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A Study on Consumer Buying Behaviour Two Wheeler Vehicle at AMI Honda

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Abstract: ***The purpose of this research was to study the consumers' opinion of their motor bikes regarding its features like appearance, mileage, price, etc. and to identify the factor that influences consumers while purchasing of the Two-wheeler vehicles. The study is mainly focused on the buying behavior of the consumers that motivates them to purchase two-wheeler vehicles. The survey research design was employed; study was carried out with a sample of general people. A questionnaire was used as the data collection method, all questions were structure and close ended. The sample sizes of one hundred fifty (150) two-wheeler users have responded the questionnaires. Data was analyzed using frequency distribution (percentage), and T- test (one-sample t test). From the study it is derived that the respondents are consuming and also preferring Two-wheeler vehicle mostly.***
Keywords: Opinion, Appearance, Influences.

I. INTRODUCTION

The marketing philosophy of business assumes that an organisation can best serve, prosper and attain profit by identifying and satisfying the needs of its customers. This however, is a recent thinking; various definitions of marketing have been given from different perspective, exchanges and utility being the two important once. The current millennium has unfolded new business rules, the most significant of them being that past or experience in a given product market is no indicator for future success. Market leadership cannot be taken for granted because customer loyalty does not exist. The customer today has a much wider choice. India is the second largest producer of the two-wheeler in the world. The two wheeler segment contribute the largest volume all the segments in automobile industry in India.

The country stands next to China and Japan in terms of production and sales respectively. The industry is growing at a rate of 30% annually. It consists of three segment viz. scooter, motorcycle and moped. Majority of Indians, especially the youngster prefer motorbikes rather than cars. Capturing a large share in the two wheeler industry, bikes and scooter covers a major segment. Bikes are considered to be the favourite among the youth generation, as they help in easy commutation, styling and mileage and has more aesthetic appeal.

It is quite evident that knowing consumer needs and desires is a road to success for the marketer, but the question is how? It is not a simple task. At the first instance, we can feel that whatever consumer is telling may be perceived as correct but actually he may not act otherwise. They may respond to the message but may be influenced at the last moment by their friends, family members or by other reference groups.

Consumer behavior is the study of how people buy, what they buy, when they buy and why they buy. Consumer Behavior is the psychology behind marketing the behavior of consumers in the marketing environment. Two major psychological disciplines come into play when observing and trying to explain consumer behavior. The first is Cognitive Psychology which is a study of all knowledge related (mental) behavior. The attention, perception, memory and decision making are the various aspects of Cognitive Psychology that play an important role in consumer behavior. The second psychological discipline that has theories to explain certain phenomenon of consumer behavior is Social Psychology. It is the study of the manner in which the personality, attitude, motivation and behavior of an individual influence and are influenced by groups.

A consumer making a purchase decision will be affected by following Factors/dynamics:

A. Cultural Factors
B. Social Factors
C. Personal Factors
D. Psychological Factors

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II. REVIEW OF LITERATURE

Dr. K. Mallikarjuna Reddy [2011] :"Consumer behavior towards two-wheeler motorbikes.":The objective of the study is to analyze the impact of behavioral factors of consumers on choosing particular brand of motor bike, To suggest various factors to improve sales, and to study the behavioral factors of consumers in motor bikes. The research data is collected by both primary and secondary data. From 100 consumers the data were collected. The research done on the competitor strategies of motorcycles left us with a number of findings. All these findings and conclusions are basically drawn from the questionnaires, which are filled by the respondents in person. Regarding awareness of the brand motor bikes, above table indicates that the advertisement for Hero Honda bikes is 45 respondents. Prof. Mohd. Akbar Ali Khan & Datrika Venkata Madhusudan Rao [2018]:"A study on Two-Wheeler Consumer's Buying Behavior". The objective of the study is to examine the impact of demographic variables on consumer behavior and to study the impact of selected independent variables on consumer behavior. The research data is collected by primary data. Data were collected through questionnaire survey. After the two mentioned hypotheses testing, which were rejected based on collected quantitative data. Hence both the Objectives were met. To confirm those results, 20 Senior (citizens) consumers were contacted for qualitative input, which proved the same.

T. Lata Sujata [2019]:"Women Consumers Buying Behavior towards Two Wheelers" The objective of the study is To know the influence of various demographic factors while purchasing two wheelers, to ascertain consumer's awareness about various brands and models of two wheelers and to analyze the factors influencing women in purchase of two wheelers. the research data is collected by primary data. Through questionnaires data was collected from 200 women respondents. This paper reports key findings from an interpretative study of women consumers buying behavior towards two-wheelers in Hyderabad and Secundrabad of India. The statistical tools like simple percentage, ANOVA, factor analysis were applied to realize the objectives of the study.

Sulekha & Dr. Kiran Mor [2013]"An Investigation of Consumer Buying Behavior for FMCG: An Empirical Study of Rural Haryana" The objective of the study is to identify the factors responsible for buying behavior of rural consumers for FMCG in Haryana. The research was done by both primary and secondary data. Data were collected through questionnaires through convenience sampling method. It is concluded that FMCG companies make such marketing strategies which create a favourable environment for rural consumers and help to understand them which product suit best to them. Special kind of marketing mix strategies are required for rural marketing which emphasize on low price along with low cost phenomena.

DR. C. K. MUTHUKUMARAN [2018]:"A Study on Consumer Behavior towards Two Wheeler Dealers in Coimbatore District" The objective of the study is to recognize the elements impacting buyer purchasing conduct process, to discover the shopper mindfulness level of bike merchants in Coimbatore area, and to break down the effect of behavioral variables of shoppers on picking specific merchant. The research was done by both primary and secondary data. Data were collected through questionnaires through convenience sampling method and descriptive research design was used in this research. The buying behavior of consumers in purchasing two wheelers involves several psychological factors. All consumers engage in shopping with certain fundamental decision-making modes or styles, including rational shopping and consciousness regarding brand and quality.

III. METHODOLOGY

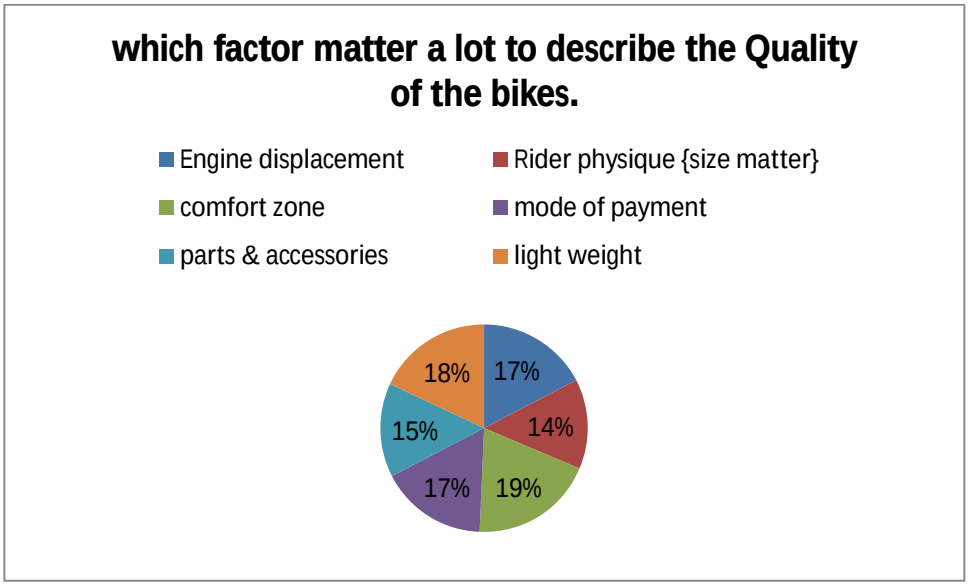
To study the consumers' opinion of their motor bikes regarding its features like appearance, mileage, price, etc. Primary data has been collected through structured questionnaires. Convenience technique was used to collect the sample. Primary data has been collected through structured questionnaires. Convenience technique was used to collect the sample.

IV. DATA ANALYSIS

A. Q1. Which Factor Matter a lot to describe the Quality of the bikes?

	Frequency	Percent
Engine displacement	26	17.3
Rider physique {size matter}	21	14.0
comfort zone	29	19.3
mode of payment	25	16.7
parts & accessories	22	14.7
light weight	27	18.0
Total	150	100.0

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1) *Interpretation:* From the above chart it can be interpreted that 17% respondents think that Engine displacement factor matters a lot about quality of the bike, 14% respondents think that Rider Physique (Size matter) factor matters a lot about quality of bike, 19% respondents think that comfort zone factor matters a lot, 17% respondents think that mode of payment factor matters a lot, 15% respondents think that parts and accessories matters a lot, and 18% respondents feel that light weight factor matters a lot about quality of the bike.

B. *Q2. How important is the following factor in your decision making for purchasing of your bike?*

1) *H0:* Appearance is the factor which is not mostly liked by the people to purchase a particular bike.
2) *H0:* Price is the factor which is not mostly liked by the people to purchase a particular bike.
3) *H0:* Brand name is the factor which is not mostly liked by the people to purchase a particular bike.
4) *H0:* Reliability is the factor which is not mostly liked by the people to purchase a particular bike.
5) *H0:* Performance is the factor which is not mostly liked by the people to purchase a particular bike.
6) *H0:* Warranty is the factor which is not mostly liked by the people to purchase a particular bike.
7) *H0:* Guarantee is the factor which is not mostly liked by the people to purchase a particular bike.
8) *H0:* Special offer is the factor which is not mostly liked by the people to purchase a particular bike.
9) *H0:* Lack of trust is the factor which is not mostly liked by the people to purchase a particular bike.

Factors	T-Test	Result
Appearance	.000	Fail to accept
Price	.000	Fail to accept
Brand name	.000	Fail to accept
Reliability	.000	Fail to accept
Performance	.000	Fail to accept
Warranty	.000	Fail to accept
Guarantee	.000	Fail to accept
Special offer	.000	Fail to accept
Lack of trust	.000	Fail to accept

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V. FINDINGS

From the study it is found that comfort zone is the most common factor matter a lot to describe the quality of the bikes. Respondents have almost rated all the factors that are mostly liked by people for purchasing a particular bike. Respondents feel that all the factors are very important factors. From this study it can be found that 17% respondents think that Engine displacement factor matters a lot about quality of the bike, 14% respondents think that Rider Physique (Size matter) factor matters a lot about quality of bike, 19% respondents think that comfort zone factor matters a lot, 17% respondents think that mode of payment factor matters a lot, 15% respondents think that parts and accessories matters a lot, and 18% respondents feel that light weight factor matters a lot about quality of the bike.

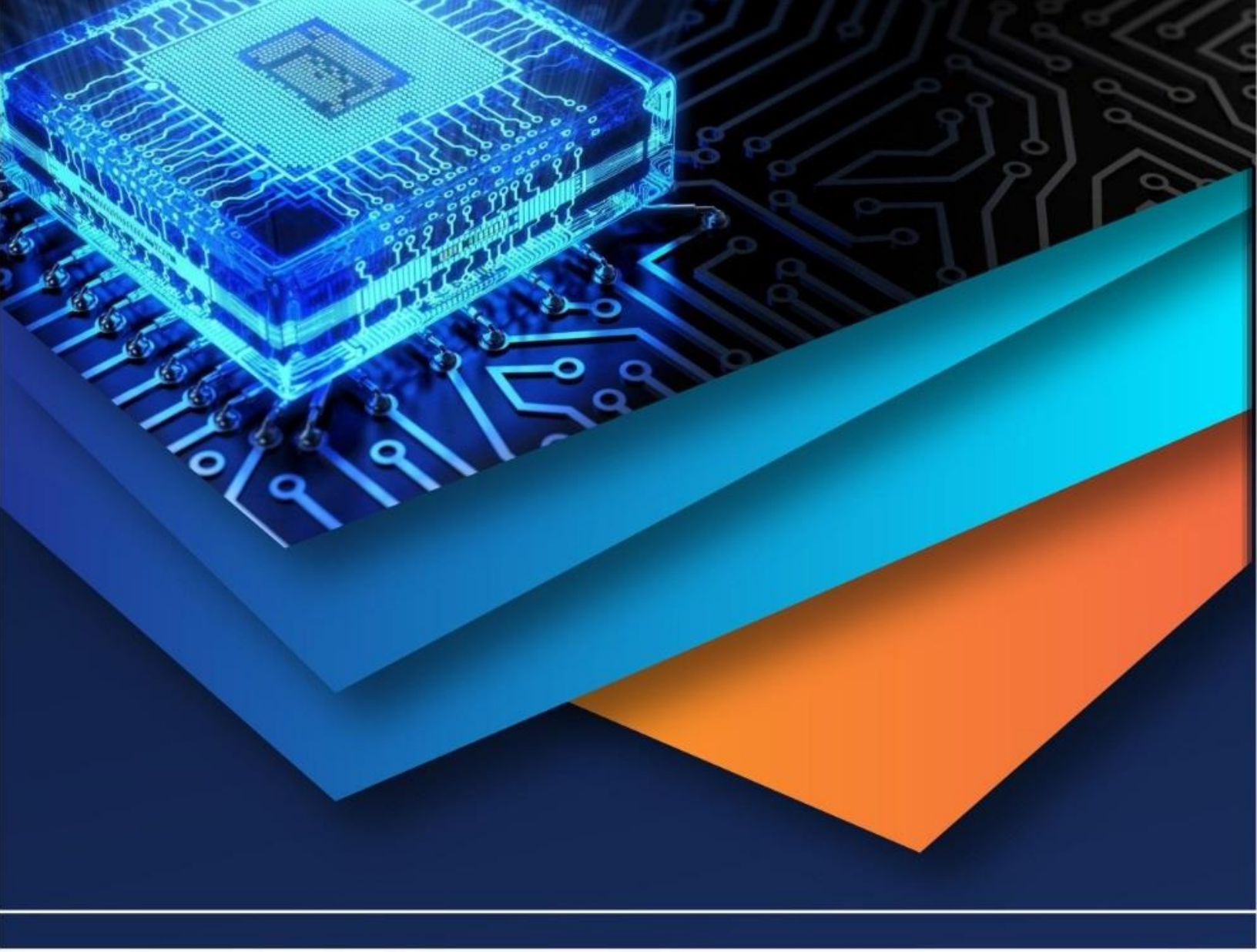
VI. CONCLUSION

Conclusion is the actual results of the study, it will guide the particular bike manufacturing company as well as the researcher to act and perform accurately for future course of action. By analyzing the data, researcher can surely say that consumer buying behavior towards two wheeler is positive, From the study it is also derived that the respondents are consuming and also preferring Two-wheeler vehicle mostly, Respondents are mostly buying Honda bike, and Respondents are mostly strongly agree, agree, neutral and disagree about the factors that are most important in making decision for purchasing of bike.

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