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A STUDY ON TWO WHEELER PURCHASING PATTERN OF COLLEGE STUDENTS IN KOTTARAKARA TALUK

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ABSTRACT

The study finds out that purchasing pattern is the decision process and physical activity engaged in when evaluating, acquiring, using or disposing of goods and services. The present study reveals that there is a heavy demand for Honda motorcycles in the market, so their supply has to be drastically improved so as to meet the demand of the customer. Two wheelers with attractive design can be introduced to attract more customers. The main aim of marketing is to meet and satisfy target customers' needs and wants. The field of consumer behaviour studies states that how individuals, groups and organization select, buy, use and dispose of goods, service, ideas, or experience to satisfy their needs and desires understanding consumer behavior and knowing customer are never simple. The wealth of products and service produced in a country make our economy strong. The behaviour of human being during the purchase is being termed as "Buyer Behaviour". They may not be in touch with their deeper motivations. It consists of mental and physical activities which consumers undertake to get goods and services and obtain satisfaction from them. It includes both observable activities such as walking through the market to examine merchandise and making a purchase and mental activities-such as forming attitudes, perceiving advertising material, and learning to prefer particular brands. Purchasing pattern and consumer behaviour are very complex and dynamic, therefore, management needs to adjust with the change otherwise market may be lot. The individual's specific purchasing pattern of behaviours in the market place is affected by internal factor, such as need, motives, perception, and attitudes, as well as by influences such as the family social groups, culture, economics and business influences.

KEYWORDS

Kottarakara Taluk, college students, purchasing patterns, two wheeler.

1. 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. 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.

Buying behavior emerged as a distinct field of study during the 1960s, in which the traditional perspective the positivist paradigm is characterized by a holistic consideration of the economic, behavioral, cognitive, motivational and situational angles. Non-situational factors refer to any generals and lasting attributes of the consumer and the product, such as individual personality traits, brand image and quality, while situational factors generally refer to all other factors that are beyond the knowledge of the consumer and the product, which exert a demonstrable influence on behavior. Here in this study we are trying to analyse what influence and motive them to buy two wheeler, what are their preference and satisfaction level. So the study of consumer buying behavior of two wheeler 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.

2. STATEMENT OF THE PROBLEM

In today's intensely competitive environment, companies are constantly looking for ways to attract customers by having a better understanding of changing customer preferences. Customers have now changed their attitude that yesterday's luxuries are today's necessities. To be a successful marketer it is absolutely essential to study the perceptions of the prospective buyers. The present study entitled "A study on two wheeler purchasing pattern of college students" attempts to analyses the buying behavior of college students towards the purchase of two wheelers, the product related and socio- economic factors affecting their purchase and their brand preference.

3. SCOPE AND SIGNIFICANCE OF THE STUDY

The modern marketing management tries to solve the basic problems of consumers in the area of consumption. It will be extremely useful in exploiting marketing opportunities and in meeting the challenges that the market offers. Knowledge about buying behavior helps in formulating of production policy. Various factors will influence the purchasing pattern and buying behavior of customers. It differs from individual to individual. An understanding of the purchasing pattern will help the producers to face competition and introduce innovative ideas to attract customers. Two-wheeler is a popular model of vehicle, especially among youngsters. A variety of models are available today with variety of features. It is very important to understand the factors affecting the purchase of two wheelers and the buying behavior of its customers especially among college students as this is one form of vehicle which is most popular among them. The present study is limited to the college students in kottarakara taluk.

4. OBJECTIVES OF THE STUDY

The main objectives of the study are as per following:

1. To study the purchasing pattern of two wheelers used by college students.
2. To know the brand preference of two wheelers.
3. To study the influence of product related factors like fuel efficiency, convenience, easy handling, size, color, etc. in the purchase of two wheelers.
4. To study the influence of socio-economic factors like price, social status, fashion, professional background, travelling convenience, income level etc. in the purchase of two wheelers.

5. RESEARCH METHODOLOGY**RESEARCH USED**

The study is based on descriptive research.

SAMPLE DESIGN

The population of the study was identified as the college students of kottarakara taluk. A sample of fifty students has been selected by using judgment sampling technique. The sample respondents are only college students who own two wheelers.

COLLECTION OF DATA

Both primary and secondary data were used for this study Primary data were collected through questionnaire. Secondary data for this study were collected from Books, Magazines, Internet and Websites.

STATISTICAL TOOLS USED

The collected data were analysed by using appropriate statistical and mathematical tools like simple average, percentage and ranking tables and also used SPSS software.

6. LIMITATIONS OF THE STUDY

1. This work is only descriptive and conclusion and observation are general in nature.
2. Some of the students cannot co-operate for collecting primary data.
3. The responses from the students are influenced with the bias and prejudices.

7. PURCHASING PATTERN- AN ANALYSIS

The present study is about "A Study on Two Wheeler Purchasing Pattern of College Students in Kottarakara Taluk. The study intends to analyse the buying behavior of college students in purchasing two wheelers, their brand preference and the influence of product related factors like fuel efficiency, convenience, easy handling, size, color etc. and socio economic factors like price, brand name, social status, professional background etc. Primary data for this study is collected from fifty college students by using questionnaires. Judgement sampling technique was adopted for selecting the sample respondents.

TABLE 1: AGE WISE CLASSIFICATION

Age	No. of Respondents	Percentage
18-20	29	58
21-23	12	24
Ab 24	9	18
total	50	100

Source: SPSS

INTERPRETATION

The above table and graph clearly shows the age wise classification of respondents. 58 percent of the respondents are in the age group 18-20 and 18 percent are above the age 24.

TABLE 2: COURSE OF STUDY

Course	No of Respondents	Percentage
U G	38	76
P G	12	24
Total	50	100

Source: Primary data SPSS

INTERPRETATION

The above table and graph clearly shows the course wise classification of respondents. 76 percent of the respondents are UG students and 24 percent are PG students.

TABLE 3: GENDER WISE CLASSIFICATION

Gender	No. of respondents	Percentage (%)
Male	30	60
Female	20	40
Total	50	100

Source: Primary data SPSS

INTERPRETATION

The above table and graph clearly shows the gender wise classification of respondents. 60 Percent of the respondents are male and 40 percent are female.

TABLE 4: BRANDS OF TWO WHEELERS

Two wheelers	No. of respondents	Percentage (%)
Bajaj	10	20
Honda	15	30
Hero	8	16
TVS	9	18
Yamaha	8	16
Total	50	100

Source: Primary data SPSS

INTERPRETATION

The above table and graph clearly shows the brands of two wheelers that the respondents are using. Majority of respondents are using Honda, 30 percent of the respondents are using Bajaj

TABLE 5: YEARS OF USING TWO WHEELER

Years	No. of respondents	Percentage (%)
1-3 years	37	74
4-6 years	12	24
7-8 years	1	2
Total	50	100

Source: Primary data SPSS

INTERPRETATION

The above table and graph clearly shows the number of years the respondents are using two wheelers. 74 percent respondents are using two wheelers for 1-3 years, 24 percent in 4-6 years and 2 percent of respondents are using for 7-8 years

TABLE 6: PREVIOUSLY USED TWO WHEELER BRAND

Two wheelers	No. of respondents	(%)
Bajaj	8	16
Honda	13	26
Hero	14	28
Tvs	9	18
Yamaha	6	12
Total	50	100

Source: Primary data SPSS

INTERPRETATION

The above table and graph clearly shows the information regarding the previously used two wheeler brand. Most of the respondents have used the brand Hero (28 percent) and Honda (26 percent). Only 12 percent have used Yamaha brand.

TABLE 7: FACTORS AFFECTING PURCHASE OF TWO WHEELERS

Factors	Total weight	Rank
Driving comfort	180	1
Out look	96	2
Fuel efficiency	66	3
Quality of service	40	4
Resale value	4	5

Source: Primary data SPSS

INTERPRETATION

The above table and graph clearly shows the weighted preference for purchasing the present brand of two wheelers. The most important factor affecting two wheeler purchases is driving comfort which is given first rank then outlook and fuel efficiency. Quality of service is given fourth rank and Resale value is the least preference.

TABLE 8: SOURCES OF INFORMATION

	No. of respondents	(%)
Print media	14	28
Broadcasting media	14	28
Hoarding	7	14
Word of mouth	15	30
Total	50	100

Source: Primary data SPSS

INTERPRETATION

The above table and graph clearly shows the sources of information about brand. 30 percent of respondents got information through word of mouth, 28 percent of the respondents got information from print and broadcasting media and 14 percent got from hoarding.

TABLE 9: SOURCE OF FINANCE

Source of finance	No. of respondents	(%)
Bank loan	10	20
Finance company	6	12
Self-financing	8	16
From parents	26	52
Others	0	0
Total	50	100

Source: Primary data SPSS

INTERPRETATION

The above table and graph clearly shows sources of finance for purchasing two wheelers. Most of respondents (52 percent) receive finance from their parents and least of the respondents depend on finance company.

TABLE 10: PRODUCT RELATED FACTORS

Factors	Total weight	Rank
Easy handling	168	1
Price	120	2
Mileage	64	3
Size	42	4
Colour	20	5
After sales service	8	6

Source: SPSS

INTERPRETATION

The above table and graph clearly shows the weighted product related factors which affects the purchase of two wheelers. Easy handling and price are the two important product related factors which is given the first two ranks. After sale service is given the sixth rank.

TABLE 11: AFTER SALES SERVICE

Response	No. of respondents	(%)
Excellent	12	24
Good	24	48
Poor	14	28
Total	50	100

Source: Primary data SPSS

INTERPRETATION

The above table and graph clearly shows the respondents opinion about after sales service. 48 percent respondents are of the opinion that after sales services are good and 28 percent are of the opinion that it is poor.

TABLE 12: SOCIO ECONOMIC FACTOR

Factors	Total weight	Rank
Travelling convenience	168	1
Social status	84	2
Income level	40	3
Professional background	10	4

Source: Primary data SPSS

INTERPRETATION

The above table and graph clearly shows the rank of weighted socio economic factors that affect the purchase of two wheelers. Travelling convenience and social status are given the first two ranks. Professional background is ranked fourth.

TABLE 13: SATISFACTION OF THE SALES PROMOTION TECHNIQUES

Opinion	No. of respondents	(%)
Yes	40	80
No	10	20
Total	50	100

Source: Primary data SPSS

INTERPRETATION

The above table and graph clearly shows that 40 percent respondents are satisfied with sales promotion technique and 10 percent are dissatisfied.

TABLE 14: SALES PROMOTION TECHNIQUES

Opinion	No of respondents	%
Celebrity advertisement	9	23
Discount	13	32
Full finance zero percent	6	15
Free service	8	20
Instant draw and assigned gift	4	10
TOTAL	40	100

Source: primary data SPSS

INTERPRETATION

The above table and graph clearly shows that 32 percent respondents are satisfied with the discount and 10 percent are satisfied with Instant draw and assigned gift offered by the company.

TABLE 15: OPINION ABOUT OWNING A TWO WHEELER

Response	No. of respondents	(%)
Necessity	25	50
Status	21	42
Luxury	4	8
Total	50	100

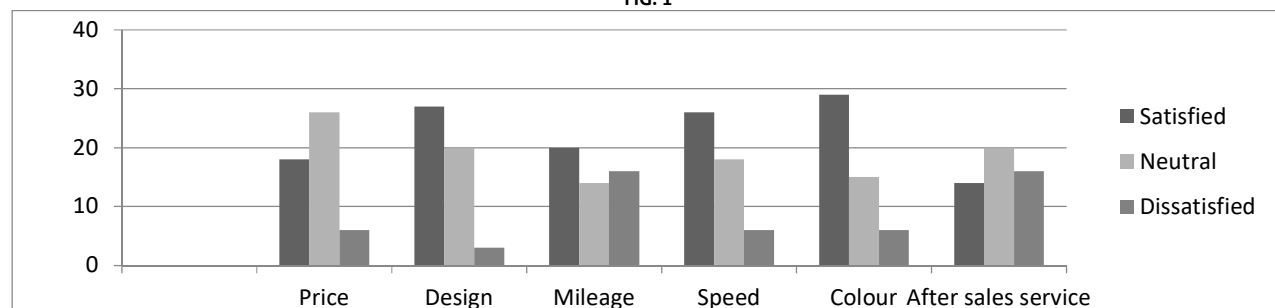
Source: Primary data SPSS

INTERPRETATION
The above table and graph clearly shows that the respondents opinion about owning a two wheeler. 50 percent of the respondents are of the opinion that owning a two wheeler is a necessity. Only 8 percent are having an opinion that owning a two wheeler is a luxury.

TABLE 16: LEVEL OF SATISFACTION

Level	Satisfied		Neutral		Dissatisfied	
	No. of respondents	Percentage (%)	No. of respondents	Percentage (%)	No. of respondents	Percentage (%)
Price	18	36	26	52	6	12
Design	27	54	20	40	3	6
Mileage	20	40	14	28	16	32
Speed	26	52	18	36	6	12
Colour	29	58	15	30	6	12
After sales service	14	28	20	40	16	32

Source: Primary data SPSS

FIG. 1

Source: SPSS

INTERPRETATION

The above table and graph clearly shows the respondent's satisfaction level towards factors like price, design, mileage, speed, colour, after sales service etc. Majority of the respondents are satisfied with color, design and speed and their satisfaction level towards after sales service is poor.

9. FINDINGS, SUGGESTIONS AND CONCLUSION**FINDINGS**

Following are the major findings of the study

1. Most of the respondents are in the age group of 18-20 years. The tendency and need to purchase is more at this age. (58%)
2. Majority of respondents belongs to under graduate courses. It shows heavy demand of two wheeler for their lively hood. (76%)
3. 60 percent of the respondents are boys and 40 percent are girl's students.
4. Hero Honda is Rulling the market and find favour with the students because majority of respondents are using Honda Brand two wheeler (30%)
5. Most of the respondents (74 percent) are using two wheelers for 1-3 years.
6. Majority of the respondents (28 percent) are used previously Hero brand two wheeler.
7. Driving comfort is an important factor which affects the purchase of two wheelers
8. Word of mouth serves as an important source of information
9. Majority of respondents (52 percent) are getting finance from their parents for purchasing two wheelers.
10. Easy handling and price are the two important product related factors influencing the purchase of two wheelers
11. Readily after sale services, most of the respondents have responded very good for services (48%)
12. Travelling convenience and social status are the two important socio economic factors which influence the buying of two wheelers.
13. 80 percent of the respondents are satisfied with the sales promotion technique.
14. Majority of the respondents (32 percent) are satisfied with the discount freely offered by the company.
15. Most of the respondents (50 percent) are of the opinion that Owning a two wheeler is a necessity.
16. Respondents are satisfied with the factors like color (58 percent), design (54 percent), speed (52 percent) etc.

SUGGESTIONS

Following suggestions can be used

1. There is a heavy demand for Honda motorcycles in the market, so their supply has to be drastically improved so as to meet the demand of the customer.
2. Two wheelers with attractive design can be introduced to attract more customers.
3. Word of mouth is an important source of information so organization should try to improve the customer relationship
4. After sale service is an important factor for attracting and retaining the customers. So companies should give due importance to this aspect also.

CONCLUSION

Purchasing pattern is the decision process and physical activity engaged in when evaluating, acquiring, using or disposing of goods and services. The present study reveals that there is a heavy demand for Honda motorcycles in the market, so their supply has to be drastically improved so as to meet the demand of the customer. Two wheelers with attractive design can be introduced to attract more customers. The main aim of marketing is to meet and satisfy target customers' needs and wants. The field of consumer behaviour studies states that how individuals, groups and organization select, buy, use and dispose of goods, service, ideas, or experience to satisfy their needs and desires understanding consumer behavior and knowing customer are never simple. The wealth of products and service produced in a country make our economy strong. The behaviour of human being during the purchase is being termed as "Buyer Behaviour". They may not be in touch with their deeper motivations. It consists of mental and physical activities which consumers undertake to get goods and services and obtain satisfaction from them. It includes both observable activities such as walking through the market to examine merchandise and making a purchase and mental activities-such as forming attitudes, perceiving advertising material, and learning to prefer particular brands. Purchasing pattern and consumer behaviour are very complex and dynamic, therefore, management needs to adjust with the change otherwise market may be lot. The individual's specific purchasing pattern of behaviours in the market place is affected by internal factor, such as need, motives, perception, and attitudes, as well as by influences such as the family social groups, culture, economics and business influences.

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