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A STUDY ON CONSUMERS PERCEPTION TOWARDS THE PURCHASE DECISION OF TWO WHEELER MOTORCYCLES IN NELLORE DISTRICT, ANDHRA PRADESH

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ABSTRACT

Successful marketing requires that companies must fully relate themselves to their customers and adopt a holistic marketing orientation towards their consumers and should gain a 360 degree view of both their daily lives and the changes that occur during their lifetimes. Gaining a thorough in-depth consumer understanding helps to ensure that the right products are marketed to the right customers in the right way. 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 study is undertaken to access the most influencing factors of the motorcycle and its response over the respondents, and to understand their perceptions about different motorcycle brands in the market. Analytical study was carried out by using a questionnaire and the collected data were analyzed by using percentage, factor and ANOVA. The study reveals that Hero Honda is the most preferred brand followed by Bajaj. And it highlights that there is significant influence of demographic factors over the purchase decision of customers.

KEYWORDS

Buying Behavior, Factor analysis, Motivating factors. Purchase decision. Analysis of variance. Chi-square.

INTRODUCTION

With the liberalization, privatization and globalization of Indian economy and with the entry of many multinational players the competition in the two wheeler segment is reaching summit. As a result customers are getting a wider choice of brands at different price slots and at high standards of quality. 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. Because the two wheeler sales in the country have sky rocketed in the recent years and the annual sales of motorcycles in India is expected to cross the 16 million mark by 2016 (FICCI, Arun Firodia, chairman (Kinetic Engineering)), as there is low penetration of two wheelers in the country at 68 two wheelers per 1000 citizens (2008). And India has 500 millions of middle class population waiting to buy two wheelers, which leaves immense scope for growth of the market.

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.

O'Brien¹ (1987) 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.

Hill (1987)² made a study on the mood of consumer with the objectives of looking at the mood literature and its development thereof.

Ravichandran (1988)³, in his research work, examined information sources used, choice marking and discrimination between urban and semi-urban population with reference to purchase of durable goods with 550 sample consumers from Chennai city and four other towns. The products chosen were refrigerators, television, ceiling fans and domestic mixers. The findings revealed that urban consumers made use of commercial sources, and semi urban, personal sources. They showed significant differences in the time taken for decision.

Sekar.⁴ examined the "consumer values in product consumption patterns", among the consumers in the city of Chennai (1995), 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.

Duncan and Olshavslay (1992)⁵ 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.

IMPORTANCE OF THE STUDY

India has become world number two in two wheeler manufacturing. Because two-wheeler is really a common man's vehicle offering an affordable solution for personal mobility and a status symbol. The two wheeler sales in the country have tremendously increased in the recent years and the annual sales of motorcycles in India is expected to cross the 16 million mark (as per FICCI and SIAM) by 2016, leaves immense scope for the growth of the market. The two wheeler population has gone up to over 70 millions (as per estimates of NCAER) still there is a big potential to be tapped. The two wheelers have penetrated 7% of rural households and 24% of urban markets (NCAER), thus it leaves an immense scope for the market to grow in rural areas. With the opening up of rural markets, improved road connectivity and higher disposable incomes one can expect excellent prospects for two wheelers in rural area.

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 buying 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 identify the relationship between the current brand of motorcycle being used by respondents and **demographic** characteristics of consumers.
2. To analyze the factors/attributes influencing the **purchase decision** of motor cycle users while making the purchase decision.

HYPOTHESES

1. There is no significant relationship between age, annual income, occupation and education and the current brand being used.
2. There is no significant variation in attributes of motorcycle in influencing the purchase decision of the respondent.

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. Respondents are divided into three parts consisting of three revenue divisions.

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 2012. The collected data were tabulated and analyzed by using percentage, factor analysis and ANOVA.

DATA ANALYSIS AND INTERPRETATION

The data collected from the respondents were systematically analyzed and presented under the following heads

Part A: Demographic profile of the respondents is provided.

Part B: 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.

Part A: Demographic profile of the respondents

TABLE 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
Total	100.0	Others	8.70	Agriculture	2.0
		Total	100.0	Professional	2.8
				Total	100.0
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
Total	100.0	20,001--30,000	22.2	Total	100.0
		Above 30,000	2.4		
		No income	19.0		
		Total	100.0		

From the above table 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.

PREFERENCE OF CURRENT BRAND (i.e. BRAND BEING USED) OF MOTORCYCLE

The study also intended to know what is current brand used by the respondent and the demographic factors influence over the choice of the current brand.

TABLE 02: PREFERENCE OF CURRENT BRAND OF MOTORCYCLE

Brand	No. of. Respondents	Percentage
Hero Honda	104	41.26
Bajaj	74	29.36
TVS	37	14.68
Yamaha	16	6.34
Honda	13	5.15
Suzuki	6	2.32
LML	1	0.39
Bullet	1	0.39
Total	252	100.0

Source: primary data

From the above table it is observed that 104(41.26%) respondents are using Hero Honda Motorcycles, 74(29.36%) are using Bajaj motorcycles, 37(14.68%) respondents are using TVS Motorcycles, 16(6.34%) are using Yamaha motorcycles. And only 6(2.32%) respondents are using Suzuki motorcycles; the remaining two members are using LML and Bullet each.

From the analysis it is inferred that the most trusted and preferred brands in the order of preference are Hero Honda, Bajaj, TVS, Yamaha and Honda motors.

TABLE 03: ASSOCIATION OF AGE WITH PREFERENCE OF CURRENT BRAND

Brand		Age in years				Total
		Below 26	26-35	36-45	above 45	
Chi-square = 48.643 Dof: 21 P-value = 0.001*	Hero Honda	18(17.31)	53(50.96)	21(20.19)	12(11.54)	104(100)
	Bajaj	21(28.38)	28(37.84)	11(14.86)	14(18.92)	74(100)
	TVS	16(43.24)	11(29.73)	9(24.32)	1(2.70)	37(100)
	Yamaha	7(43.75)	7(43.75)	2(12.5)	0(0.00)	16(100)
	Honda	7(53.85)	2(15.38)	2(15.38)	2(15.38)	13(100)
	Suzuki	1(16.67)	0(0.00)	5(83.33)	0(0.00)	6(100)
	LML	0(0.00)	0(0.00)	1(100)	0(0.00)	1(100)
	Bullet	0(0.00)	1(100)	0(0.00)	0(0.00)	1(100)
Total		70(27.78)	102(40.48)	51(20.24)	29(11.51)	252(100)

Source: primary data

Figures in the brackets indicate row wise percentages

The respondents' preference of brands is considered across age group. It is observed that out of 104 respondents who preferred Hero Honda, 53(50.96), 21(20.19) are in the age group of 26-35, 36-45. Out of 74 respondents who preferred Bajaj, 28(37.84), 21(28.38) are in the age group of 26-35 and below 26 years. Out of 37 respondents who preferred TVS, 16(43.24) and 11(29.73) are in the age group of below 26, and 26-35 similarly for other brands as shown in the table.

The chi-square test showed a significant effect of age group on choice of the vehicle Brand, with chi-square=48.64, at 21 dof, p=0.001.

TABLE 04: ASSOCIATION OF INCOME WITH PREFERENCE OF CURRENT BRAND

Brand		Income (in Rs)/month				Total
		below-10,000	10,001-20,000	20,001-30,000	above 30,000	
Chi-square = 41.31 Dof = 21 P-value = 0.005*	Hero Honda	25(27.47)	27(29.67)	33(36.26)	6(6.59)	91(100)
	Bajaj	12(19.05)	41(65.08)	10(15.87)	0(0.00)	63(100)
	TVS	5(22.73)	8(36.36)	9(40.91)	0(0.00)	22(100)
	Yamaha	4(33.33)	8(66.67)	0(0.00)	0(0.00)	12(100)
	Honda	3(37.5)	3(37.5)	2(25.0)	0(0.00)	8(100)
	Suzuki	4(66.67)	1(16.67)	1(16.67)	0(0.00)	6(100)
	LML	0(0.00)	0(0.00)	1(100)	0(0.00)	1(100)
	Bullet	0(0.00)	1(100)	0(0.00)	0(0.00)	1(100)
Total		53(100)	89(100)	56(100)	6(100)	204(100)

Source: primary data

Figures in the brackets indicate row wise percentages

In table 04, the respondent's preference of brands is considered across income groups. It is observed that the brand Hero Honda is preferred across all income groups, whereas Bajaj is preferred by the respondents whose income is below Rs 20,000. TVS is preferred across all income groups, similarly for other brands as shown in the table.

The chi-square test showed a significant effect of Income on choice of the vehicle Brand, with chi-square= 41.31, at 21 dof, p=0.005.

TABLE 05: ASSOCIATION OF EDUCATION WITH PREFERENCE OF CURRENT BRAND

Brands		Education					Total
		Up to tenth	Intermediate	Degree	PG & above	Others	
Chi-square= 85.513 Dof = 28 P-value= 0.000*	Hero Honda	13(12.5)	19 (18.26)	34(32.69)	30(28.84)	8(7.69)	104(100)
	Bajaj	7(9.45)	9(12.16)	29(39.18)	16(21.62)	13(17.56)	74(100)
	TVS	3(8.10)	13(35.13)	11(29.72)	10(27.02)	0(0.00)	37(100)
	Yamaha	4(25.00)	1(6.25)	6(37.5)	5(31.25)	0(0.00)	16(100)
	Honda	0(0.00)	0(0.00)	4(30.77)	9(69.23)	0(0.00)	13(100)
	Suzuki	0(0.00)	0(0.00)	5(83.33)	1(16.67)	0(0.00)	6(100)
	LML	0(0.00)	0(0.00)	0(0.00)	1(100)	0(0.00)	1(100)
	Bullet	0(0.00)	0(0.00)	0(0.00)	0(0.00)	1(100)	1(100)
Total		27(10.71)	42(16.67)	89(35.31)	72(28.57)	22(8.73)	252(100)

Source: primary data

Figures in the brackets indicate row wise percentages

In table 05 the respondent's preference was considered on education across the brands. It can be seen that out of 104 respondents who preferred Hero Honda, 34(32.69) and 30(28.84) respondents belong to Graduation and Post Graduation education respectively. Out of 74 respondents who preferred Bajaj, 29(39.18), 16(21.62), and 13(17.57) respondents belong to the education groups of Graduation, Post Graduation and others respectively. Out of 37 respondents who preferred TVS, 13(35.13), 11(29.72) and 10(27.03) respondents belong to the education groups of intermediate, Graduation and Post Graduation respectively, similarly for other brands as shown in the table.

The chi-square test showed a significant effect of education on choice of the vehicle Brand, with chi-square=85.513, at 28 dof, p=0.000*.

TABLE 06: ASSOCIATION OF OCCUPATION WITH PREFERENCE OF CURRENT BRAND

		Occupation						Total
		Student	Business	Private employee	Govt. Employee	Agriculture	Professional	
Chi-square = 151.313 Dof = 35 P-value = 0.00*	Hero Honda	12(11.54)	18(17.31)	65(62.50)	3(2.88)	4(3.85)	2(1.92)	104(100)
	Bajaj	10(13.51)	25(33.78)	31(41.89)	8(10.81)	0(0.00)	0(0.00)	74(100)
	TVS	17(45.95)	5(13.51)	9(24.32)	4(10.81)	1(2.70)	1(2.70)	37(100)
	Yamaha	4(25.0)	7(43.75)	3(18.75)	2(12.5)	0(0.00)	0(0.00)	16(100)
	Honda	5(38.46)	1(7.69)	6(46.15)	1(7.69)	0(0.00)	0(0.00)	13(100)
	Suzuki	0(0.00)	0(0.00)	2(33.33)	0(0.00)	0(0.00)	4(66.6)	6(100)
	LML	0(0.00)	0(0.00)	1(100)	0(0.00)	0(0.00)	0(0.00)	1(100)
	Bullet	0(0.00)	0(0.00)	1(100)	0(0.00)	0(0.00)	0(0.00)	1(100)
Total		48(19.05)	56(22.22)	118(46.8)	18(7.14)	5(1.98)	7(2.78)	252(100)

Source: primary data

Figures in the brackets indicate row wise percentages

In table 05 the respondent's preference of Brands was considered with respect to their occupation. It is observed that out of 104 respondents who preferred Hero Honda, 65(62.50), 18(17.31), and 12(11.54) respondents belong to the category of Private employee, Business, and Students respectively. Out of 74 respondents who preferred Bajaj, 31(41.89), 25(33.78) and 10(13.51) respondents belong to the occupation of Private employee, Business, and Students respectively. Out of 37 respondents who preferred TVS, 17(45.95) and 9(24.32) respondents belong to the occupation of student and private employees respectively, similarly for other brands as shown in the table.

The chi-square test showed a significant effect of occupation on the choice of the vehicle Brand, with chi-square=151.31, at 35 dof, p=0.00*.

FACTOR ANALYSIS

Factors influencing the purchase decision: There are different motivating factors which influence the consumer; the consumers are strongly motivated by economic, technological, and social benefits. While buying the motorcycle the factors that motivate the consumer in the study area are classified into Style, Features, Terms Of Finance, Color, Trouble freeness, Durability, Performance, Free Service Camps, Availability Of Private Service, Discounts/Special Offers, Quality, Finance Availability, Price, Dealer back ground, Resale Price, Availability of Dealer, Capacity of engine, Safety, Maneuverability, Rate of Interest, Fuel economy, Power, Service Availability, Brand Image, Maintenance Cost, Warranty, Maintenance, and Brand Ambassador. Among these factors, the dominant factors were analyzed with the help of Factor analysis

ROTATED FACTOR MATRIX FOR THE ATTRIBUTES OF MOTORCYCLE TOWARDS BUYING BEHAVIOR

The table 07 below exhibits the rotated factor loadings for the twenty eight attributes of the motorcycle as stated above. It is clear from the table that all the twenty eight statements have been extracted into nine factors, with the help of SPSS 16 version.

TABLE 07: ROTATED FACTOR MATRIXES FOR THE ATTRIBUTES OF MOTORCYCLE TOWARDS BUYING BEHAVIOR

sl.no	Attributes	Components								
		F1	F2	F3	F4	F5	F6	F7	F8	F9
1	Style	0.902	0.023	0.139	-0.03	0.033	-0.182	-0.069	-0.092	-0.13
2	Features	0.714	-0.03	-0.225	0.241	0.036	0.003	0.173	0.007	0.089
3	Terms of finance	0.702	0.065	0.154	-0.056	0.189	0.374	0.034	0.5	-0.071
4	Color	0.674	-0.032	-0.159	-0.451	-0.298	0.033	0.108	0.123	-0.054
5	Trouble freeness	0.624	0.154	0.196	-0.019	-0.168	0.158	0.002	0.108	0.47
6	Durability	0.522	-0.199	0.182	0.067	0.229	0.169	0.459	0.5	0.306
7	Performance	0.441	0.186	-0.138	0.065	-0.353	-0.12	0.061	0.351	0.235
8	Free service camps	-0.13	0.819	-0.13	0.015	-0.151	-0.04	0.109	0.235	0.043
9	Availability of pvt service	0.066	0.79	-0.036	-0.106	-0.08	-0.085	0.062	-0.222	-0.074
10	Discounts/spl offers	0.074	0.611	0.073	0.227	0.217	0.403	0.009	0.17	0.133
11	Quality	0.405	0.521	-0.242	0.134	-0.16	0.311	0.13	0.149	0.031
12	Finance availability	-0.075	-0.03	0.853	0.042	-0.035	-0.053	0.186	0.124	0.001
13	Price	0.029	-0.257	0.733	0.056	-0.023	-0.111	-0.128	-0.115	-0.027
14	Dealer back ground	-0.01	0.07	0.576	-0.232	0.412	0.233	-0.216	-0.121	-0.208
15	Resale price	0.391	0.151	0.547	0.308	-0.141	0.088	-0.419	0.096	0.272
16	Availability of dealer	0.023	0.12	-0.097	-0.863	0.279	-0.051	-0.179	-0.024	0.117
17	Capacity of engine	0.445	0.519	-0.088	0.617	-0.015	0.065	-0.011	-0.104	0.001
18	Safety	-0.023	0.434	-0.013	0.492	0.7	0.164	-0.215	-0.142	0.399
19	Maneuverability	-0.071	-0.117	-0.08	-0.14	0.884	0.027	-0.013	-0.056	-0.004
20	Rate of interest	0.398	0.047	0.249	0.278	0.464	0.437	0.11	0.009	-0.257
21	Fuel economy	-0.111	0.014	-0.059	-0.041	0.164	0.809	0.0	-0.227	0.293
22	Power	0.496	-0.012	-0.153	0.243	-0.287	0.585	0.201	0.092	-0.204
23	Service availability	0.096	0.069	-0.004	-0.022	-0.075	0.031	0.754	-0.259	0.288
24	Brand image	0.306	0.2	-0.086	0.148	0.042	0.192	0.676	0.337	-0.077
25	Others	0.255	-0.357	0.07	-0.382	0.389	0.075	-0.53	-0.006	0.234
26	Warranty	0.338	0.27	-0.073	-0.037	-0.186	0.083	0.056	0.766	-0.11
27	Maintenance cost	-0.101	-0.256	0.103	-0.077	0.054	-0.437	-0.145	0.770	-0.021
28	Brand ambassador	0.021	0.011	0.074	0.061	0.037	-0.078	-0.134	0.069	-0.85

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 15 iterations.

Source: primary data

Using SPSS-16 version

The rotated factor matrix, for the buying decision factors or attributes of motorcycle towards buying behavior is given in the results.

RESULTS AND DISCUSSION

Hypothesis 1: There is no significant relationship between age, annual income, occupation and education and the current brand being used.

TABLE 08: SUMMARY OF ASSOCIATION BETWEEN THE BRAND BEING USED AND DEMOGRAPHIC FACTORS (CHI-SQUARE TEST @ 5% LEVEL)

Sl. No	Factors	Statistical values			Result
		Chi-square	Dof	p-value	
1	Age	48.64	21	0.001*	Significant
2	Income	41.31	21	0.005*	Significant
3	Education	85.51	28	0.000*	Significant
4	Occupation	151.31	35	0.00*	Significant

Inference: As seen from the above table the influence of demographic factors over the choice of brand being used is significant with respect to Age, Income, Education, and Occupation at 5% level with the Chi-Square values as mentioned in the above table. So, it can be concluded that Age, Income, Education, and Occupation have impact over the choice of brand that is being used by the respondent.

FACTORS CONSIDERED IN BUYING DECISION OF A MOTORCYCLE

Factor analysis of 28 attributes relating to the buying behavior of motorcycle users were identified into nine factors and these factors are presented in the following table.

TABLE 09: BUYING DECISION FACTORS FOR MOTORCYCLE

Sl.No	Factors	Eigen value	Percentage of variance	Cumulative percentage of variance
1	Style	5.861	20.932	20.932
2	Promotional offers	3.389	12.102	33.035
3	Price	2.855	10.195	43.230
4	Capacity Of engine	2.244	8.014	51.244
5	Maneuverability	1.913	6.832	58.076
6	Fuel economy	1.744	6.227	64.303
7	Service Availability	1.466	5.234	69.537
8	Maintenance Cost	1.237	4.420	73.957
9	Brand Ambassador	1.014	3.623	77.580
KMO and Bartlett's Test				
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.				.306
Bartlett's Test of Sphericity		Approx. Chi-Square		4313.104
		Dof		378
		Significance.		.000

It is observed from the above table that the nine factors such as Style, Promotional offers, Price, Capacity of engine, Maneuverability, Fuel economy, Service Availability, Maintenance Cost, and Brand Ambassador were extracted from a total of 28 attributes. These factors account for about 77.580 percent of variance in the data. Eigen value for the first factor **style** is 5.861 which indicates that the factor contains very high information than others factors. The first factor, Style provides the maximum insights of buying decision of motorcycle users in the study area. It is very important factor, because the respondents prefer to buy the motorcycle which is **stylish in look**. To improve on these attribute, manufacturers of the two wheeler industry must concentrate on this aspect and give top priority to this factor.

The second important factor called **Promotional offers**, this include price/cash discounts, gifts, free accessories, extended warranty and free checkups, with 3.389 Eigen value and account for 12.102 percent variance. It explains that people chose to buy motorcycle if it posses the attribute of promotional offers. The third and fourth factors are **Price** and **Capacity of engine** account for 10.195 and 8.014 percent of variance with the Eigen values of 2.855 and 2.244 respectively. It indicates that price and capacity of engine are the next most important factors which govern the purchase decision. Buyers are giving importance to these factors while buying the motorcycle.

The fifth and sixth factors are called **Maneuverability** and **Fuel economy**, account for 6.832 and 6.227 percent of variance with the Eigen values 1.913 and 1.744 indicating that Maneuverability (ease of ride comfort in negotiating curves) and fuel economy (mileage) are simultaneously important for the user of the motorcycle. The seventh, eighth and ninth factors are called **Service Availability**, **Maintenance Cost** and **Brand Ambassador** with 5.234, 4.420 and 3.623 percent of variance respectively. The Eigen values for the factors are 1.466, 1.237 and 1.014 respectively. These factors are also important in buyer decision making.

High value of **Kaiser-Mayer-Olkin** (KMO) and **Bartlett's** measure of sampling adequacy (0.306) indicates the correlation between the pairs of variables explained by other variables and thus factor analysis is considered to be appropriate in this model.

Hypothesis 2: There is no significant variation in the attributes of motorcycle in influencing the purchase decision of the respondent.

Inference: From the analysis of table 09 it is clear that the significance of various attributes of motorcycle varies from person to person as seen in their Eigen values. Bartlett's test of Sphericity with 378 degree of freedom gives rise to a chi-square value of 4313.104, and the value is significant at 5% level. Therefore the degree of priority given by the respondents to various attributes of motorcycle varies.

FINDINGS

- Demographic factors showed an impact over the purchase decision of the motorcycle users
- 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.)
- There are 145(71%) respondents whose income level is between Rs10, 001 to 30,000.
- Respondents who are graduates and post graduates are 161(63.8%), below intermediate are 69(27.3%).
- 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.
- Factor analysis reduced the 28 factors into 9 factors, which are considered to be the most influential factors of purchase decision of the buyer viz; Style, Promotional offers, Price, Capacity Of engine, Maneuverability, Fuel economy, Service Availability, Maintenance Cost, Brand Ambassador.

RECOMMENDATIONS/SUGGESTIONS

- Through the research it is evident that consumers prefer Hero Honda, Bajaj and TVS motors.
- Marketers should concentrate more on the age group of 26-45 years, because this age group is the most influencing age group while making the purchase decision of motorcycles.
- Respondents whose income per month is above Rs 10,000/ and below 30,000/ are the target group for motor cycle purchase so focus more on this.

4. Private employees and business people are the major target group for purchasing the motorcycle; hence more focus is required on this group.
5. Nine most influencing factors are found in the study by reducing the 28 factors. Therefore marketers should focus on these factors to influence the customer purchase decision.

CONCLUSION

From the Chi-Square test it is evident that demographic factors of the motorcycle buyers showed influence over the purchase decision of motorcycle, also it is evident that consumers are not giving equal priority to all the product attributes. Therefore producers and marketers should pay more attention on those factors which connect to the buyer and influence their purchase decision, consumers give importance to Style, Promotional offers, Price, Capacity Of engine, Maneuverability, Fuel economy, Service Availability, Maintenance Cost, Brand Ambassador.

SCOPE FOR FURTHER RESEARCH

The present study gives scope for further research in the area of promotion and promotional offers, what are more attractive to customers. Next one can focus on the finance schemes attractive for customers and mode of purchase customer's prefer to buy the vehicle and what is 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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