

# **A Study on Consumer Buying Behaviour Towards Two Wheeler in Tirunelveli District**

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## **Abstract :**

This study is based on consumer behavior to identify when, how, why, what brand and where people do buy a product at thirunelveli district in tamilnadu. It studies To know consumers awareness with regard to quality assessment of two wheeler bike. To identify the factor influencing the consumers decision in purchase of two wheeler. To study the customer satisfaction regarding the two wheeler. There are four major factors which influence buying behavior of consumer like cultural ,social, personal and Psychological factors.

Key word: Customer Satisfaction , Two - wheeler , Brand , Psychological.

## **INTRODUCTION:**

Marketing is the process by which companies can create customers interest in product or services. It generates the strategy that underlies sales techniques, business communication and business development. This integrated process makes the companies to build strong customer relationship and create value for their customers and for themselves. Consumer behaviors are of prime importance in marketing. It is important to understand consumer buying behavior as it plays a vital role in creating an impression on commerce as a whole. It focuses on how individuals make decision to spend their available resources on consumption related items. Many automobile companies exist in the market place. Specifically

in two wheelers, popular companies like Hero, Honda, Yamaha, TVS Suzuki and so on.

### **Statement of the Problem:**

It is committed to being a highly profitable, socially responsible, and leading manufacturer of high value for money, environmentally friendly, lifetime products under the brand, for customer predominantly in Indian markets. As there are many brands available for two wheelers in the market the competition becomes acute. Every company wants to attract the customers in many ways. But the customers think differently. An attempt has been made is to analyze the brand preference and attitude of the customers towards the two wheelers.

### **The objectives of this study:**

To know consumers awareness with regard to quality assessment of two wheeler bike. To identify the factor influencing the consumers decision in purchase of two wheeler. To study the customer satisfaction regarding the two wheeler.

### **Tools for Analysis:**

For the study an questionnaire was prepared to collect information from the consumer. The gathered data were analyzed by applying ratio analyze and rank test.

### **Scope of the Study:**

This study is concerned with the consumers buying behavior towards two wheelers in Tirunelveli. This study covered the period of 2017– 2018(October).

### **Collection of Data:**

The study is comprises both primary data and secondary data. The primary data were collected from the two wheeler users by using questionnaire. The secondary data were also collected from books journals and websites .

### **Tools for Analysis:**

For the study an questionnaire was prepared to collect information from the consumer. The gathered data were analyzed by applying ratio analyze and rank test.

### **OCCURANCE OF PROBLEM IN TWO WHEELERS**

Data relating to problem faced by the respondents are analyzed and presented in the following table.

**Table 1.1**  
**Problem faced in Two wheelers**

<b>C</b>	<b>Factors</b>	<b>Very High</b>	<b>High</b>	<b>Normal</b>	<b>Low</b>	<b>Very Low</b>	<b>Total</b>	<b>Rank</b>
<sup>a</sup> 1.	Spares cost	100	64	66	32	6	268	<b>I</b>
<sup>b</sup> 2. 1	Maintenance cost	66	76	72	32	9	249	<b>III</b>
<sup>c</sup> 3.	Pick up	60	56	69	36	13	234	<b>VI</b>
4. 3	Starting trouble	70	104	54	32	6	266	<b>II</b>

Table shows the problems faced by the respondents regarding the two

wheelers . It is found from that spare parts cost the first place. The statements of two wheelers Bike starting trouble and maintenance cost ranked second and third respectively. Bike pick up holds fourth rank, Price holds last rank.

## **SATISFACTION LEVEL OF THE TWO WHEELERS**

Data relating to the satisfaction level of two wheeler owners are analyzed and presented in the following table.

Table 1.2

### **Satisfaction levels of Two wheeler**

S.No.	Factors	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total	Rank
1.	Price	75	76	66	36	6	259	<b>V</b>
2.	Comfortably	85	72	72	24	9	253	<b>VII</b>
3.	Availability of spares	50	64	93	24	11	242	<b>IX</b>
4.	Fuel savings	85	48	63	36	12	244	<b>VII I</b>
5.	Service	50	80	69	28	13	240	<b>X</b>
6.	Warranty period	55	72	96	24	7	314	<b>IV</b>
7.	Mileage	55	112	93	12	4	276	<b>III</b>
8.	Speed	95	84	108	8	0	295	<b>II</b>
9.	Easy driving	60	64	123	16	3	266	<b>IV</b>
10.	Brand reputation	115	112	87	0	0	254	<b>I</b>

Table 1.2 shows the satisfaction level of the users of two wheelers. It is found that Brand reputation holds the first place. The statements of two wheelers is more speed and mileage are ranked second and third respectively. Easy driving holds fourth rank, Price holds fifth rank, Warranty period holds sixth rank, Comfortably holds seventh rank, Fuel savings holds eighth rank, Availability of spares holds ninth rank, Service holds at last rank. Hence it can be concluded that the customers all highly satisfied with speed of the bikes followed by their mileage.

### **Summary of Findings:**

- The study reveals that majority (45%) of the respondents are having used the hero two wheeler.
- It is observed that majority of the respondents come to know about the two wheeler with the help of friends (31%).
- The study reveals that majority (41%) of the respondents are using the black color two wheeler
- About 57 percent of the respondents are used to drive a speed of 50-70kms

### **Suggestions:**

- Today the competitions are very tough for the preference of two-wheeler, so the company has to improve the various models of bikes.
- The brand has to improve the mileage, fuel efficiency, comfort and durability as the customers expect.
- As the customers felt the cost of spare parts is high, necessary steps should be taken by the company to reduce the spares price.

## **CONCLUSION:**

Bike is one of the major vehicles used for travelling by many people. Normally the customers expect more mileage with low maintenance cost. Among the two wheelers about 45 percent of the respondents are having used the hero two wheeler. That too they use the two wheelers for general purpose. Their usage of two wheelers over 201 – 500km in per month is accounting 45 percent.

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