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# A STUDY ON PRE-PURCHASE BEHAVIOR OF TWO WHEELER MOTORCYCLE USERS IN NELLORE DISTRICT, ANDHRA PRADESH, INDIA

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## ABSTRACT

Marketing is possibly the most important activity a business can partake in. Even the most brilliant products and services won't survive without marketing efforts. The marketing umbrella covers many different fields, from advertising to public relations to promotions to sales. Marketing combines all of these fields in order to introduce product or service to potential customers. If you're not using the channels in the best way, your potential customers won't know about your product or service. India is the second largest producer of two wheelers in the world. It stands next only to Japan in terms of number of two-wheelers produced, with the entry of multinational players the competition in the two wheeler segment is increasing. As a result customers are getting a wider choice of brands at different price slots and at high standards of quality. Under this scenario this study explores individual consumer buying dynamics and consumer buying behavior of motorcycle users and allows the marketers to gain insights into why individuals act in certain consumption related ways and with learning what internal and external influences compel them to act as they do. It will be helpful to producers to design and redesign marketing strategies to influence consumption decision of buyer. The present paper is undertaken to study the influence of pre-purchase behavioral factors of the motorcycle users and their responses to understand the perceptions about time elapsed between conceiving of idea and realization of it, demographic factors influence over it, and different sources of information pursued by the customer before making the purchase. Analytical study was carried out by using a questionnaire and the collected data were analyzed by using percentage, chi-square tests.

## KEYWORDS

Buying Behavior, Motivating factors, Purchase decision, Consumer psychology, Chi-square.

## INTRODUCTION

Consumer psychology studies how things like thoughts, culture and motivations impact how and why people buy products and services. Consumer psychology is a specialty area that studies how our thoughts, beliefs, feelings and perceptions influence how people buy and relate to goods and services. One formal definition of the field describes it as "the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society". Consumer behavior is useful in how consumers choose businesses, products and services, The thought processes and emotions behind consumer decisions, How environmental variables such as friends, family, media and culture influence buying decisions, What motivates people to choose one product over another, How personal factors and individual difference affect people's buying choices, What marketers can do to effectively reach out to their target customers. Under this scenario understanding the consumer buying behavior of motorcycle users allows the marketers to gain insights into why individuals act in certain consumption related ways and with learning what internal and external influences compel them to act as they do. So the study of consumer buying behavior of motorcycles users will be helpful to producers to design and redesign marketing strategies to influence consumption decision of buyer. At the same time it will be very useful to customers while making their purchase decision. The study of buying behavior of motor cycle users is felt relevant in today's changing market environment of two-wheelers.

## PRE-PURCHASE BEHAVIOR

It has been set as one of the objectives of this study to examine the relative importance of the information sources used by the consumer; were collected from the users of motor cycle in the district. In addition to the above, the influence of demographic variables over the time gap between contemplation of buying and actual buying of motorcycle is also undertaken.

The variables selected are:

- Time gap between intention and actual purchase
- Type of Information sources explored by the customer before making purchase.

The above mentioned variables are in one way or the other, are relevant to all consumers irrespective of the place of purchase. So the focus in this article will be to find out the cross relationships between these variables.

## REVIEW OF LITERATURE

The review of literature available on the consumer buyer behavior of two wheeler automobiles with main emphasis on motor bikes was carried out.

Lambert (1972)<sup>1</sup> conducted a study to test whether behavioral differences existed among consumers who selected items priced differently within the same product. The products chosen for the study were tape recorders, portable stereos, molded luggage, tooth paste, coffee, suntan lotion, and tennis rackets. The

findings revealed that persons who chose the high priced items perceived large quality variation within the product category and saw the consequences of a poor choice as being undesirable. They were confident that quality was related to price and saw themselves as good judges of product quality. Their perceived experience in purchasing the product was often high and they thought brand choice was likely to affect other people's social judgment of them.

**Bogart and Lehman** (1973)<sup>2</sup>, in their psychological study of unaided brand recall by female household head, examined some factors related to brand recall. Their findings indicted that brand recall was a complex and dynamic process.

**Healy Overholser and Associates** (1975)<sup>3</sup> are examples of commercial studies carried out in order to supply information to marketers considering the relative influence of husbands and wives in family decision making, the results showed that husbands go on 39% of shopping trips 15% alone and 24% with their wives, and that brands for which there was a consensus were more likely to be purchased.

**O'Brien** (1987)<sup>4</sup> examined in his study four factors namely demographic, personality, sources of message, and product class and their effect on information handling. The products chosen for the study were cars and breakfast. It was found that the factors had varying effects on information handling; search initiation had no effect which suggested that substantial number of consumers failed to engage in extensive search prior to purchase. But unlike previous search, his study focused on incentives for information seeking for a given product, how much would a utility maximizing consumer with a given preference gain from search.

**Duncan and Olshavslay** (1992)<sup>5</sup> In a survey of 164 recent purchases of two wheelers showed that consumer beliefs about the market place and about their capabilities as consumer accounted for 50 percent of the variance in extent of external search. The types of brand (domestic, foreign, or local) considered by a consumer were found to be significantly related to the belief. The main objective of this research was to study the degree of relationship between market place related beliefs and pre-purchase external information search behavior. The extent of external search for information exhibited by consumers prior to purchase typically had been found to be very limited. In some cases little or no external search occurred.

**Sekar.S** (1995)<sup>6</sup> studied the "consumer values in product consumption patterns", among the consumers in the city of Chennai, the consumers for the purpose of the study were classified into 'higher income', 'middle income' and 'lower income' groups. the results revealed that the product consumption patterns of lower income group of consumers appeared to be more influenced by their "physical value" while that of the middle income group was more influenced by their epistemic value and that of higher Income consumers were influenced by their "social values", hence the author concluded that the product consumption patterns of the three income groups differed to their value orientation.

## IMPORTANCE OF THE STUDY

The trends of liberalization, privatization and globalization had given a high impetus to the automobile industry and in specific to the motor bike industry. A few decades ago there were only few motor bike manufacturers and models, today there are a dozen manufacturers and a few dozen motor bike models in the country. The situation is rich for a consumer to make a choice of the bike and at the same time there is difficulty with a large number of choices. In this context a study of buying behavior of motor cycle users would be relevant in throwing light upon the various dimensions of purchase behavior and motor cycle industry. In a fierce competitive market, analysis of factors that influence purchase decisions are pre-requisite for the manufacturers of two wheeler automobiles, because it enables them to have an understanding of the current and future trends of two wheeler purchasers especially motor bike users and to match supply with the changing pattern of demand. It can also help the marketers of motor bikes based on consumer behavior to formulate marketing strategies regarding their product positioning and targeting.

## STATEMENT OF THE PROBLEM

Due to the stiff competition in the two wheeler segment customers have a wider choice in terms of number of brands, models and features at different price slots, and all these transformed the expectations of the customers. Now the customers are expecting the manufacturers to provide the products as per their tastes, preferences, habits, and lifestyles. The study of pre purchase behavior of motorcycle users is more appropriate to today's marketing environment because customers are more conscious and particular about the products and services they want to have. If the firm/marketer fails to understand what their customers want, the products launched by the firm will be rejected in the market. In order to improve the new product success rate and to ensure customer acceptance one has to make an effort to learn everything what one could about their prospective customers regarding their needs, preferences, changing lifestyles, income levels and their purchasing patterns.

## OBJECTIVES OF THE STUDY

1. To ascertain the time gap between intention (contemplation) to buy and actual purchase of motor cycle by the customers.
2. To analyze the demographic factors influence over the time gap between intention to buy and actual purchase of motor cycle.
3. To study and evaluate the different sources of information used by the customers and their role in the purchase decision.

## HYPOTHESES

1. There is no significant difference among various advertisements which are as source of information in the purchase decision.
2. There is no significant difference of demographic factors influence over the time gap of contemplation of buying and actual buying of motorcycle.

## RESEARCH METHODOLOGY

The study is descriptive in nature. The researcher used a structured schedule to collect data from the respondents. Convenience sampling method is used.

### SAMPLING DESIGN AND STATISTICAL TOOLS

The study was confined to Nellore District in Andhra Pradesh. The sample consists of 252 customers, Convenience sampling was used. The study was conducted during the month of May-July 2013. The collected data were tabulated and analyzed by using percentage, chi-square test and ANOVA.

### SCOPE OF THE STUDY

The present study mainly focused in the area of demographic factors influence over the time gap between conceiving of the idea to purchase a vehicle and actual purchase of the vehicle, type of information sources used by the respondents to know about the product before they purchase. And how many brands did they considered before purchase of the vehicle.

## DATA ANALYSIS AND INTERPRETATION

The data collected from the respondents were systematically analyzed and presented

Influence of the demographic factors over the purchase decision of the consumers is presented, and most influencing attributes of the motorcycle over the purchase decision of customer are analyzed.



TABLE NO. 01: DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Age of Respondents	Percentage	Education	Percentage	Occupation	Percentage
Below—26	27.8	Up to tenth	10.70	Student	19.0
26---35	40.5	Intermediate	16.67	Business	22.2
36---45	20.2	Degree	35.31	Private employee	46.8
Above 45	11.5	Post Graduation	28.57	Government employee	7.1
<b>Total</b>	<b>100.0</b>	Others	8.70	Agriculture	2.0
		<b>Total</b>	<b>100.0</b>	Professional	2.8
				<b>Total</b>	<b>100.0</b>
Gender	percentage	Income (Rs/month)	Percentage	Marital Status	Percentage
Male	98.0	Below-- 10,000	21.0	Married	57.9
Female	2.0	10,001--20,000	35.3	Unmarried	42.1
<b>Total</b>	<b>100.0</b>	20,001--30,000	22.2	<b>Total</b>	<b>100.0</b>
		Above 30,000	2.4		
		No income	19.0		
		<b>Total</b>	<b>100.0</b>		

(Source: Primary data)

From the above table.01 it is observed that there are 60.7% of the respondents between 26-45 years old. 63.88% of the respondents are graduates, 27.37% are under graduates. 46.8 % of the respondent are private employees, and 22.2% are business people. 57.5% of the respondents' income is between Rs 10,000 to 30,000. 47.9% respondents are married and remaining is unmarried. 98% of the respondents are male.

**TIME GAP BETWEEN INTENTION TO BUY AND ACTUAL PURCHASE**

Consumers delay a purchase decision because

- They are too busy.
- Do not like shopping.
- Fear of making wrong decisions.
- Price may decrease or better item may be available.
- Social risk (not meeting approval of society).

In addition to the above factors the customer have to consider various other factors while purchasing a motorcycle namely selection of dealer, taking the advantage of discount facility, choice of model, wait for auspicious day, mode of payment i.e. to buy in cash or credit or hire purchase etc.

The time taken by the consumer from the time he/she first thought of purchasing a product to actual purchase is an important issue. In other words it can be said that it is the 'gestation' period between need recognition and actual purchase. The first step in any type of consumer decision process is problem recognition. This occurs when an individual perceives a difference between an ideal and actual state of affairs at any given point of time. When it occurs, the human system is energized, and goals orientation starts. Seemingly unrelated activities now become organized to satisfy this state of arousal. In other words it can be said that, the system is turned on and activated to engage in purposeful activity. So it is at this stage that the consumer starts thinking of purchasing a product, this is called contemplation. The following table highlights the time gap between contemplation and actual purchase.

TABLE NO. 02: TIME GAP BETWEEN CONTEMPLATION AND ACTUAL PURCHASE

Time gap	No.of Respondents	Percentage
Up to one month	133	52.11
1--3 months	89	35.31
4--6 months	19	7.43
More than 6 months	11	4.35
<b>Total</b>	<b>252</b>	<b>100.00</b>

(Source: Primary data)

From the above table- 02 It is clear that 133(52.11) respondents took up to a month time to purchase the motorcycle from the time of contemplation, 89(35.31) respondents took 1 to 3 months time to purchase the motorcycle from the time of contemplation, 19 (7.43) respondents took 4 to 6 months time, and 11(4.35) respondents took more than six months time.

**INFLUENCE OF DEMOGRAPHIC FACTORS OVER TIME GAP BETWEEN CONTEMPLATION AND ACTUAL PURCHASE**

An analysis to find out whether there is significant relation in the time taken between contemplation of buying and actual buying with various demographic factors are attempted, to find out whether the association is present, if present to know how strong it is. The frequency distribution of demographic factors of the respondents and time gap between contemplation and actual purchase are given in the following tables.

TABLE NO. 03: COMPARISON OF AGE GROUP WITH TIME GAP BETWEEN INTENTION TO BUY AND ACTUAL PURCHASE

(Figures in brackets indicates column wise percentages)

		Time Gap				
		Up to one month	1-3 months	4-6 months	More than 6 months	Total
Age group	Below 26	20 (15.04)	37 (41.57)	9 (47.37)	4 (36.36)	70 (27.78)
	26—35	61 (45.86)	31 (34.83)	7 (36.84)	3 (27.27)	102 (40.48)
	36—45	37 (27.82)	11 (12.36)	3 (15.79)	0 (0.00)	51 (20.24)
	above 45	15 (11.28)	10 (11.24)	0 (0.00)	4 (36.36)	29 (11.51)
Total		133 (100)	89 (100)	19 (100)	11 (100)	252 (100)

(Source: Primary data)

It is clear from the table.03, that 133 users took up to one month time to purchase a new vehicle out of this 61(45.86) respondents are in the age group of 26-35 years, and 37(27.82) respondents are in the age group of 36-45 years. Of the 89 respondents took one to three months time to purchase the vehicle, 37(41.57) and 31(34.83) are in the age group of below 26 and 26-35 years respectively. 19 respondents took four to six months time, and only 11 respondents took more than six months time.

**TABLE NO. 04: COMPARISON OF OCCUPATION WITH TIME GAP BETWEEN INTENTION TO BUY AND ACTUAL PURCHASE**

(Figures in brackets indicates column wise percentages)

		Time-gap				
		Up to 1 month	1-3 months	4-6 months	More than 6 months	Total
Occupation	Student	15 (11.28)	29 (32.58)	2 (10.53)	2 (18.18)	48 (19.05)
	Business	33 (24.81)	14 (15.73)	2 (10.53)	7 (63.64)	56 (22.22)
	Private employee	69 (51.88)	36 (40.45)	12 (63.16)	1 (9.09)	118 (46.8)
	Govt. Employee	7 (5.26)	10 (11.24)	0 (0.00)	1 (9.09)	18 (7.14)
	Agriculture	2 (1.50)	0 (0.00)	3 (15.79)	0 (0.00)	5 (1.98)
	Professional	7 (5.26)	0 (0.00)	0 (0.00)	0 (0.00)	7 (2.78)
Total		133 (100)	89 (100)	19 (100)	11 (100)	252 (100)

(Source: Primary data)

Out of 133 respondents who took up to one month time, 69 (51.88) and 33 (24.81) respondents are in the category of Private employees and Business respectively. Out of 89 respondents who took one to three months time gap, 36 (40.45) and 29 (32.58) respondents are in the category of Private employees and Students respectively. Out of 19 respondents who took four to six months time gap 12(63.16) respondents are private employees.

From the above analysis it can be inferred that Private employees and business people are taking less time i.e. up to one month and a maximum of three months time gap for purchasing the motorcycle.

**REASONS FOR TIME GAP BETWEEN CONTEMPLATION OF PURCHASE AND ACTUAL PURCHASE**

Generally people take little time to purchase the desired product from the point of time of intention to purchase and actual purchase, the reasons could be many. It is very important for the marketer to know these reasons; if the marketer knows these reasons well in advance then the marketers can change the things in favor of the consumer in order to make the consumer purchase the product without losing the consumer for competitors. Here, the respondents were asked to mention the reasons for the time gap between intention to buy and actual purchase. Also the respondents were given various options to select one or more of the reasons for delay, namely financial problem, waited for special occasion, Model not available, color not available and other reasons. The results were tabulated and presented in the following table.

**TABLE NO. 05: REASONS FOR TIME GAP**

Reasons for time gap	No.of.Respondents	Percentage
Financial problem	62	24.6
Waited for special occasion	60	23.8
Model not available	48	19.04
Color not available	32	12.69
Others	50	19.84
<b>Total</b>	<b>252</b>	<b>100.0</b>

(Source: Primary data)

From the above table.05, it is evident that prima facie the respondents scattered around all reasons. 62(24.6) respondents said that they postponed the purchase due to financial problems. 60(23.8), 48(19.04) and 32(12.69) respondents said that they waited for special occasion, model not available, and color not available are the reasons for time gap respectively. And 50(19.84) respondents said other reasons.

**TABLE NO. 06: COMPARISON OF AGE GROUP WITH THE REASONS FOR TIME GAP BETWEEN INTENTION TO BUY AND ACTUAL PURCHASE**

(Figures in brackets indicates column wise percentages)

		Reasons for time gap					Total
		Financial problem	Waited for special occasion	Model not available	Color not available	Others	
Age group	Below 26	29(46.77)	8(13.33)	9(18.75)	18(56.26)	6(12.0)	70(27.78)
	26--35	4(6.45)	24(40.00)	31(64.58)	12(37.50)	31(62.0)	102(40.48)
	36--45	13(20.97)	19(31.67)	8(16.67)	1(3.13)	10(20.0)	51(20.24)
	Above 45	16(26.81)	9(15.0)	0(0.00)	1(3.13)	3(6.0)	29(11.51)
Total		62(100)	60(100)	48(100)	32(100)	50(100)	262(100)
Chi square cal 187.48, Dof = 12 , P-value = 0.0000*							

(Source: Primary data)

From the table.06, it is observed that out of 102(40.48) users who are in the age group of 26-35 years, 31(64.58), 24(40.00) and 31(62.0) respondents said that they waited for non availability of the required model, special occasion and for other reasons respectively. Out of the 70(27.78) users who are in the age group of below 26 years, 29(46.77), and 18(56.26) respondents said that they waited for non availability of finance and required color respectively. Out of 51(20.24) users who are in the age group of 36-45 years, 19(31.67) respondents said that they waited for special occasion. Out of 29(11.51) users of above 45 years age group said that they waited because of financial problems.

**Inference.1a:** From the chi-square test, it is evident that age has impact over the time gap, the age group and reasons for time gap has a significant impact ( $P=0.000$ ) at 0.05 level with 12 degrees of freedom.

TABLE NO. 07: COMPARISON OF OCCUPATION WITH REASONS FOR TIME GAP

(Figures in brackets indicates column wise percentages)

Occupation	Occupation	Reasons for time gap					Total
		Financial problem	Waited for special occasion	Model not available	Color not available	Others	
	Student	22 (35.48)	0 (0.00)	8 (16.67)	13 (40.63)	5 (10.0)	48 (19.05)
	Business	3 (4.84)	28 (46.67)	12 (25.00)	10 (31.25)	3 (6.00)	56 (22.22)
	Private employ	24 (38.71)	23 (38.33)	22 (45.83)	9 (28.13)	40 (80.0)	118 (46.83)
	Govt. Employ	6 (9.68)	7 (11.67)	3 (6.25)	0 (0.00)	2 (4.0)	18 (7.14)
	Agriculture	0 (0.00)	2 (3.33)	3 (6.25)	0 (0.00)	0 (0.00)	5 (1.98)
	Professional	7 (11.29)	0 (0.00)	0 (0.00)	0 (0.00)	0 (0.00)	7 (2.78)
	Total	62 (100)	60 (100)	48 (100)	32 (100)	50 (100)	252 (100)

Chi square cal = 112.678, Dof= 20, P-value = 0.000\*

(Source: Primary data)

From the below table: 07, it is seen that 48(19.05) percent users are students, 56(22.22) percent users are business men, 118(46.83) percent users are private employees, 18(7.14) percent users are government employees, 5(1.96) percent users are agriculturists and 7(2.78) percent users are professionals, expressed their reasons for time gap. Out of which private employees and business people gave high percentage for the reasons financial problem, waited for special occasion and non availability of model. Whereas business people said that they waited for a special occasion. Students said that they waited because of financial problems.

**Inference.1b:** There exists a significant relationship between respondents occupation and reasons for time gap at 0.05 levels with 20 degrees of freedom with  $p=0.000$ .

#### SOURCES OF INFORMATION

There are various sources of information about the products to the buyers, but it is very important for the manufacturer to know which media of information that the consumer is accustomed and is regularly using. Which media is more powerful and used by the consumer? If the producer/marketer knows this information then the marketer can accordingly make/ amend the present and future promotional campaigns which best suits to the target customer. Hence, this study is focused on this aspect.

There are various means of promotional campaigns upon which the data was solicited, namely press advertisement, outdoor advertisement, electronic advertisement, direct advertisement and word of mouth.

TABLE NO. 08: SOURCES OF INFORMATION

Sl. No	Source of Information	No.of.Respondents	percentage
1	Press Advertisement	216	24.18
2	Out Door Advertisement	182	20.38
3	Electronic Media Advertisement	181	20.28
4	Direct Advertisement	101	11.31
5	Word of Mouth	213	23.85
	Total	893	100.0

(Source: primary data)

From the above table:08, it is observed that the respondents gave multiple responses to the options given in the schedule, altogether there were 893 responses received relating to the sources of information through which they came to know about the motorcycle. The study revealed that 216(24.18) respondents received information about the product through press advertisement. And 213(23.85) respondents used Word of Mouth advertisement as a means to get the required information about the product, 182(20.38), 181(20.28) and 101(11.31) respondents used Out Door advertisement, Electronic media advertisement and Direct advertisement respectively to get information about the product.

The study also focused on exact means through which the consumer came to know about the product, the above categories were further classified based on the type of media they used to get the information about their product, the following tables deals about them.

TABLE NO. 09: PRESS ADVERTISEMENT

Press Advertisement	No.of.Respondents	Percentage
Newspaper	142	56.3
Magazines	46	18.3
Journals	15	6.0
Newspapers & magazines	13	5.2
Respondents	216	85.7
Non respondents	36	14.3
Total	252	100.0

(Source: primary data)

From the above table 09, it is observed that under the press advertisement category, News paper received highest responses of 142 (56.3) out of the 216 responses who responded to the question. The next highest attention is received for magazines 46 (18.3) responses, and 15 (6.0) and 13 (5.2) respondents said that they came to know about the product through journals and newspapers & magazines respectively. And 36 (14.3) respondents did not respond to this question at all. From this we can infer that News paper is the most important and widely used advertisement media.

TABLE NO. 10: OUTDOOR ADVERTISEMENTS

Outdoor Advertisement	No.of.Respondents	Percentage
Posters	38	15.1
Boards	33	13.1
Displays	54	21.4
Exhibition	29	11.5
Demonstration	13	5.2
Boards & posters	1	0.4
Boards & displays	2	0.8
Boards & exhibitions	1	0.4
Boards & demonstrations	2	0.8
Displays & demonstrations	9	3.6
<b>Respondents</b>	<b>182</b>	<b>72.2</b>
Non respondents	70	27.8
<b>Total</b>	<b>252</b>	<b>100.0</b>

(Source: primary data)

From the above table: 10, it is clear that in the Outdoor advertisement category, 54 (21.4) respondents favored show room displays; hence Displays play a prominent role in disseminating information about the product. The next most important outdoor media is posters, 38 (15.1) respondents favored posters. And 33 (13.1) respondents favored Boards, 29 (11.5) respondents said they came to know about the product through exhibitions, only 13 (5.2) people said demonstration was a source of information for them.

Generally few people use multiple sources of information, in addition to a single source of information to have an idea about the product they intend to buy, from the above table it is evident that people used a combination of information sources, among these displays and demonstrations played a key role in spreading the product information. A sizable number of respondents 70 (27.8) did not use outdoor advertisement as a means of information source, implying that they were not aware of this type of advertisement.

TABLE NO. 11: ELECTRONIC MEDIA ADVERTISEMENT

Electronic Media Advertisement	No.of.Respondents	Percentage
Radio	4	1.6
TV	169	67.1
Cinema slides	2	0.8
Radio & TV	5	2.0
TV & Cinema slides	1	0.4
<b>Respondents</b>	<b>181</b>	<b>71.8</b>
Non respondents	71	28.2
<b>Total</b>	<b>252</b>	<b>100.0</b>

(Source: primary data)

Electronic media now a day's a popular means to rapidly penetrate in the minds of the people; it is a mass communication medium to spread the marketing message rapidly and to a large number of people.

From the above table.11: it is evident that, 169(67.1) respondents said that they came to know about the product through Television (TV). In general TV is a powerful means to propagate the marketing message directly into the minds of rural people. Now a day, irrespective of economic conditions every house hold posses TV. Hence it is inferred that direct advertisement is a powerful means of mass communication.

TABLE NO. 12: DIRECT ADVERTISEMENT

Direct Advertisement	No.of.Respondents	Percent
Price list	43	17.1
Leaflets	33	13.1
Booklets	24	9.5
Personal letters	1	0.4
<b>Respondents</b>	<b>101</b>	<b>40.1</b>
Non respondents	151	59.9
<b>Total</b>	<b>252</b>	<b>100.0</b>

(Source: primary data)

Another means of spreading marketing communication is direct advertisement; there are various ways to do direct marketing namely Price lists, Leaflets, Booklets and personal letters.

From the above table: 12, it is evident that price list with 43(17.1) respondents is effective in spreading the message. Followed by 33(13.1) respondents came to know about the product through leaflets. 24(9.5) respondents said that they came to know about the product through booklets. Whereas 151(59.9) respondents did not use this as a kind of information source.

TABLE NO. 13: WORD OF MOUTH

Word Of Mouth	No.of.Respondents	Percentage
Consumers	19	7.5
Friends	141	56.0
Colleagues	33	13.1
Sales personnel	10	4.0
Consumers & friends	9	3.6
Friends & Colleagues	1	0.4
<b>Respondents</b>	<b>213</b>	<b>84.5</b>
Non respondents	39	15.5
<b>Total</b>	<b>252</b>	<b>100.0</b>

(Source: primary data)

No doubt that among all means of marketing communication word of mouth plays an important and vital role and is more powerful in convincing the customer. The credibility of word of mouth is far higher than that of other means of communication. That's why marketers always aim to spread a positive word of mouth communication about the company and its products.

From the above table: 13 it is evident that among the word of mouth communication, friends played a key role in spreading the message because 141(56.0) respondents saying that they came to know about the product through friends. The next important means of word of mouth is colleagues and sales personnel with 33(13.1) and 10(4.0) responses respectively. Finally 39(15.5) respondents were not responded to the question implying that they are not aware of this mode of advertisement.

From the above analysis it is evident that Friends and Colleagues are the key persons in propagating information about the brands and their models. Usually, consumers enquire their friends before making any purchase of durable goods which involve high cost.

**Hypothesis: 2:** There is no significant difference among various advertisements which are as sources of information in the purchase decision.

TABLE NO. 14: VARIOUS ADVERTISEMENTS AS SOURCES OF INFORMATION IN THE PURCHASE DECISION

SL.No	Variable	Statistical values			Result
		Chi-square calculated	Table value	D.o.f	
1	Sources of information	48.14	9.488	4	Significant

**Inference:** From the above table-14, it is evident that the calculated value is more than that of the table value. Hence, the hypothesis is rejected and can be said that there is significant difference among different sources of information. Therefore the claim is not valid.

## FINDINGS

1. Demographic factors showed an impact over the purchase decision of the motorcycle users
2. 153(60.72%) Respondents are in the age group of 26-45 years, 104 respondents bought Hero Honda and 74 bought Bajaj motorcycles, and 32 bought TVS motorcycles. (Results showed that Hero Honda and Bajaj are the most preferred brands.)
3. There are 145(71%) respondents whose income level is between Rs10,001 to 30,000.
4. Respondents who are graduates and post graduates are 161(63.8%), below intermediate are 69(27.3%).
5. 118(46.82%) respondents are private employees, 56(22.22%) are business people, 48(19.04%) are students, and 18(7.14%) are government employees.
6. It is observed that 133(52.11) respondents took up to a month time to purchase the motorcycle from the time of contemplation, and 89(35.31) respondents took 1 to 3 months time to purchase the motorcycle from the time of contemplation.
7. 102 (40.48) respondents are in the age group of 26-35 years out of which 61 (45.86) respondent took a month time.
8. Out of total 133 respondents who took up to one month time, 69 (51.88) and 33 (24.81) respondents are in the category of Private employees and Business respectively
9. The study revealed that 24.18% respondents received information about the product through press advertisement. And 23.85% respondents used Word of Mouth advertisement as a means to get the required information about the product, 20.38%, 20.28% and 11.31% respondents used Out Door advertisement, Electronic media advertisement and Direct advertisement respectively to get information about the product.
10. News paper received highest responses of 142(56.3%) out of the 216 responses who responded to the question of print media.
11. In the Outdoor advertisement category, 54(21.4) respondents favored show room displays; and 33(13.1) respondents favored Boards, 29(11.5) respondents said they came to know about the product through exhibitions
12. Out of 252 respondents, 169(67.1) respondents said that they came to know about the product through Television (TV).
13. Among the word of mouth communication, friends played a key role in spreading the message because 141(56.0) respondents saying that they came to know about the product through friends.
14. From the hypothesis testing it is concluded that there is significant difference among different sources of information.

## RECOMMENDATIONS/SUGGESTIONS

1. Students and private employees are taking up to a month time to realize the sale and they are in the age group of 26-35 years, so focus more on this segment because this age group people change their mind frequently.
2. Financial problem and waiting for special occasion are the main reasons for waiting to take decision so; the companies must see that some kind of financial arrangement should be made either with banks or with private financial institutions so as to provide quick and soft loans to customers.
3. Follow up of customers should be made after the first enquiry of the customer regarding the product; otherwise sometimes customers may lose interest.
4. Generally few people use multiple sources of information, in addition to a single source of information to have an idea about the product they intend to buy. From the research it is evident that people used a combination of information sources, among these displays and demonstrations played a key role in spreading the product information so put more emphasis on this.
5. News papers, displays television price list proved to be effective in spreading the communication so lay more emphasis on this too.
6. Friends in the category of word of mouth plays critical role in spreading the communication, so develop customer relationship development programs to encourage the customers to spread good word of mouth publicity regarding the product.

## CONCLUSION

From the Chi-Square test it is evident that demographic factors of the motorcycle buyers showed influence over the purchase decision of motorcycle with respect to time gap, it is also evident that consumers are not buying the product immediately after getting off idea, invariably they are taking some time to purchase the product, majority of the customers are taking one to three months time gap between contemplation to buy and actual buying of the product.



Customers are using multiple sources of information to know about the product. Out of the available sources of information newspapers, television, price list and displays remained as an important source of information. Friends are the most important source of information in the category of word of mouth publicity.

### SCOPE FOR FURTHER RESEARCH

The present study gives scope for further research in the area of who is the influential person who can change the purchase decision of the customer, what for the vehicle is used, to what extent it is used, promotion and promotional offers attractive to customers. Next one can focus on the finance schemes and modes of finance schemes attractive for customers and mode of purchase that customers prefer to buy the vehicle, and the kind of finance pattern does the buyer like. Also the occasion on which buyers like to buy the vehicle can become scope for further research.

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In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

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