



A STUDY ON CONSUMER BEHAVIOUR IN TWO WHEELER MOTOR BIKES WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Consumer behaviour is affected by a host of variables ranging from personal, professional needs, attitude and values ,personality characteristics , social economic and cultural background , age , gender , to social influences of various kind exerted a family, friends, colleageuses and society help the consumer in decision making. a study had been conducted on “Consumer Behaviour towards Two wheeler” in Coimbatore city with a sample of 100 consumers by selecting two wheeler.[i.e] Royal Enfield and TVS motor bikes and data had been collected through structured questionnaire. The study concludes that royal Enfield shows maximum satisfaction whereas TVS motors remains last. It is obvious that enhance and improve these benefits will have a positive impact on customer’s satisfaction and retention. So satisfying the customers means increasing revenue and income for motorbike company.

KEYWORDS: Consumer Behaviour, Attitude, Satisfaction, Customer.

INTRODUCTION

Every one of this world consumers one thing or the other thus attracts the brand “consumer”. We buy and consume incredible variety of goods and services. However we all have different tastes, like dislikes and adopt different behavioural patterns while making purchase decisions .This is exactly the truth about the consumers in urban semi-urban and rural areas. It is as much necessary to known who are the people who consume the product or services as it is to ascertain why they do so. In marketing , many of the scholars have tried to define the consumer and the consumer behaviour.

Consumer behaviour is affected by a host of variables ranging from personal, professional needs, attitude and values ,personality characteristics , social economic and cultural background, age, gender, to social influences of various kind exerted a family, friends, colleagues and society help the consumer in decision making.

The marketing philosophy of business assumes that an organisation can best serve proper and attain profit by identifying and satisfying the needs of its consumers.

So a study had been conducted on “Consumer Behaviour towards Two wheeler motor bikes” in Coimbatore city by selecting two wheeler motor bikes. [i.e.] Royal Enfield and TVS motor bikes.

OBJECTIVES :-

- To study the behavioural factors of consumers in two wheeler motor bikes
- To identify the impact of behavioural factor of consumers preference on particular Royal Enfield & TVS
- To study consumer awareness in the range of available products



- To give suggest various factors to improve sales

NATURE OF THE PROBLEM

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.

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 customer loyalty does not exist. The customer today has a much wider choice.

In two wheeler industries had a more modules and design, consumers had more options to choose the two wheeler bike .In this study to analyse the customer expectation and behaviour will offer the relationship with customer.

HYPOTHESIS :-

- There is a relationship between Gender and satisfaction level.
- There is a relationship between the age and satisfaction level

RESEARCH METHODOLOGY :-

Objective of the study to assess the of the Consumer Behaviour in Two Wheeler motor bikes .The present study is based on both primary as well as secondary data. The primary data are those data, which are collected from the Customer of Royal Enfield and TVS customer in Coimbatore city. The researcher collected the secondary data from the records of showrooms, journals such as Indian Journal of Marketing and so on. The researcher is concerned with the Consumer Behaviour in Two Wheeler Industry with Special reference to Coimbatore City. It covers the customers of Royal Enfield, TVS which is using the motorbikes. Hence, the researcher has selected convenient sampling method in a systematic way to collect data from 100 respondents. Moreover, the researcher has chosen the respondents from selected Royal Enfield, TVS motors bikes customers in Coimbatore city.

REVIEW OF LITERATURE :-

P.Tamilmozhi & Dr. L.Satheeskumar (2013) a study found that the ability to create a community of satisfied consumers. All the business activities should be carried out in way which are directed towards the satisfaction of the consumer needs. They are suggested to increase their supply has to be drastically improved so as to demand of the customer.

Dr.Duggani Yuvaraju & S.Durga Rao (2014) Suggested more expenditure of TV advts, reduce bike cost, incentive dealers, set up level service centers, home services and accurate services etc.,

Priyanka Jain (2015) the study was conducted in India is one of the largest manufacturers and producers of the world .India stands next to Japan and China in terms of the number of two-wheeler produced and domestic sales respectively. Majority of the Indians especially the youngster prefer motorbikes rather than cars. Capturing a large share in the two wheeler industry, bikes and scooters cover major segment. To view the satisfaction level of the customer of two wheeler vehicles in Yamaha. They are suggested lunch of new and different brands may turn the market oligopolistic but we definitely increase the market share. Focus more on mileage bikes as the style and performance are playing the major role.

Muniganti Praveen & N.Revathi(2017) It is found that the consumers possess TVS brand wheelers. Majority of the consumer are satisfied with after sales services. So ,it is suggested from the research survey that the companies should often conduct a research survey to know the consumers preferences.

Mohd.Akbar Ali Khan & Datrika Venkata Madhusudan Rao (2018) in Automotive Industry, globally, as well as in India, is one of the key sectors of the economy due to its strong forward and backward linkages. This research study broadly aimed at identifying the impact of customer satisfactions on consumer outcomes. Based on the analysis manufacturer has to focus more on Technological developments.

**ANALYSIS AND INTERPRETATION:-
(COMBINED TABLE)**

S.No	Particulars	Options	Percentage of respondents
1	Age	Less than 20	34
		21-30	50
		31-40	9
		40& above	7
2	Gender	Male	60
		Female	40
3	Marital status	Married	45
		Unmarried	55
4	Educational	SSLC	8
		HSC	30
		Graduation	44
		Post-graduation	18
5	Occupation	Private employee	29
		Government employee	25
		Business	19
		Professionals	27
		Any other...	19
6	Income	Rs10,000-20000	32
		Rs20,000-30,000	28
		Rs30,000-40,000	21
		Rs40,000 -50,000	9
		Rs50000 &above	10
7	Prefer	Royal Enfield	52
		Tvs motor	48
8	Model of royal Enfield	Royal Enfield bullet	55
		Royal Enfield thunderbird	9
		Royal Enfield classic	8
		Royal Enfield Himalayan	28
9	Model of TVS motors	Tv Apache RTR160...	43
		TVS Jupiter...	17

		TVS Sport	18
		Others....	22
10	Buy	Tv advertisement	26
		News paper	30
		Friends	35
		Radio	9
11	Usage	Less than 1 yr	33
		1yr – 2yr	44
		3yr -4yr	15
		More than 4 yr	8
12	Vehicle	Only one 2 wheeler	50
		Two 2 wheeler	30
		One 2 wheeler & one 4 wheeler	20
13	Speed	70 kmh	45
		80 kmh	28
		90 kmh	15
		10 kmh	9
		100 & above	3
14	Quantity	Excellent	25
		Good	42
		Average	10
		Bad	23
15	Design	Excellent	42
		Good	22
		Average	26
		Bad	10
16	Customer relationship	Yes	60
		No	40
17	Availability	Yes	45

		No	55
18	Offer & schemes	Discount on spares	22
		Discount on labour	15
		Free wash	30
		Extended warrant	14
		Free break down service	12
		Others.....	7

From the above table 50% of the respondents belongs to below 21-30 yrs age level Majority of the respondents are male,55% of the respondents were unmarried, 44% of the respondents were graduation,29% of the respondents were private employee ,32% of the respondents were income Rs 10,000 – 20000pm,52% of the respondents were prefer Royal Enfield ,55% of the respondents prefer model of Royal Enfield bullet,43% of the respondents model of TVS motors were TV apache RTR160...,35% of the respondents buy were Friends,45% of the respondents usage were 1yr – 2yr,50% of the respondents were vehicle were Only one 2 wheeler,45% of the respondents speed were 70 kmh,42% of the respondents quantity were good,42% of the respondents design were Excellent,60% of the respondents accepted the customers relationship were maintained,55% of the respondents were worried about avaiability of all the facilities, 30% of the respondents Offer & schemes were Free wash.

GENDER AND LEVEL OF SATISFACTION (CHI – SQUARE TEST):-

In order to study the behavioural factor of consumer between Gender and Level of satisfaction towards Consumer Behaviour in Two Wheeler motor bike with Special reference to Coimbatore city, a Chi-square test has been applied and the result of the test is given below.

:*“There is no significant relationship between Gender and Level of satisfaction towards Consumer Behaviour in Two Wheeler with Special reference to Coimbatore city”.*

Alternative Hypothesis (H₁) :*“There is a close significant relationship between Gender and Level of satisfaction towards Consumer Behaviour in Two Wheeler with Special reference to Coimbatore city”.*

TABLE.2

Factor	Calculated Value	Table Value	D.F	Remarks
Gender	8.542	5.991	2	Significant at 5% Level

Source: Compiled from Primary data

It is disclosed from the above analysis that the calculated value of chi-square (8.542) is more than the table value (5.991). Hence the null hypothesis is rejected.

Hence, there is a close significant relationship between Gender and Level of satisfaction towards Consumer Behaviour in Two Wheeler with Special reference to Coimbatore city

AGE AND LEVEL OF SATISFACTION (CHI – SQUARE TEST):-

In order to find the relationship between Age and Level of Satisfaction towards Consumer Behaviour in Two Wheeler Industry with Special reference to Coimbatore city, a Chi-square test has been applied and the result of the test is given below.

Null Hypothesis (H₀) : “There is no significant relationship between Age and level of satisfaction towards Consumer Behaviour in Two Wheeler with Special reference to Coimbatore city.

Alternative Hypothesis (H₁) : “There is a close significant relationship between Age and Level of satisfaction towards Consumer Behaviour in Two Wheeler with Special reference to Coimbatore city.

TABLE.3
(CHI – SQUARE TEST)

Factor	Calculated Value	Table Value	D.F	Remarks
Age	14.41	12.6	6	Significant at 5% Level

Source: Compiled from Primary data

From the above analysis, the calculated value of chi-square (14.41) is more than the table value (12.6). Hence the null hypothesis is rejected.

Hence, there is a close significant relationship between Age and Level of satisfaction towards Consumer Behaviour in Two Wheeler Motor Bikes with Special reference to Coimbatore city.

SUGGESTIONS /RECOMMENDATIONS:-

After analyzing the research, the following suggestions have been prepared. Great care has been taken in making these suggestions for the improvement of consumer’s opinion.

1. There is a heavy demand for Royal Enfield –Bullet model in the market, so their supply has to be drastically improved so as to meet the demand of the customer.
2. Some of the respondents are suggested to improve the Customer Relationship Management before and after sales service of TVS Bikes.
3. A considerable number of respondents opined that there is a need to improve the technology of TVS bikes and availability of the showroom.

CONCLUSION:-

The study concludes that Royal Enfield shows maximum satisfaction whereas TVS motors remains last. It is obvious that enhance and improve these benefits will have a positive impact on customer’s satisfaction and retention. So satisfying the customers means increasing revenue and income for motor bike company.

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