groups	242.286	191	.422		
	Total	251.278	199			

HYPOTHESIS 2

The selection of motorcycle based on colour, Engine Performance and fuel economy is biased.

TABLE 5: SEX *COLOUR CROSS TABULATION

		Colour					Total
		Strongly disagree	Disagree	Neither agree nor disagree	Agree	strongly agree	
Sex	female	2	6	11	25	20	64
	Male	5	7	23	54	47	136
Total		7	13	34	79	67	200

The influence of colour is prominent as the estimated data collected from the respondents have been shown that around 70% of female and 74% of male customers agree to it and 17% of the customers have taken a neutral stance regarding the influence of the colleagues in buying of the Motorcycle.

CHART 3

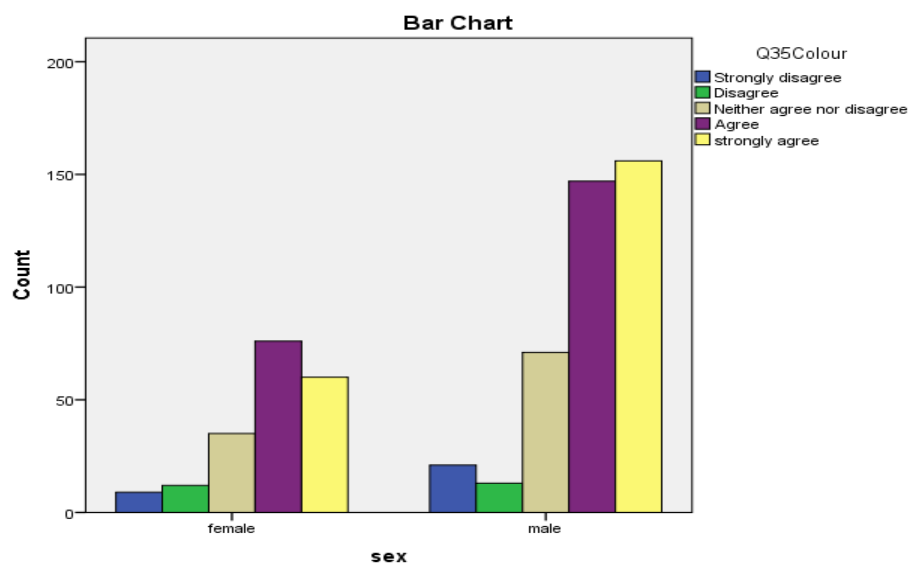


TABLE 6: SEX * ENGINE PERFORMANCE CROSS TABULATION

		Engine Performance					Total
		Strongly disagree	Disagree	Neither agree nor disagree	Agree	strongly agree	
Sex	female	6	2	16	18	22	64
	Male	13	19	26	44	34	136
Total		19	21	42	62	56	200

The influence of Engine performance is prominent as the estimated data collected from the respondents have been shown that around 68% of the customers agree to it and 18% of the customers have taken a neutral stance regarding the influence of the colleagues in buying of the motorcycle.

CHART 4

Bar Chart

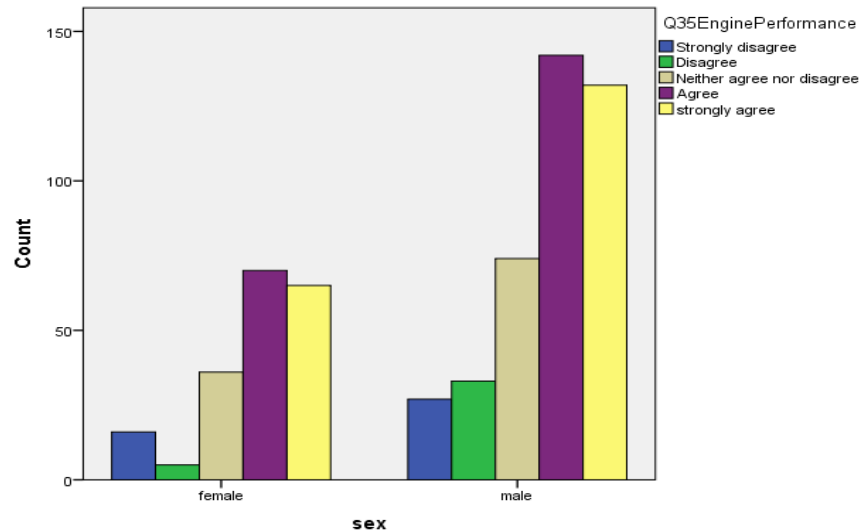


TABLE 7: SEX * FUEL ECONOMY CROSS TABULATION

		Fuel Economy					Total
		Strongly disagree	Disagree	Neither agree nor disagree	Agree	strongly agree	
Sex	female	8	5	9	24	18	64
	Male	17	16	25	34	44	136
Total		25	21	34	58	62	200

The influence of Fuel Economy is prominent as the estimated data collected from the respondents have been shown that around 67% of the customers agree to it and 20% of the customers have taken a neutral stance regarding the influence of the colleagues in buying of the motorcycle.

TABLE 6: CHI-SQUARE TESTS

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.557 ^a	4	.235
Likelihood Ratio	5.610	4	.230
Linear-by-Linear Association	1.755	1	.185
N of Valid Cases	200		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.64.

These results indicate that there is no statistically significant relationship between the variables (chi-square with two degrees of freedom = 5.557, $p = 0.235$). The variables are independent of each other.

CHART 5

Bar Chart

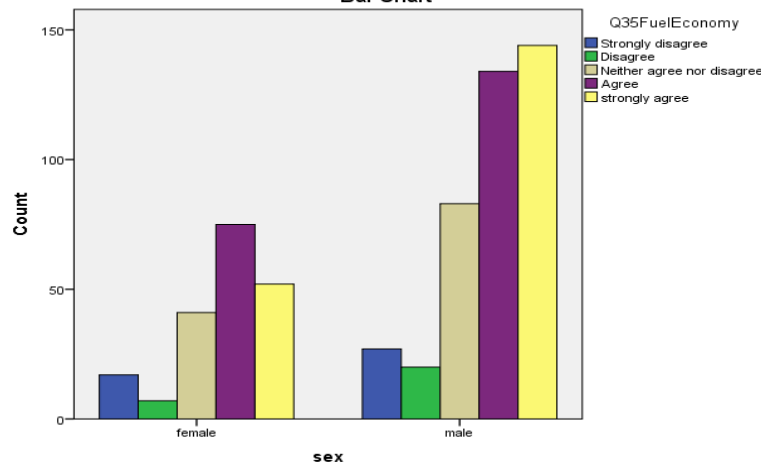


TABLE 7: ANOVA

		Sum of Sq	Df	Mean Sq	F	Sig.
Fuel Economy	B/w Groups	86.498	8	3.460	2.774	.000
	W/in Groups	715.842	191	1.247		
	Total	802.340	199			
Colour	B/w Groups	78.342	8	3.134	2.938	.000
	W/in Groups	612.158	191	1.066		
	Total	690.500	199			
Engine Performance	B/w Groups	31.997	8	1.280	.929	.565
	W/in Groups	790.796	191	1.378		
	Total	822.793	199			

SUGGESTIONS AND CONCLUSION

Customers should be provided with better sales follow up, more service centers should be opened and companies can introduce new and special discount schemes for students. The result shows that the Factors influencing the consumer buying behavior of two wheelers in Chittor district. It was found that region have strong influence on Better look & style, Good mileage, Pickup and speed, after sales service, Price and new models of consumer buying behaviours. When making a two wheeler purchase decision, the personal factors and product characteristics are important for consumers in the region. It can be concluded that our analysis provides important insight on the consumers' two wheeler users. Their two-wheeler purchases are driven by different factors such as after sales and service, Price and new models, etc. "Specifically satisfaction from the product of today will create a favorable confidence in future.

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