A Study on The Factors Influencing Consumer Behavior Towards Two-Wheeler in Tiruvallur District

N. Deepa,

Research Scholar,

Mail id – deepa.91n@gmail.com

Guide (Corresponding Author): Dr. S. Panneerselvam, SPIHER

Abstract

The present study is consumer-oriented in nature, pertaining to the preference of the consumers in Tiruvallur City. It focusses on certain objectives and based on survey method. The main purpose of the study is to know the Factors Influencing the Purchase the Two-Wheeler and Expectation of the Consumers in Purchase of Two-wheeler. Majority of the consumers prefer comfort, good after sales service, and smooth suspension. Based on these factors, consumers prefer the two wheelers. So, it is suggested from the research survey that the companies should often conduct a research survey to know the consumers' preferences. If the companies identify the preference factors, they can easily compete, and also improve their sales. Though the sales of motorised two-wheeler are growing all the corners of the country, there are safety risks and galloping fuel price burden. New generation is demanding for sport bike for its speed. Increased road networks also added fuels for the customers to purchase two-wheelers. This study tried to identify factors which are mostly influenced the two-wheeler purchaser to fix-up their mind set before purchase a two-wheeler

Keywords: youth, Two-wheeler, Reliability, Exploratory factor analysis.

INTRODUCTION

India's automotive sector is one of the country's largest beneficiaries of foreign direct investment and accounts for approximately 8 percent of the economy. Not only this industry gaining ground as a global hub of production; world-leading brands are involving actively in local operations to tap towards India's pleasing domestic market. India has overtaken China to materialize the world's leading market for two-wheelers. A sum of 17.7 million two-wheelers were sold here preceding year, that's over 48,000 units every day. Indian two wheeler production is as old as 53 years. Until the middle of 80's there were only three major motorbike producers in India namely Rajdoot, Escorts and Enfield. The two- wheeler industry is perhaps mainly occurring place in terms of new models launched, upgraded products and innovative marketing techniques. Today the Indian two-wheeler markets in highly aggressive the numerous companies who offer anything and everything that a consumer demands and that too at reasonable price. The Indian two-wheeler industry is conquered by three players, Bajaj, Honda and TVS Suzuki, who account for 80 percent of the total two-wheeler market. The industry can be divided in to three broad segments: scooters, motorcycles and mopeds.

The trend of owning two-wheelers is due to a variety of facts peculiar to India. One of the chief factors is poor public transport in many parts of India. Additionally, two wheelers offer a great deal of convenience and mobility for the Indian family

STATEMENT OF THE PROBLEM

Every consumer took the decision of acquiring, consuming or ordering of any goods and services after a mental evaluating process. Lower number of choices creates little confusion in this psychological process of the consumer. But today's consumers facing the issue of 'confusion by overchoice' and are in a state of dilemma about the claims of the product, cutting through advertising "clutter" where the message has never

been more important, as of now. All the farms adopt different promotional activities to convince the consumer that their product is the best out of the lot. In this dilemmatic situation the consumer wants the help of known persons or reliable sources, where they can get a guideline from experience of the product as well service. The twowheeler market of India is expanding in a galloping way and is the bird's eye for all most all two-wheeler's manufacturers of the world. The advertising gimmicks are perplexing the minds of the buyers what to do. Further there is a chunk of 65 crore Indian youths who are driven by the stunting performances of the high speed two wheelers.A significant number of women are also demanding for two-wheelers to meet up their out-door responsibilities.

REVIEW OF LITERATURE

Ratheeand Rathee (2016) studied factor conformance of the stunt bikers those who incorporate conformance to particulars, proper reaction while taking sharp twists. In their examination, they reasoned that the significant elements influencing the acquisition of bikes were practical viewpoints, functionality, conformanceand openness. They also stressed on those basic variables, considered over and above these value added variables, are nature of the bike which one sees in the wake of utilizing it. The factor availability incorporates worthy for adjusting at any assistance station and having plastic parts are not handily broken. The factor workableness incorporates the factors style, sensible extra parts value, dependability and sturdiness.

Tripathy (2016) throwed light that maximum share of the respondents felt the structure of Hero bicycles ought to be changed in order to draw in the clients. A portion of the respondents felt that the cost of Yamaha is high and it ought to be diminished in order to draw in more clients. A portion of the respondents had recommended improving the mileage of Yamaha and Honda Bikes. An extensive number of respondents opined that there is a need to improve the innovation of TVS bicycles. The bicycles as of late presented by Bajaj are for the most part worried about youth. In his investigations demonstrated that there is an appeal for Honda bikes in the market, so their inventory must be radically improved in order to fulfil the need of the client.

Singh and Sharma (2018) researched Panipat's market with the research title of a motorcycle purchase advertisement by women. Data with a sample size of 30 were also collected and shared and analyzed. Information analysis has shown that as many individuals as possible own a bike and most buy it to match ads and word-of-mouth. Finally, most customers are happy with the car they bought and are happy with the company's sales service.

Muragan and Fermi (2018) their survey is based on consumer behavior to determine when, how, why, what brands and where people will buy products in the Tirunelveli region of Tamil Nadu. Investigate consumer perceptions of motorcycle quality assessment. Identify the factors that influence consumers' decision to buy a motorcycle. When examining customer satisfaction with motorcycles, there are four main factors that influence consumers' buying behavior: cultural, social, personal, and psychological factors.

OBJECTIVES OF THE STUDY

1. To know the reliability of the components taken for the research.
2. To identify the factors influencing the youth behaviour towards purchasing of two wheeler in Tiruvallur District.

HYPOTHESES OF THE STUDY

- The null hypothesis states that there are no latent underlying structures and that all variables load equally.

RESEARCH METHODOLOGY

This study is based on both primary and secondary data. The primary data have been collected from the owners of two –wheelers using questionnaire. The secondary data have been collected from the published reports, records, books, Journals, bulletins, magazines, internet and newspapers. Both the primary data and secondary data have been analysed by using the SPSS package. This study is confined to Tiruvallur with 275 Sample respondents selected adopting Most convenient sampling method.

The area of the study mainly focuses on the youth of Tiruvallur who owned two-wheelers. Tiruvallur is one of the places where the two-wheelers market is quite high. The data were most probably collected from the students of colleges who are coming from Tiruvallur city with two-wheeler.

One set of questionnaires was prepared for the study. The respondents' research was the customers who have already bought two-wheelers and taking the measure on which basis they bought. The sample technique used for the research project is done by nonprobability convenience. The data collection size is 275 respondents' collected through online with the help of Google forms.

ANALYSIS

Exploratory Factor Analysis (EFA) is a statistical method used to uncover the underlying structure of a relatively large set of variables. This technique hasbeen used here to compress the data to a smaller set of summary variables and to explore the underlying theoretical structure of the phenomena. This technique has been used as the researcher had no apriori hypothesis about factors or patterns of measured variables.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.767
Bartlett's Test of Sphericity	Approx. Chi-Square	1488.130
	df	55
	Sig.	.000

Communalities

	Initial	Extraction
brand reliability	1.000	.777
good braking system	1.000	.807
headlights and visibility	1.000	.851
engine kills with and es	1.000	.757
cheap maintenance cost	1.000	.708
engine pick up	1.000	.752
goods mileage	1.000	.716
availability of genuine parts	1.000	.763
innovative product features	1.000	.776
looks and styles	1.000	.737
employee performance management	1.000	.727

Extraction Method: Principal Component Analysis.

All the eleven items are having the communalities value of more than 0.7.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.289	29.899	29.899	3.289	29.899	29.899	3.201	29.101	29.101
2	2.641	24.013	53.912	2.641	24.013	53.912	2.632	23.927	53.029
3	2.040	18.543	72.455	2.040	18.543	72.455	2.137	22.426	75.455
4	.655	5.953	78.408						
5	.487	4.424	82.832						
6	.429	3.896	86.728						
7	.413	3.755	90.484						
8	.346	3.146	93.630						
9	.303	2.751	96.381						
10	.237	2.154	98.535						
11	.161	1.465	100.000						

Extraction Method: Principal Component Analysis.

The total variance explained value percentage is 75.455 that shows that the study explains it validity more than 75 percent level.

Rotated Component Matrix[a]

	Component		
	1	2	3
headlights and visibility	.922		
good braking system	.894		
brand reliability	.880		
engine kills with and es	.867		
engine pick up		.865	
goods mileage		.844	
cheap maintenance cost		.779	
availability of genuine parts		.748	
looks and styles			.851
employee performance management			.846
innovative product features			.820

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
/SUMMARY=TOTAL.

The Kaiser-Meyer-Olkin measure of Sampling Adequacy is a statistic that indicates the proportion of variance in variables that might be caused by underlying factors. High values (close to 1.0) generally indicate that a factor analysis may be useful with the data. If the value is less than 0.50, the results of the factor analysis probably won't be very useful. KMO values between 0.50 and 1 indicate the sampling is adequate.

The null hypothesis is accepted, the 11 items are grouped under 3 constructs.

Reliability Statistics

Cronbach's Alpha	N of Items
.706	11

Item Statistics

	Mean	Std. Deviation	N
brand reliability	3.73	1.124	275
good braking system	3.76	1.032	275
headlights and visibility	3.73	1.025	275
engine kills with and es	3.72	.992	275
cheap maintenance cost	3.81	1.043	275
engine pick up	3.63	1.172	275
goods mileage	3.73	1.172	275
availability of genuine parts	3.60	1.187	275
innovative product features	3.85	.999	275
looks and styles	3.98	.985	275
employee performance management	3.78	1.093	275

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
41.31	35.610	5.967	11

Reliability Statistics

There are the values showed that all the items are having the cronbach's alpha value of more than 0.7, all the items are having enough validity to continue the research.

Reliability Statistics

Cronbach's Alpha	N of Items
.914	4

Item Statistics

	Mean	Std. Deviation	N
brand reliability	3.73	1.124	275
good braking system	3.76	1.032	275
headlights and visibility	3.73	1.025	275
engine kills with and es	3.72	.992	275

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
brand reliability	11.21	7.695	.788	.896
good braking system	11.18	8.062	.810	.886
headlights and visibility	11.21	7.899	.853	.871
engine kills with and es	11.23	8.445	.770	.900

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.95	13.869	3.724	4

Reliability Statistics

Cronbach's Alpha	N of Items
.824	4

Item Statistics

	Mean	Std. Deviation	N
cheap maintenance cost	3.81	1.043	275
engine pick up	3.63	1.172	275
goods mileage	3.73	1.172	275
availability of genuine parts	3.60	1.187	275

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
cheap maintenance cost	10.95	8.892	.604	.799
engine pick up	11.13	7.613	.735	.737
goods mileage	11.04	7.816	.693	.757
availability of genuine parts	11.17	8.395	.571	.815

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14.76	13.736	3.706	4

RELIABILITY

Reliability Statistics

Cronbach's Alpha	N of Items
.793	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
innovative product features	7.76	3.499	.593	.762
looks and styles	7.63	3.345	.666	.688
employee performance management	7.83	3.035	.652	.703

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.60	6.715	2.591	3

IMPLICATIONS

Transportation needs are becoming more and more acute. With the mounting pressure on the public transportation system, the best available solution is to have personal transportation for which two wheelers are ideal. Therefore, the two wheeler manufacturers should manufacturer their products suited to the needs/preferences of the consumers. In simple terms the fortunes of many a producer will be decided by the emerging consumer preferences for vehicles offering high fuel economy and low maintenance. The suggestions given in the paper would help the manufacturers to produce the two wheelers in accordance with the preferences of the consumers.

The study reveals that the preference pattern plays an important role when it comes to buying of two-wheeler. However the male are more interested in the two-wheeler and the perception are different from female. The explanatory research is done to examine the unexamined area of the two-wheeler owners especially focusing the youth of Tiruvallur. The participation of the two-wheeler owners in the research helps us knowing the purpose of the buying two-wheeler and let us knows that the preference pattern matters a lot. The market of two-wheeler will be more in favor of the additional features which will be much more likely to be eco-friendly and pollution free.

REFERENCES

[1] Abdul Karim B.A. (2012), Asian Journal of Research in Business Economic and Management, Vol.III, No.3. "A Study of Two Wheelers Consumer Buyer Behaviour in Tirunelveli City."

[2] Rathee, S. and Rathee, S. (2017), Consumer behaviour towards motorcycles: A conceptual study, International Journal of Applied Research, 3(1), pp 345-348.

[3] Mani, R. and Tripathy, D. (2014), A study on consumer perception towards two-wheeler bikes, International Research journal of Management Science and Technology, 5(8), pp 54-60.

[4] Singh, V. and Sharma, Y. (2018). A study on the impact of advertising on purchase of two wheelers
     by women in Panipat City, IAETSD Journal for Advanced Research in Applied Sciences. 5(1), pp.
     125-133

[5] Murugan, P., &Paul, T. F. (2018). A Study on Consumer Buying Behavior Towards Two Wheeler
     in Tirunelveli District, International Journal of Engineering and Techniques. 4(6), pp. 161-166.