



Consumer Buying Behaviour for Two-Wheeler in Nagpur District

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ABSTRACT

Consumer behavior is a decision process that influences actions that a consumer performs while purchasing a product. One needs to understand the consumer decision making process to target our marketing effectively. This in turn helps us to better understand how people are influenced by family and friends as well as society. The survey is been conducted to understand the satisfaction of the customers about the buying behavior of two-wheeler vehicles.

KEYWORDS –consumer, buying behavior, two-wheeler, respondent etc

INTRODUCTION

India stands 2nd in terms of production of units of two-wheeler vehicle around the world. The largest volume of automobile industry in India is occupied by two-wheeler segments. India stands at par with China and Japan in terms of production and sales of this segment. Consumer buying behavior studies that how organization and individuals groups buy, use and assert goods and experiences to fulfill their needs and desires. The study is all about how a person spend their time and money on consumption related items, as the study includes why they buy it, when they buy it, what they buy, where they buy it, how they buy and how they use it.

The growth of the automobile industry is increasing day-by-day. Most of the youngsters in India specially prefer two-wheeler rather than four-wheeler. Mostly bikes and scooters cover a large segment in two-wheeler industry, and largely the young generation consider mopeds as their favorite as it is used by both males and females due its comfort and an attractive appeal. The psychology behind marketing is consumer behavior. There are two types of psychology: 1] Cognitive psychology – It is the study of mind related to mental process like memory, language, attention etc. 2] Social psychology – It is a study how individual thinks, behaves and feels which are influenced by groups.

There are many such factors that influence the consumer buying behavior of the two-wheeler vehicles. The following factors will affect the decision making while purchasing:

- Cultural factors
- Social factors
- Personal factors
- Psychological factors
- Marketing factors
- Situational factors

LITERATURE REVIEW

A study on consumer buying behavior towards two-wheeler bikes in context to Indian market by Ronald Mani and Dr. Debasis Tripathy published on Journal Impact Factor [2013]

According to the research paper, author identified the crucial factors that influence the buying behavior of consumer of two-wheeler. Author has conducted his research in few cities of Uttar Pradesh like in Allahabad, Lucknow, Varanasi. He also included various factors which motivates the consumer to purchase two-wheeler.

A study on consumer buying behavior at time to purchase Hero Honda bike published on April 6th 2011 in Business, Entertainment and Humor.

Through the research paper it is found that there are 51 users of Hero Honda and 55 of them purchased the bike by loan and 45 of them by cash. He found that the companies should focus on advertisement in order to increase their sales and through the user's review author concluded that company should increase the mileage per kilometer of Hero Honda bike.

Consumer buying behavior towards two-wheeler scooters : With special reference to Nagpur city by Dr. Padmakar I . Sahare on UGC Care Journal Vol-19-Issue 21 May 2020

From the study conducted the author provides the factors and traits to know the needs, wants and desire of consumers. The paper conducted a survey among 338 respondents to find demographic profile, factors and reasons for buying two-wheeler using percentage analysis, Likert's scaling technique and Garret ranking method respectively. In the study the users of Nagpur city preferred Honda Activa, Suzuki Access and TVS Jupiter.

Perception of women consumers towards the purchase decision of two wheelers in India – A study with reference to metropolitan cities by Dr. M. Sakthivel Murugan and R. M. Shanthi published in International Research Journal of Business and Management-IRJBM on February 2014 Volume-No-II

In the research paper author mainly focused on women's perception towards two wheeler. A survey was conducted in metro cities like Chennai, Mumbai, Delhi and Kolkata there were 400 questionnaire which is used to conduct data analysis and the finding reveals that all women consumers have different prespective towards two wheeler. So atlas it is concluded that firstly, the role of product performance influence the buying behavior of women consumer and secondly, value added benefit matters a lot in changing minds of women consumer.

OBJECTIVES

- To check the market share of two-wheeler.
- To study the behavioral factors of consumer.
- To check the brand preference of consumer towards two-wheeler.
- To check satisfaction level.
- To study the consumers opinion regarding features like appearance, mileage, price etc.
- To determine the influence of reference group in the purchasing decision of buyer.
- To suggest various factors to improve sales.

DATA COLLECTION

Primary data –The primary data has been collected through questionnaire from the city of Nagpur. The questionnaire was predesigned and pretested before it was administrated.

Secondary data – The secondary data was collected through newspaper, websites and annual report.

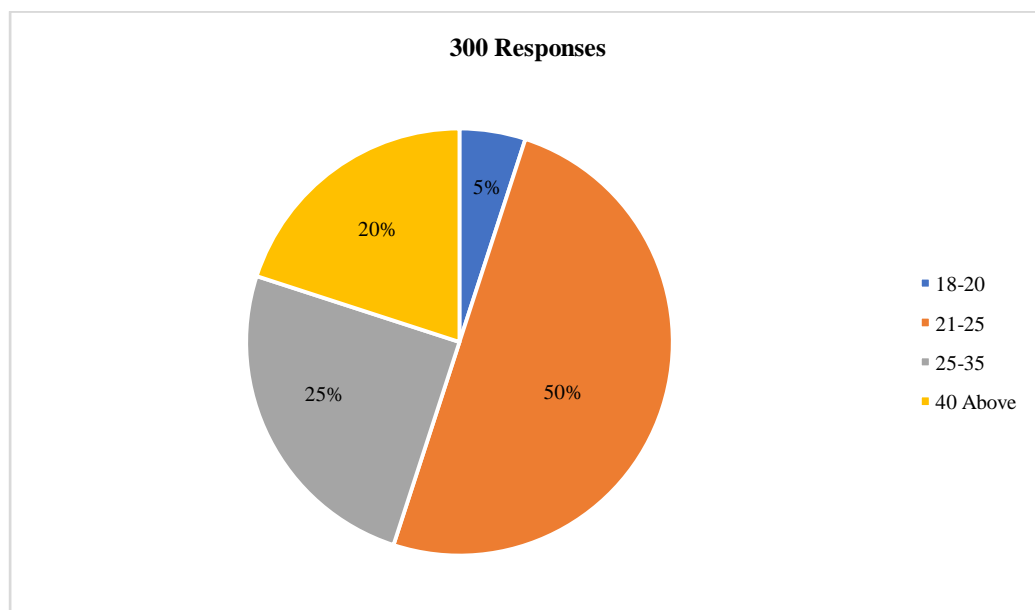
Sample design – The sample design was collected through online survey randomly 300 two-wheeler users selected which were the existing customers. The following motor bikes were selected on the basis of sales namely Bajaj, Honda, Hero, TVS or other.

RESEARCH METHODOLOGY

The research design adopted in descriptive in nature. There are 300 respondents who have provided their views in their studies. During this method the sampling techniques used are rating and liker scales.

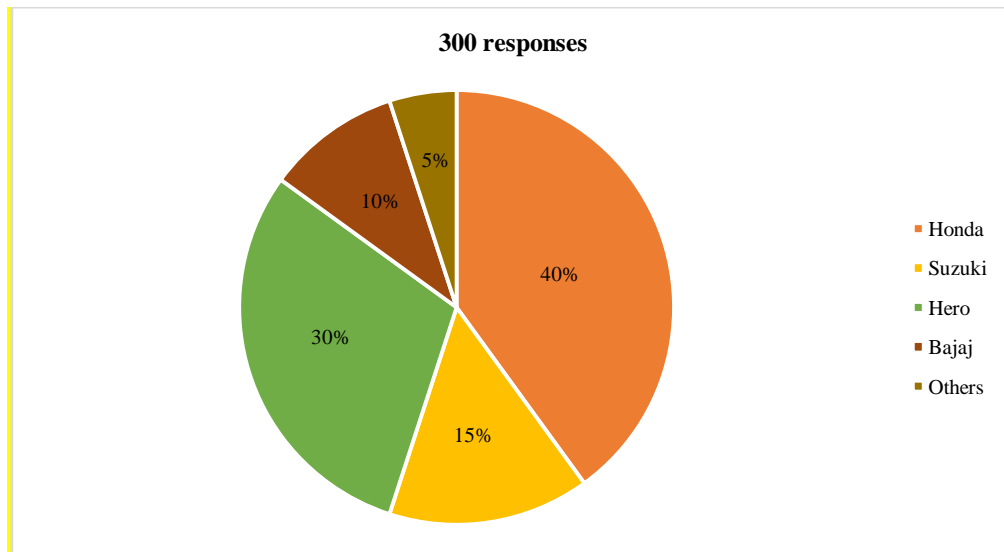
ANALYSIS AND DATA INTERPRETATION

1] What is your age category?



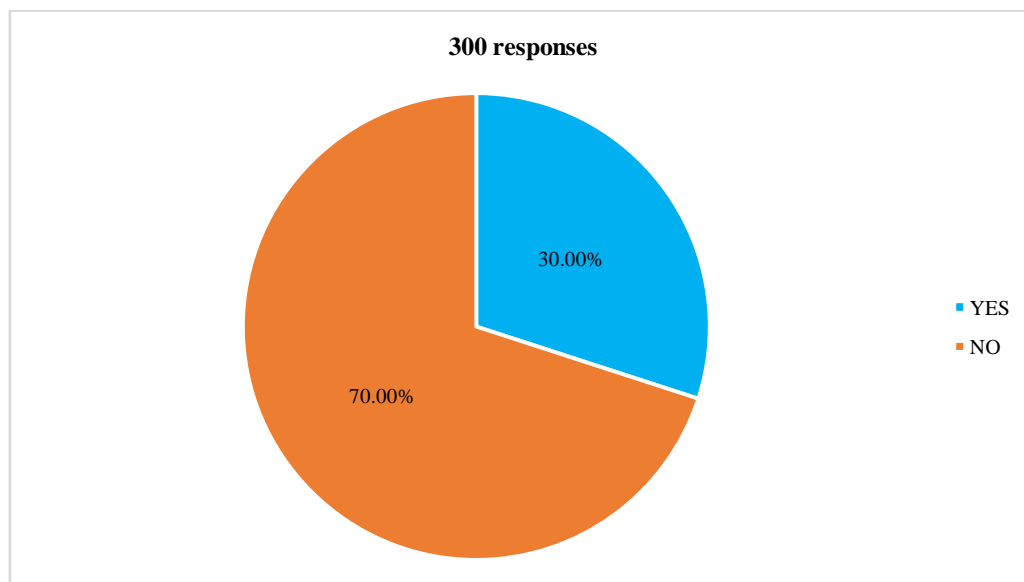
From the above data we can observe that the people who are willing to buy two-wheeler 5% of them belong to the age group of 18-20 years, 50% belongs to 21-25 age, 25% comprises of 25-35 and the remaining 20% are of age 40 and above. So basically 21-25 is the category where the highest number of people drive two-wheelers.

2] What are your preference of brands?



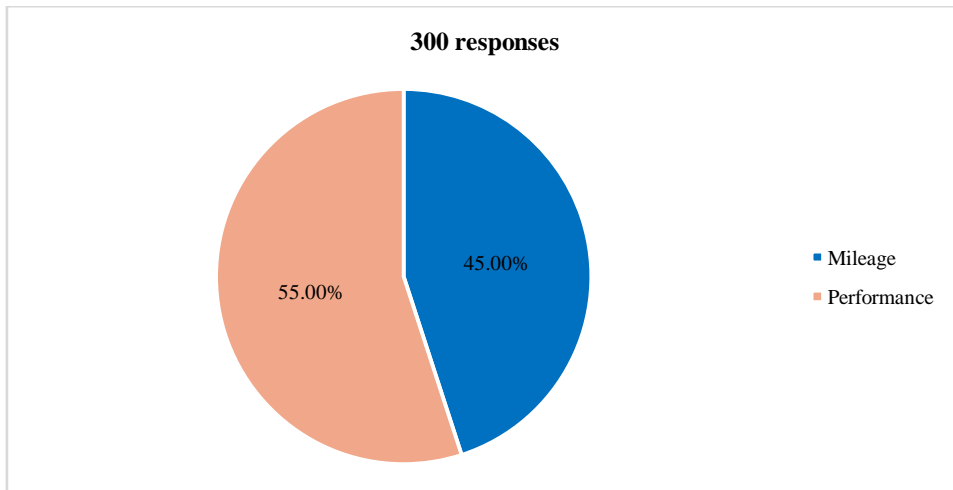
The data shows that 40% of the responses prefer Honda as their brand, after that comes Hero with 30% responses and then Suzuki, Bajaj and Others comprising 15%, 10% and 5% respectively. Majorly Honda and Hero are the most preferable brands people choose as their major preference.

3] Would you prefer speed over comfort?



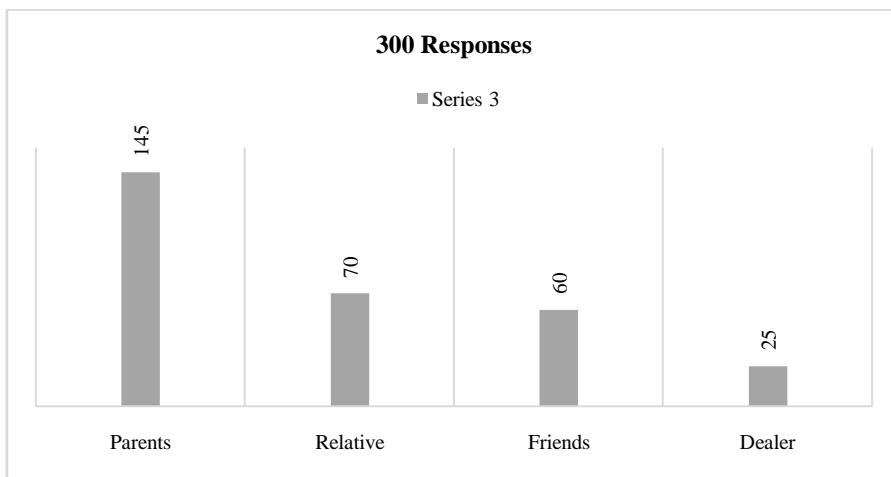
Over 300 responses the data shows that 30% of the people prefer speed over comfort their choice totally depends upon the vehicle which is good in speed, and 70% prefer comfort over speed means they are willing to buy the vehicle which is comfortable enough for them to drive rather than speed.

4] Would you choose mileage or better performance?



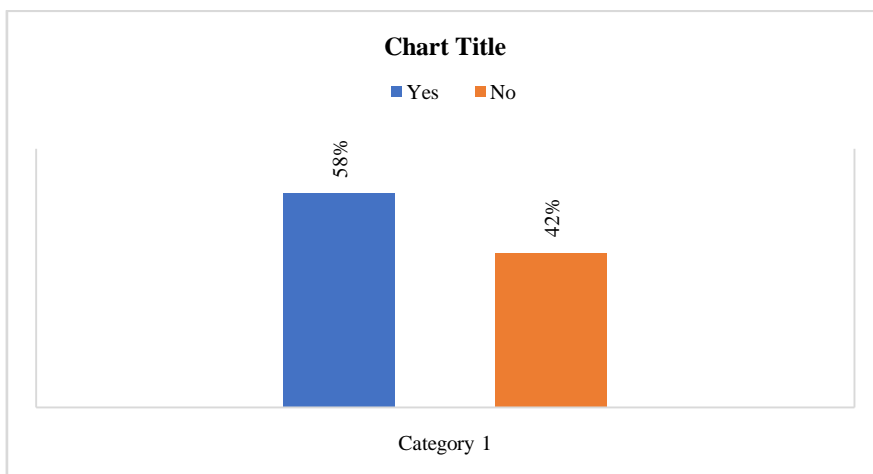
From the data given above 55% of them majorly choose performance of the vehicle while buying a two-wheeler and 45% of them choose vehicle which has a good mileage.

5] Whose suggestion matters you the most while purchasing a two-wheeler?



The bar graph showcases that among 300 people 145 of them prefer their parents suggestion while buying a two-wheeler, 70 of them takes their relatives suggestion 60 of the buyers prefer friends and the remaining 25 choose dealer while purchasing.

6] Are you willing to buy electric vehicle?



We can see that 58% of the buyers strongly agree to buy electric vehicle and 42% do not prefer electric vehicle.

CONCLUSION

This paper presents different types of consumer buying behavior. According to the research it is found that it is not as much as difficult we think to know about mentality of consumer for purchasing a two wheeler, however there is a slightest difference between perception of men and women and according the data it is observed that mostly 50 percent of people are 21-25 years of the age group drive two wheeler in large numbers.

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