



CUSTOMER BUYING BEHAVIOUR TOWARDS TWO WHEELERS – A STUDY

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Abstract

Customer buying behavior is the sum total of a customer's attitudes, preferences, intentions and decisions regarding the customer's behavior in the marketplace when purchasing a product or service. The buying behaviour of the customers pertaining to durable products show significant importance to study and observe what factors influence the customers while making a purchase decision. In the present paper, an attempt is made to evaluate and show what factors cause significance in purchase decision on two wheelers.

Key words: *Payment mode, pre and Post Purchase, Satisfaction, Two-Wheeler.*

1. Introduction

21st century has revolutionized the momentum of industries right from changing its existing practices to inculcating advanced processes to attract the consumers. The automobile industry which is ever growing in Indian market has witnessed as one of the lucrative industries due to ever increasing dependence of public on automobiles. In the recent years, the passenger vehicles have become important mode of transportation. The increase in disposable income of people had created potential demand for cars in India.

Due to increasing competition and modern technology, the prices of the car market have reached to middle class segment. As India, is one of the big nations, hence it always attracts with high market with heavy population. The competition, brand personality, features and modern technology is attracting the consumers at large. The present proposed research attempts to investigate the behaviour of the consumers on automobile industry with special emphasis on two-wheeler segment.

2. Conceptual overview of Customer Buying Behaviour

Customer buying behavior is the sum total of a customer's attitudes, preferences, intentions and decisions regarding the customer's behavior in the marketplace when purchasing a product or service. Customer decision process contains the activities performed by the customers' right from understanding the requirement of a product or service to making a decision about satisfaction of the product or service and also the marketer/seller's service. There are five steps involved in the customer decision making process.

They are:

Problem recognition: The first step is problem recognition. During this step, the customer realizes that she has an unfulfilled need or want. The buying process starts when the buyer recognizes a problem or need. The need can be triggered by internal or external. Marketers need to identify the situations that target a particular need. By gathering information from a number of customers, marketers can identify the most frequent stimuli that spark an interest in a product category.

Information search: The next step is to gather information relevant to what you need to solve the problem. In this stage the customer gathers information from various sources regarding the products and/or services which he wants to purchase.



Evaluation: After information is gathered, it is evaluated against a customer's needs, wants, preferences, and financial resources available for purchase. In our example, our customer has decided to narrow her choices down to three two wheelers based upon price, comfort and fuel efficiency. Evaluation of alternatives differs from customer to customer. There is no single process used by all customers or by one customer in all buying situations. Some basic concepts will help understand customer evaluation processes.

First, the customer is trying to satisfy a need. Second, the customer is looking for certain benefits from the product solution. Third, the customer sees each product as a bundle of attributes with varying abilities for delivering the benefits sought to satisfy this need. The attributes of interest to buyers vary by product.

Purchase: At this stage, the customer will make a purchasing decision. The ultimate decision may be based on factors such as price or availability. There are two factors intervene between the purchase intention and the purchase decision. Further, the attitude of the customer and unanticipated situational factors will also influence the customer decision making process towards purchase.

Post-purchase evaluation: After purchasing the product, the customer will experience some level of satisfaction or dissatisfaction. The marketer's job does not end when the product is bought.

a. **Post purchase satisfaction:** The buyer's satisfaction is a function of the closeness between the buyer's expectations and the product's perceived performance. If performance falls short of expectations, the customer is disappointed; if it meets expectations, the customer is satisfied; if it exceeds expectations, the customer is delighted. These feelings make a difference in whether the customer buys the product again and talks favorably or unfavorably about it to others. The larger the gap between expectations and performance, the greater the customer's dissatisfaction.

b. **Post purchase actions:** If the customer is satisfied, he or she will exhibit a higher probability of purchasing the product again. Dissatisfied customers may abandon or return the product. They may seek information that confirms its high value. They may take public action by complaining to the company, going to a lawyer, or complaining to other groups (such as business, private, or government agencies).

c. **Post purchase use and disposal:** Marketers should also monitor how buyers use and dispose of the product. If customers store the product in a closet, the product is probably not very satisfying, and word of mouth will not be strong. If they sell or trade the product, new-product sales will be depressed. The present chapter is a field-based investigation output which is performed to analyze the customers' buying behaviour towards Two Wheelers and the comparative analysis on customer behaviour from the 3 select districts of Telangana State is made in order to study the various factors which influence the buying decision of the respondents. Detailed results are presented in the following heads.

3. Objectives and methodology

The paper focuses on analyzing the buying behaviour of the customers towards two wheelers. More specifically, the study discusses on demographic profile of respondents, suitability of income source, mode of payment made while purchasing the two-wheeler, nature, support and category of branded vehicle show rooms visited.



The study is based on primary data results done on a sample of 300 respondents drawn from 3 select districts, i.e, Hanamkonda, Warangal and Karimnagar Districts. The sample respondents are the customers drawn using convenience sampling method using a structured questionnaire.

4. Analysis and Discussion

The following table shows the district wise proportion of respondents in the three select districts.

Table 1 District wise classification of respondents

S.No.	District	Frequency	Percent
1	Hanamkonda District	100	33.3%
2	Warangal District	100	33.3%
3	Karimnagar District	100	33.3%
Total		300	100%

Source: field survey

From the table results, it is to interpret that an equal proportion of respondents is selected from 3 select districts of Telangana state. Further, from each district, a sample size of 100 respondents are selected which comprise 50 percentage of total respondents.

A. Age wise classification of respondents

An attempt is made to understand the age group of respondents. As observed, the age group is one of the influencing factors in buying decision making process; the following table shows the detailed results on age wise respondents from 3 select districts.

Table 2: Classification of age group of respondents

Sl.No.	Age group of respondents	District wise classification			Total
		Hanamkonda District	Warangal District	Karimnagar District	
1	Below 20 years	5	4	8	17
2	20-30 years	5	8	14	27
3	30-40 years	25	24	39	88
4	40-50 years	36	42	24	102
5	50-60 years	29	22	15	66
Total		100	100	100	300

Source: field survey

From the table, it is to interpret that from Hanamkonda district, majority of the respondents are selected from the age group of 40-50 years and further 29 respondents have been selected from the age group of 50-60 years. When it comes to Warangal district, majority of the respondents are in the age group of 40-50 years and further from Karimnagar district, majority of the respondents have been selected from the age group of 30-40 years. Overall, the results clearly indicate that majority of the respondents are selected from the age group of 30-40 years.



B. Analysis on gender classification of respondents

The present table provides a clear view on male and female ratio among the total respondents selected from 3 select districts of Telangana State. Results are presented in Table 3.

Table 3: Gender wise classification of respondents

Sl.No.	Gender classification of respondents	District wise classification			Total
		Hanamkonda District	Warangal District	Karimnagar District	
1	Male	89	92	64	245
2	Female	11	8	36	55
Total		100	100	100	300

Source: field survey

From the table, it is clear that majority of the respondents from all the three districts are selected from male category. The representation of female for Hanamkonda and Warangal District is minimum and from Karimnagar District, 36 respondents have been selected from Female category.

C. Residential status of respondents

The following table shows the residential status of respondents which is classified as urban, rural and Semi-urban.

Table 4: Residential status classification of respondents

Sl.No.	Residential status of respondents	District wise classification			Total
		Hanamkonda District	Warangal District	Karimnagar District	
1	Urban	82	78	86	246
2	Rural	4	8	2	14
3	Semi-urban	14	14	12	40
Total		100	100	100	300

Source: field survey

From the results on residential status of respondents, it is observed that from Hanamkonda district, Warangal district and Karimnagar district, majority of the respondents have opined that they are based from urban region. Second highest majority of the respondents, i.e, 40 respondents have opined that they are semi-urban back ground. Overall, the results clearly indicates that majority of the respondents are selected from urban region.

D. Marital Status of Respondents

The following table shows the marital status of respondents selected from the urban and semi-urban regions in the State of Telangana.

Table 5: Marital Status of respondents

Sl.No.	Marital status of respondents	District wise classification			Total
		Hanamkonda District	Warangal District	Karimnagar District	
1	Married	90	88	80	258
2	Unmarried	10	12	20	42
Total		100	100	100	300

Source: field survey



From the results on marital status of the respondents, it is clearly observed that majority of the respondents from all the three select districts found married. And further the unmarried respondents are very low for Hanamkonda and Warangal Districts. For Hyderabad district, 20 respondents were found unmarried.

E. Occupational Status of Sample Respondent

Occupational status of the respondents are taken and compared among 3 select districts of Telangana State. Results are presented here.

Table 6: Occupational status of Respondents

Sl.No.	Occupational status of respondents	District wise classification			Total
		Hanamkonda District	Warangal District	Karimnagar District	
1	Government Employee	36	44	28	108
2	Private Employee	28	25	46	99
3	Retired Employee	11	10	18	39
	Others (own business)				54
	Total	100	100	100	300

Source: field survey

From the results, it is to interpret that majority of the respondents from Hanamkonda district were found working as ‘Government Employee’, further the 28% of respondents are found from Private Employee category. Whereas from Warangal District, majority of the respondents, i.e, 44% of them are working as Government employee. Whereas from Karimnagar District, majority of the respondents were found from Private Employee category and further 28% of the respondents are found as ‘Government Employee’, overall, it is observed that except in Karimnagar District, remaining two districts respondents were found from ‘Government Employee’ category.

F. Analysis on educational qualification of respondents

The following table shows the educational qualification of respondents.

Table 7: Educational qualification of Respondents

Sl.No.	Educational qualification of respondents	District wise classification			Total
		Hanamkonda District	Warangal District	Karimnagar District	
1	Matriculation	4	2	0	6
2	Under Graduate	12	10	14	36
3	Graduate	32	25	30	87
4	Post Graduate	42	58	42	142
5	Others	10	5	14	29
	Total	100	100	100	300

Source: field survey

From the results on the educational qualification of the respondents, it is observed that, majority of the respondents from Hanamkonda district was found having Post Graduation as educational qualification. From Warangal District, majority of them have opined that they have post graduate qualification and from Karimnagar district 42% of the respondents possess Post Graduation, overall, around 43% of the



total respondents have opined that they possess Post Graduation as educational qualification, further, 37% of the total respondents have opined that they possess ‘Graduation’ qualification.

G. Analysis on Family Size of Respondents

The following table shows the family size of respondents in three select districts.

Table 8: Size of family of Respondents

Sl.No.	Size of family	District wise classification			Total
		Hanamkonda District	Warangal District	Karimnagar District	
1	Single	1	2	11	14
2	2 members	15	24	48	87
3	3-5 members	72	64	32	168
4	More than 5 members	13	10	8	31
Total		100	100	100	300

Source: field survey

From the results, it is to interpret that, majority of the respondents from Hanamkonda District have 3-5 members as family size. From Warangal district, 64% of the respondents have 3-5 members in the family and from Karimnagar district, majority of the respondents, i.e., 48 respondents have opined that their family size consist of 2 members. Overall, the study clearly shows that there is a similarity in the family size for Hanamkonda District and Warangal District as majority of the respondents has 3-5 members in the family.

H. Analysis On Monthly Income of The Family Members

An attempt is made to understand the average monthly income level of family members of respondents from 3 select districts. Results are presented in table 9

Table 9 Total Monthly Income of the Family

Sl.No.	Monthly income of respondents	District wise classification			Total
		Hanamkonda District	Warangal District	Karimnagar District	
1	Below 25000	8	6	10	24
2	25000to 50000	20	24	14	58
3	50001 to 100000	27	28	52	107
4	More than100000	45	42	24	111
Total		100	100	100	300

Source: field survey

From the results, it is to interpret that majority of the respondents from Hanamkonda and Warangal District have opined that their monthly income range ‘more than 1 lakh’ but whereas majority of the respondents from Karimnagar district have opined that their monthly income range is in between 50001 to 100000. Overall, the figures further reflect that majority of the respondents have the income range of 50001 to 100000.



I. Analysis On Economic Status of Respondents

An attempt is made to analyze the economic status of respondents from 3 select districts of Telangana State. Results are presented in table 10.

Table 10: Economic status of respondents

Sl.No.	Major source of economic status	District wise classification			Total
		Hanamkonda District	Warangal District	Karimnagar District	
1	Occupational salary	52	64	50	166
2	Agriculture	4	2	6	12
3	Commercial land/business	32	26	38	96
4	Funding from other sources	12	8	6	26
Total		100	100	100	300

Source: field survey

From the results, it is clear that majority of the respondents from Hanamkonda District have opined that their major source of economic status is ‘Occupational salary’. Where as From Warangal and Hanamkonda Districts also, it is observed that majority of the respondents have opined that their major source of economic status is ‘Occupational salary’. Overall, the study clearly shows that more than 50% of the respondents from the three districts have opined that their major source of economic status is ‘Occupational salary’. From the category on commercial land/business, it is observed that majority of the respondents are from Karimnagar District.

J. customers’ perception on suitability of income source for the purchase of two-wheeler

The following table shows the perception of customers on whether the suitability of income source enabled them for the purchase of Two-Wheeler.

Table 11: Perception on suitability of income source for purchase of Two-Wheeler

Sl.No.	District wise classification of respondents	Perception of respondents on suitability of income source for purchase of Two Wheeler		Total
		Yes	No	
1	Hanamkonda District	82	18	100
2	Warangal District	89	11	100
3	Karimnagar District	91	9	100

Source: field survey

K. Customers’ perception on mode of payment feasible according to economic capacity

From the survey on the customer perception on mode of payment feasible according to economic capacity, the following results are obtained.



Table 12: Perception on mode of payment feasible to economic capacity

Sl.No.	District wise classification of sample respondents	Perception on mode of payment feasible according to economic capacity			Total
		Instalment based purchase (EMI)	Credit purchase	Direct cash purchase	
1	Karimnagar District	28	10	62	100
2	Warangal District	32	8	60	100
3	Karimnagar District	48	20	32	100

Source: field survey

It is clear that majority of the sample respondents from Karimnagar district, i.e, 62% of them have opined that ‘Direct Cash purchase’ is the best mode of payment feasible according to the economic capacity. Further, from Warangal District, it is observed that 60% of them have opined that ‘Direct cash purchase’ feature enabled them according to the mode of payment feasible for their economic capacity. Whereas 48% of the Karimnagar District customers, i.e., majority of them have opined that they prefer ‘Installment based purchase’ is the best mode of payment feasible according to the economic capacity. ANOVA of One-way classification is applied to analyze whether there is a significant difference in the perception of district wise perception of customers with reference to mode of payment feasible according to the economic capacity. Results are presented in the following table.

Table 13 : ANOVA test results

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	227667	2	1137.333	7.849693	0.02114	5.143253
Within Groups	869.3333	6	148889			
Total	3144	8				

From the results, it is clear that the calculated value of F is higher than the tabular value of F, hence null hypothesis is rejected, therefore it is proven that there is a significant difference in the perception of district wise perception of customers with reference to mode of payment feasible according to the economic capacity.

L. Customers’ perception on nature exhibited for taking decision on purchase of two-wheeler

Table 14: Perception on nature exhibited for taking decision on purchase of Two-Wheeler

Sl.No.	District wise classification of sample respondents	Perception on nature exhibited for taking decision on purchase of Two-Wheeler			Total
		Economic nature	Rational nature	Free-rein nature	
1	Karimnagar District	74	20	6	100
2	Warangal District	82	15	3	100
3	Karimnagar District	34	48	18	100

Source: field survey



From the results, it is clear that, majority of the sample respondents from Karimnagar and Warangal District, i.e, 74% and 82% respectively have opined that they exhibit ‘Economic nature’ for taking decision on purchase of Two-Wheeler. Whereas from Karimnagar district, it is clear that majority of the respondents have opined that they exhibit ‘free rein nature’ for taking decision on purchase of Two-Wheeler.

ANOVA test is applied to analyze the significant difference in the perception of the customers from 3 districts towards type of nature exhibited by customers for taking decision on purchase of Two-Wheeler. Results are presented in the following table.

Table 15: ANOVA test results

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	4572.66	2	2286.33	6.5909	0.03060	5.1432
Within Groups	2081.33	6	346.888			
Total	6654	8				

From the results, it is clear that the calculated value of F is higher than the tabular value of F, hence null hypothesis is rejected, and therefore it is proven that there is a significant difference in the perception of the customers from 3 districts towards type of nature exhibited by customers for taking decision on purchase of Two-Wheeler.

M. Customers’ perception on support for purchase of a two-wheeler

An attempt is made to analyze the perception of customers from the three select districts towards support for purchase of Two-Wheeler. Results are presented below.

Table 16: Customers’ perception on support for purchase of a Two-Wheeler

Sl.No.	District wise classification of sample respondents	Perception on support for purchase of a Two-Wheeler		Total
		Yes	No	
1	Karimnagar District	92	8	100
2	Warangal District	87	13	100
3	Karimnagar District	94	6	100
	Total	273 (91%)	27 (9%)	300 (100%)

Source: field survey

From the results, it is to interpret that majority of the customers from Karimnagar district, Warangal District and Karimnagar District have opined ‘yes’ which indicates that they believe that their economic capacity support for the purchase of Two-Wheeler. In order to verify whether there is a significant difference in the perception of the customers from the three select districts with regard to support for purchase of Two Wheelers, Chi-square test is applied. Results are presented below.



Table 17: Chi-square test results

	Expected:	contingency table
	A	B
1	91.0	9.00
2	91.0	9.00
3	91.0	9.00
chi-square = 3.17 degrees of freedom = 2 probability = 0.204, tab value= 5.99		

from the results, it is clear that null hypothesis is rejected, therefore, it is proven that there is a significant difference in the perception of the customers from the three select districts with regard to support for purchase of Two Wheelers.

N. Customers’ perception on type of branded show romm they visited for the purchase of two-wheeler

The following table shows the perception of the customers with regard to three districts towards type of Two-Wheeler brand show room visited for the purchase of Two-Wheeler.

Table 18: Customers’ perception on brand show room visited

Sl.No.	District wise classification of sample respondents	Perception on brand show room visited			Total
		Hero	Honda	Bajaj	
1	Karimnagar District	84	6	10	100
2	Warangal District	78	15	7	100
3	Karimnagar District	61	24	15	100
	Total	223 (74%)	45 (15%)	32 (11%)	300 (100%)

Source: field survey

From the results, it is to interpret that , from Karimnagar district, 84% of the respondents have opined that they have visited Hero show room for purchase of Two Wheeler. Only 10% of them have visited Bajaj show room and 6%of them have visited to purchase Honda Brand show room. Further, from Warangal District, it is observed that 78% of the respondents have opined that they have visited Hero, 15% of them have opined that they have visited ‘Honda’ show room and 7% of them have opined that they have visited ‘Bajaj’ show room for the purchase of Two Wheeler. Overall 74% of the total sample respondents have opined that Hero show room for the purchase of Two Wheeler.

In order to analyze is there a significant difference in the perception of the customers from the three districts with regard to branded show room visited for the purchase of Two Wheeler, ANOVA of two-



way classification is applied to analyze whether there is a significant difference in the perception of the customers from the three districts and also the significant difference in the selection of Two Wheeler brand show room. Results are presented below.

Table 19: ANOVA test results

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	7592.66	2	3796.333	47.52	0.00020	5.14
Within Groups	479.333	6	79.888			
Total	8072	8				

Since the calculated value of F is higher than the tabular value of F at 5% level of significance and 5 degrees of freedom, null hypothesis is rejected, therefore, it is concluded that there is a significant difference in the perception of the customers from the three districts and also the significant difference in the selection of Two-Wheeler brand show room.

5. Conclusions

The study reveals that, most of the customers prefer three select two-wheeler manufactures for the purchase of two wheelers. These include Hero Group, Honda and Bajaj manufacturers. The study reveals that, most of the customers show economic nature while making purchase decision. The study reveals that about 91 percent of respondents take the assistance while making purchase decision. The study reveals that most of the customers prefer installment method during payment for purchase of Two-wheeler. About 80 percent of respondents have opined that their financial position suits for the purchase of two-wheeler.

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