A STUDY ON PURCHASING BEHAVIOUR OF YOUTH TOWARDS TWO WHEELERS IN THIRUVARUR AND NAGAPATTINAM DISTRICTS

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ABSTRACT

This study described about the purchasing behavior of youth towards two wheelers among urban, semi urban and rural areas. In general, the marketing is based on level of satisfaction provided to the customers form the sellers. Purchasing behavior is a decision process in which people involved in buying and using products. The purchase behavior can be identified by the level of involvement in purchase decision and the importance and intensity of interest in a product in a particular situation. The study of consumer behavior examines how individuals, groups and organization select, buy and use of a particular product based on services, ideas, experience to satisfy the consumer needs and desires. In this study, the purchasing behavior of youth towards two wheeler was analyzed to identify the factors which influence and motivate them to buy a two wheeler most, impact of brand while purchasing and suggest various types of factors for improving the sales. The primary data collected from Thiruvarur and Nagapattinam areas had been analyzed using SPSS software. In this study, the descriptive analysis, frequency analysis, ANOVA and factor analysis have been carried out.

Key words: Purchase behavior, buyers, factors, variables, purchase decisions.

1.1 INTRODUCTION:

The essential of marketing is to provide satisfactory value to the customers by fulfilling their basic needs and requirements. Marketing starts with the buyers and ends with the buyer. The consumer satisfaction lies in understanding the consumer, his likes dislikes, his expectations and motivation. Now a days the automobile Industry has more changes to grow fast in all over the world. In an evolving industry especially in emerging economies like India, it is extremely important to formulate policies on competitions in order to promote both competition as well as growth.

India is the second manufacturer of two wheelers in the world. It is next only to Japan and china in terms of the number of two wheelers produced and sold. The Indian two wheelers industry can be broadly classified into three major segments as follows,

1. Scooters

2. Motorcycles

3. Mopeds.

1.2 STATEMENT OF PROBLEM

In this study , the research helps to analyze about which factors influences the youngsters more to buy two wheelers, what motivates them to buy two wheeler, what are their preferences , satisfaction level, who influenced them and the reason to buy.

1.3 OBJECTIVES OF THE STUDY

- To study the factors that influences the young customers to buy two wheelers
- To study the impact of brand while purchasing
- To study the consumer's opinion regarding features like mileage, price, etc.
- To suggest various types of factors for improving the sales.

1.4 SCOPE, LIMITATIONS & PERIOD OF THE STUDY

This study has been undertook to find out the assumptions of the young people for the two wheelers and also will help the two wheeler industry to know the needs and wants of their target market, i.e. young people. So that two wheeler industry can effectively and efficiently execute their marketing strategies for continuous growth. This study will also help the Research and Development departments of the two wheeler industries, to come up with the new product that will appear to the target market by satisfying all their needs.

1.5 METHODOLOGY

The data was collected in the year 2016. In that study I have used the primary data. A group of 125 respondents (Customers) from Thiruvarur and Nagapattinam areas were selected. Nearly 20 data were rejected because of inappropriate information's. The group consists of two wheeler buyers of different gender, young age groups and in both urban and rural areas. A questionnaire

with relevant factors was designed to generate the primary data. The respondents were asked to select their response in various options as per the nature of question. The data was tabulated as per the factors for the further interpretation and analysis.

1.6 RESEARCH DESIGN

In this study, the research design had been taken to obtain answers to the questions and control the variables. The research design describes the opinion of respondents about the purchase decision. A particular planned sequence of research involved in conducting the entire study.

1.7 SAMPLING METHOD

A sample of 100 customers were selected from urban, semi urban and rural area customers who are willing to respond the questionnaire were identified. That is random sampling had been taken for this study. Some of the two wheeler preference factors were taken for sampling of preferences on the basis of sales.

1.8 SOURCES OF DATA

Primary Data: The primary data collected through questionnaire from cities Nagapattinam and Thriruvarur. The questionnaire was pre administered.

Secondary Data: Secondary data was collected through various publications, articles and research papers from internet, annual report and websites.

1.9 REVIEW OF LITERATURE:

Dr. K. Mallikarjuna reddy (2001) stated that, in this study consumer behavior is affected by the variables like personal, professional needs, attitudes and values, personality characteristics, social economic and cultural background, age, gender, professional status to social influences of various kinds exerted a family, friends, colleagues, and society as a whole.

Ms. Ameer Asra Ahmed and Dr. M.S. Ramachandra, Mr. Siva Nagi Reddy (2012) described that, this study is about royal enfield company satisfactory level of customers. The customer preferences have changed in terms of motorcycles and gearless scooters that score higher on technology, fuel economy and aesthetic appeal, at the expenses of metal-bodied geared scooters and mopeds.

Prof.Peeyush K Pandey(2014) described that, The basic factors for determines the choice criteria of any customers are Age, income ,education ,sex, previous experiences if any, availability, alternatives available ,status, culture and information etc. Measuring customer's satisfaction with the firm's past performance induces more favorable evaluations of the firm and has a positive effect on purchase behavior and loyalty.

1.10 PERCENTAGE ANALYSIS

Table 1: Demographic variables

Character	Variable	Respondents	percentage
Gender	Male	91	86.7 %
	Female	14	13.3 %
	Total	105	100 %
Age	18-20 years	36	34.3 %
	21-24 years	43	41.0 %
	25-30 years	26	24.8 %
	Total	105	100 %
Education	Under Graduate	29	27.6 %
	Graduate	60	57.1 %
	Uneducated	16	15.2 %
	Total	105	100 %
Occupation	Student	32	30.5 %
	Business Professional	22	21.0 %
	Private Employee	36	34.3 %
	Government Service	15	14.3 %
	Total	105	100 %
Monthly family income	Up to Rs.10000	33	31.4 %
	Rs.10000 - Rs.15000	28	26.7 %
	Rs.15000 - Rs.20000	18	17.1 %
	Above Rs.20000	26	24.8 %
	Total	105	100 %

	Rural	22	21 %
	Urban	43	41 %
Living area	Semi urban	40	38.1 %
	Total	105	100 %

Inference:

From the table1, it is observed that the majority 86.7% of the respondents are male and 13.3% of respondents are female. It is evident that traditionally male respondents are purchasing two wheelers more than female respondents and they are the one make the purchase decision most. The majority 41% of the respondents are in the age group of 21-24, secondly 34.3% of respondents are from the age group of 18-20 and finally 24.8% of respondents are in the age group 25-30. It is evident that respondents from the age group of 21-24 are involved in this purchasing behavior of two wheelers more than the others. From the table1, it is also observed that the majority 57.1% of the youth involved in the purchase behavior are graduate people and further 27.6% are undergraduate people. Finally, the least amount of 15.2% people involved in purchasing of two wheelers in this analysis are uneducated.

Also the majority 34.3% of the respondents are private employees and the second most 30.5% of respondents are students. The third most 21% of respondents are business professionals and finally 14.3% of people are government employees. It is evident that traditionally the respondents from the private employees are involved in purchasing of two wheelers more than the other category people. From the table1, it is observed that the majority 31.4% of the respondents have the income level of up to Rs.10,000, 26.7% of respondents have Rs.10,000- Rs.15,000 income level and 24.8% of people from the income level of above Rs.20,000. The least amount 17.1% purchasers from the Rs.15,000- Rs.Rs.20,000 income level. It is evident that traditionally the respondents from the income level up to Rs.10,000 are involved mostly in the purchasing two wheelers. The respondents from urban area majorly in the amount of 41% and then 38% of youngsters from semi urban area. The 21% of rural area people are rarely go with the purchase behavior than the others.

1.11 FACTOR ANALYSIS

The factor analysis helps to segment the variables when large amount of data is used in this study. It also helps to simplify the variables for conducting the analysis.

Table 2: Rotated Component Matrix

Variables	Component					
	1	**2**	**3**	**4**	**5**	**6**
Geared bikes are more safe	.859					
Control is more in geared bikes	.787					
Geared bikes give more power	.742					
Information's from Newspapers		.752				
Identifying a reputed brand by TV advertisements		.731				
Suggestions from Family and Friends		.604				
Consideration of tyre pressure indicator			.770			
Choice of switch operated fuel tank lock than key lock			.626			
Preference on Self start engine than kick start			.556			
Awareness through Internet				.804		
Mileage is considered as a major aspect				.532		
Price influence the customer to buy					.864	
Brand image attracts the people more					.557	
Quality service improves the buying behavior					.516	
Non geared bikes are easy to ride						.825
Social media is an effective source for information						.769

Extraction Method: Principal Component Analysis.

The table 2, contains the rotated factor loadings (factor pattern matrix), which represent both how the variables are weighted for each factor but also the correlation between the variables and the factor. The exploratory factor analysis extracted six factors as per their communalities.

The communalities of 17 items ranged from the lowest value 0.512 to highest value 0.864 which indicating that a large amount of variance has been extracted by the factor solution.

Table 3: Factor name and its variables

Variables	Loadings	Factors
Geared bikes are more safe	0.859	F1 (Gear factor)
Control is more in geared bikes	0.787	
Geared bikes give more power	0.742	
Information's from Newspapers	0.752	F2 (Awareness factor)
Identifying a reputed brand by TV advertisements	0.731	
Suggestions from Family and Friends	0.604	
Consideration of tyre pressure indicator	0.770	F3 (Technological factor)
Choice of switch operated fuel tank lock than key lock	0.626	
Preference on Self-start engine than kick start	0.556	
Awareness through Internet	0.804	F4 (General factor)
Mileage is considered as a major aspect	0.532	
Price influence the customer to buy	0.864	F5 (Psychological factor)
Brand image attracts the people more	0.557	
Quality service improves the buying behavior	0.516	
Non geared bikes are easy to ride	0.825	F6 (Preference Factor)
Social media is an effective source for information	0.769	

The table 3, consists of factors which are segmented by the factor analysis and the variable group of each factors. Here, six factors were segmented.

1.12 CHI SQUARE ANALYSIS

For the relationship between the demographic variables and other variables

Table 4: Chi square analysis

Variables	Demographic variables					
	Gender	**Age**	**Education**	**Occupation**	**Monthly family income**	**Living area**
Price	0.001 **Reject:**H_0	0.806 Accept: H_0	0.006 **Reject:** H_0	0.002 **Reject:**H_0	0.211 Accept: H_0	0.254 Accept: H_0
Brand image	0.033 **Reject:** H_0	0.748 Accept: H_0	0.597 Accept: H_0	0.250 Accept:H_0	0.478 Accept: H_0	0.040 **Reject:** H_0
Mileage	0.463 Accept: H_0	0.237 Accept: H_0	0.588 Accept: H_0	0.480 Accept:H_0	0.895 Accept: H_0	0.327 Accept: H_0
Quality Service	0.095 Accept: H_0	0.277 Accept: H_0	0.257 Accept: H_0	0.525 Accept:H_0	0.717 Accept: H_0	0.045 **Reject:** H_0
Internet	0.927 Accept: H_0	0.239 Accept: H_0	0.258 Accept: H_0	0.235 Accept:H_0	0.014 **Reject:** H_0	0.001 **Reject:** H_0
Dealers help	0.488 Accept: H_0	0.460 Accept: H_0	0.768 Accept: H_0	0.302 Accept:H_0	0.504 Accept: H_0	0.650 Accept: H_0
Newspapers	0.829 Accept: H_0	0.380 Accept: H_0	0.313 Accept: H_0	0.480 Accept:H_0	0.884 Accept: H_0	0.086 Accept: H_0
Family and friends suggestions	0.261 Accept: H_0	0.453 Accept: H_0	0.895 Accept: H_0	0.479 Accept:H_0	0.378 Accept: H_0	0.208 Accept: H_0
TV advertisements	0.644 Accept: H_0	0.398 Accept: H_0	0.390 Accept: H_0	0.166 Accept:H_0	0.291 Accept: H_0	0.372 Accept: H_0
Social Media	0.762 Accept: H_0	0.304 Accept: H_0	0.017 **Reject:** H_0	0.820 Accept:H_0	0.146 Accept: H_0	0.489 Accept: H_0
Geared bikes power	0.303 Accept: H_0	0.358 Accept: H_0	0.754 Accept: H_0	0.025 **Reject:**H_0	0.990 Accept: H_0	0.029 **Reject:** H_0

Geared bikes safety	0.026 **Reject:** H_0	0.768 Accept: H_0	0.902 Accept: H_0	0.318 Accept:H_0	0.760 Accept: H_0	0.509 Accept: H_0
Geared bikes control	0.058 Accept:H_0	0.427 Accept: H_0	0.925 Accept: H_0	0.709 Accept:H_0	0.093 Accept: H_0	0.275 Accept: H_0
Non geared bikes	0.030 **Reject:** H_0	0.037 **Reject:** H_0	0.875 Accept: H_0	0.668 Accept:H_0	0.612 Accept: H_0	0.044 **Reject:** H_0
Tyre pressure indicator	0.245 Accept: H_0	0.196 Accept: H_0	0.063 Accept: H_0	0.021 **Reject:**H_0	0.195 Accept: H_0	0.113 Accept: H_0
Self start engine	0.937 Accept: H_0	0.523 Accept: H_0	0.173 Accept: H_0	0.102 Accept:H_0	0.814 Accept: H_0	0.685 Accept: H_0
Switch operated fuel tank lock	0.010 **Reject:** H_0	0.470 Accept: H_0	0.420 Accept: H_0	0.219 Accept:H_0	0.674 Accept: H_0	0.199 Accept: H_0

Inference:

From the table 2, it was illustrated that the highlighted areas were reject the null hypothesis(H_0) and the other areas were accept the null hypothesis.

Hypothesis

H_0: There is no significant relationship between the demographic variables and other variables like psychological, technical and cultural variables.

H_1: There is a significant relationship between the demographic variables and other variables like psychological, technical and cultural variables.

From the table3, it was observed that, the variable price had the significance relationship between the gender, education and occupation of the respondents. by having the significant value which is less than 0.05. The variable brand image had the significant relationship with the gender and living area of the respondents. Similarly, there is a significant relationship between the quality service and the living area. Likewise, the internet as an source for information also had the significant relationship with the monthly family income and living area of the people.

From the table 2, it was also observed that, the variables like dealers help, TV advertisements, newspapers, friends and family suggestions, geared bikes control and self-start engine does not have any relationship between with demographic variables.

1.13 CORRELATION ANALYSIS:

Table 5: Correlations`

Factors	Gear factor	Awareness factor	Technological factor	General factor	Psychological factor	Preference factor
Gear factor	1	.329**	.417**	.268**	.498**	.038
Awareness factor	.329**	1	.225*	.309**	.361**	.142
Technological factor	.417**	.225*	1	.255**	.351**	.154
General factor	.268**	.309**	.255**	1	.375**	.188
Psychological factor	.498**	.361**	.351**	.375**	1	.024
Preference factor	.038	.142	.154	.188	.024	1

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

A Pearson correlation was conducted to determine the individual relationship between the factors. In general, the strongly correlated variables have the *p*value of 70% and above percentage, the variables which have the Pearson value 30 and below percentage are weakly correlated. The variables having the Pearson value between 30 to 70 are moderately correlated.

From the above table, it was observed that the gear factor was highly correlated with all other factors except preference factor. In this, the psychological factor has strong relationship with the gear factor by having the Pearson value of 0.498 than other factors. Similarly, the awareness factor was correlated with other factors except preference factor.

When considered about the technological factors, it has the strong relationship with gear factor and then psychological factor except preference factors. Likewise, the general and

psychological factors were also has strongly correlated with all other factors except preference factor.

1.14 FINDINGS

- From the frequency analysis, in demographic variables it was inferred that majority of the male respondents were involved in the purchasing behavior towards two wheelers rather than the female respondents. Similarly, the age group of respondents 21-24 years were participated in this study more rather than the other age groups.

- The monthly family income plays an important role in the buying decision. Because the buyer preference will be varied according to the monthly income. In this study, the people who are having monthly income level of up to 10,000 mostly involved in the purchasing behavior towards two wheelers because they may not have enough financial position to buy a four wheeler.

- In the psychological factor, brand image and quality service were observed to be more important than the variables like mileage and price.

- In social factors, the main sources of information were suggestions from family and friends and TV advertisements rather than internet, social media and dealers help.

- Most of the respondents were strongly agreed with the technological factor about geared bikes on power rather than safety and control perceptions. Non-geared bikes are preferred mostly by female respondents.

- On the innovative factors, the switch operated fuel tank variable was observed to be strongly agreed by the respondents than tyre pressure indicator and self-start preference.

- From the frequency analysis, it was observed that the variables such as brand image, quality service, internet awareness, newspaper information, family and friends suggestions and TV advertisements were the variables influenced the buyer to buy a two wheeler at 67.196%.

- In this study, six factors have emergedout through the factor analysis which are gear factor, awareness factor, innovative factor, general factor, psychological factor and preference factor.

- From the ANOVA results, it was observed that the gear, psychological and preference factors have played an important role about the perception of two wheelers buying decision than the demographic variables.

1.15 RECOMMENDATIONS

- As per this findings, it was suggested that the two wheeler industry should concentrate more on the age group of 21 to 24 years by analyzing their preferences particularly rather than others. This will increase the sales volume of two wheelers. Also conduct the separate study for identifying most important factors which influence them to buy a two wheeler and motivate that factors in the industry.

- From this study results, it was noted that the middle class people who have the monthly income level up to 10,000 are predominantly involved in purchasing a two wheeler than a four wheeler. This may be because of their income level. By considering that factor, the pricing of the vehicle may be attractive to this income level buyers. This will motivate them to decide on buying of the two wheeler.

- The sources of information from sources like social media and internet may be enhanced, so that better decisions to buy two wheelers can be taken by the buyers. In this study, it was found that the dealers help on information of two wheelers, were not considered to be adequate. Considering this fact, the dealer's knowledge about two wheelers may be strengthened.

- According to the demographic variables male respondents are more involved in purchasing the two wheelers. In this regard, the two wheeler industry may concentrate on the expectations of female buyers and may launch an innovative model specially for female buyers.

- From the ANOVA analysis, it was observed that the demographic variable especially the living area, such as rural, urban and semi urban of the respondents, influences the psychological factor such as price, brand image and quality service. By considering this, the two wheeler industry mayprovide vehicles based on the location aspects of buyers.

1.16 CONCLUSION

From this study, it is observed that the youth purchase behavior was influenced majorly by brand image, quality service, internet information and TV advertisements. The buying decision of most of the rural and urban area people is influenced by the price and the income level. The living area of the people plays a vital role in purchasing decisions. The correlation analysis, shows that the preference factor which includes variables like social media and non-geared bikes, does not correlate with any other factors. In other words, the two wheeler industry may have to exercise adequate care about the other factors with more important than the preference factor. From the chi square analysis, it was observed that the factors like mileage, dealers help, newspaper information's and friends and family suggestions, TV advertisements, geared bikes control and the self-start engine preference does not have any significant relationship with the demographic factors. Hence it is suggested that, the two wheeler industry is expected to be more innovative in making better buying decisions of two wheelers.

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