

Consumer Behaviour towards Brand Positioning Of Two-Wheeler Bikes in Chennai City

Dr.Fahmeeda Yasmeen

Assistant Professor, Department Of Commerce

ABSTRACT

In the present era, customer is the focus of all the marketing activities. In particular the automobile industries, if need to gain market and leadership they should understand the customers taste and preferences that delights them, through superior value, quality and service. In addition, increasing safety requirement, voluntary environmental commitments, after sales service by the Twowheeler industry have also contributed to the changes ahead.

In a developing country like India, where a sizeable proportion of the population comprises of the middle class, a two-wheeler is considered to be the most appropriate vehicle. The Indian consumers' brand preference for two-wheeler bikes is based on mileage, price, maintenance cost and road conditions. Keeping in view the ever increasing growth rate of population, prevailing standards of living and cost of vehicles, two-wheeler bikes would continue to dominate the automobile industry in India. By identifying and understanding the factors that influence their customers, brands have the opportunity to develop a strategy that will make them champion in the industry.

This paper presents the results of the research study based on responses from 200 two-wheeler users in Chennai city of Tamilnadu. Though the sample size is small, the study brings out the general attitude of the Consumers towards their purchase decisions and behavior. In today's scenario when customer attraction is the mantra for success, a study on factors influencing consumer behaviour towards brand is a necessity. It was found that most respondents do not take a final decision to purchase a particular brand, before considering two or more brands. The decision to buy a particular brand was mostly influenced by parents and friends. The television plays an important role in influencing them to buy the product.

The Indian consumers' brand preference for two-wheeler bikes is based on mileage, price and maintenance cost and road conditions. Keeping in view the ever increasing growth rate of population, prevailing standards of living and cost of vehicles, two-wheeler bikes would continue to dominate the automobile industry in India.

KEYWORDS :Automobile industry, Brand positioning, Consumer Behaviour.

INTRODUCTION

In the present era, customer is the focus of all the marketing activities. In particular the automobile industries, if needs to gain market and leadership they should understand the customers taste and preferences that delights them, through superior value, quality and service. In addition, increasing safety requirements and voluntary environmental commitments, after sales service by the Twowheeler industry have also contributed to the changes ahead.

Consumer behavior refers to the act of individuals who are directly involved in obtaining and using goods and services which leads to the act of purchase. Factors like personality, perception, attitude and learning on the one hand and the product, price, physical attributes, advertising and societal influence on the other shape the behavior of consumers. Therefore, the marketer has to comprehend these elements for better understanding of the consumer.

Understanding of consumer behavior with regard to these aspects will enable a company to formulate product policies suitable to the requirements of customers. In the present framework consumer behavior is studied in the context of purchase decision regarding two-wheelers. This product was chosen owing to its wide usage by large segments across various socio-economic classes. By identifying and understanding the factors that influence their customers, brands have the opportunity to develop a strategy that will make them champion in the industry.

LITERATURE REVIEW

Dr Sumit Jain (2011) Peter Drucker has called the automobile industry as "the industry of industries". During the last few years, the production and management systems have been revolutionized worldwide in the automobile industry. The automotive industry is now facing new and pressing challenges. Size of the organization is no longer a guarantee of success. Only those companies that find new ways to create value may prosper in the future.

Nandidni Sen Gupta (2012), Marketers are now offering after sales service outlets to Customers in far-flung cities and building communities on which the cruiser and sports bikes ride their sales.

Virupaxi Bagodi and Biswajit Mahant (2006) The success of two wheeler manufacturers in India depends on the competitive advantage gained by them through after sales service and providing and maintaining customer satisfaction in the face of rapid changes in technology is a difficult task, which can be overcome by timely addition of capacity and upgrading of technical manpower and focusing on. The sector overall needs to focus on the CRM programs.

V.G. Ramakrishnan (2003) The two-wheeler market that has seen an explosive rise in sales over the last few years which, created an opportunity for various companies to enter the after sales business of two wheeler, Castrol, a company well known for its lubricants, has entered into the motorcycle servicing business with the roll out of its first workshop 'Castrol PrimaZona'.

NEED FOR THE STUDY

In today's scenario when customer attraction is the mantra for success, a study on factors influencing consumer behaviour towards brand is a necessity. The two wheeler business has acquired the characteristics of a matured market, by offering a large variety of models for customers and very competitive marketing and financing. Manufacturers such as Hero, Honda, Yamaha and Suzuki grew faster than industry average. This paper presents the results of the research study based on responses from 200 two-wheeler users in Chennai city of Tamilnadu. Though the sample size is small, the study brings out some of the interesting observations which could be broadly applicable to many other consumer products as well.

OBJECTIVES OF THE STUDY

- To study the opinion of two wheeler users regarding its features like appearance, mileage, price etc.
- To investigate the role of family and friends in consumer's buying decision
- To identify the factors influencing consumers in the selection and purchase of a particular brand of two-wheeler
- To study the effectiveness of media on the purchase decision and brand ratings
- To provide recommendations based on this study

HYPOTHESES OF THE STUDY

- There is no significant difference between male and female with respect to Overall rating of brands.
- There is no significant difference between age groups with respect to Overall rating of brands.
- There is no significant difference between occupations with respect to Overall rating of brands.

There is no significant difference among mean ranks towards factors influencing to buy the product.

RESEARCH METHODOLOGY

This study is based on both primary and secondary data

PRIMARY DATA: In order to accomplish this objective a market survey was conducted with 200 respondents in the study area. A questionnaire was circulated among the respondents who were the owners of two wheeler bikes of all brands. The information and opinions presented in this paper are based on the ideas given by the owners or users of two wheelers.

SECONDARY DATA: It was collected from Magazines, Text books, Newspapers, Journals, Websites etc.

STATISTICAL TECHNIQUES: Percentage Analysis, t test, ANOVA and Chi - Square

RESULTS & DISCUSSIONS

Variables	Category	Frequency	Percentage
Sex	Male	61	30.5
	Female	139	69.5
	Total	200	100
Age	Below 20	22	11.0
	21 -30	91	45.5
	31 -40	58	29.0
	Above 40	29	14.5
	Total	100	100
Occupation	Employed	55	27.5
	Self employed	50	25.0
	Students	63	31.5
	Others	32	16.0
	Total	200	100

The above table reveals that, out of 200 respondents, 30.5 percent of the respondents are Male, and 69.5 are Females. It is inferred from the above table that, the majority of the respondents are female. The usage of two wheeler varies from age to age. Regarding the age profile of the respondents, most of the respondents are between the age group of 21- 30. Comparing the other age groups the middle age between 21 to 40 are the users of two wheelers in respect to Chennai city. Many respondents covered in this study were students followed by employed persons closely followed by self employed.

Brand Rating

Variables	Mean	SD
Hero Moto Corp	3.77	0.96
Bajaj	3.63	0.90
Honda	4.08	0.89
TVS	3.79	1.03
Yamaha	4.05	0.95
Other Brands	3.70	0.96

Based on the mean score, the respondents have rated Honda as their first preference (4.08) closely followed by Yamaha (4.05) next rating is given to TVS (3.79) and Hero Moto Corp(3.77) followed by Bajaj (3.63). As per this study the usage of Honda is more preferred more than other brands of two wheelers. This is because of the mileage obtained from this particular brand.

Inferential Analysis on sample

Hypothesis I

Null Hypothesis: There is no significant difference between male and female with respect to Overall rating of brands.

t-test for significant difference between Gender and Overall rating of brands.

	Mean	SD	t value	P value
Male	21.79	2.57	4.829	<0.001**
Female	23.57	2.32		

Note: ** denotes significant at 1% level

Since the P value is less than 0.01, null hypothesis is rejected at 1% level with regard to overall rating of brands. Hence there is significance difference between male and female with regard to overall rating of brands. Based on mean score females have rated the brands better than males. Females do not change the brand of two wheeler very often compared to males.

Hypothesis II

Null Hypothesis: There is no significant difference between age groups with respect to Overall rating of brands.

ANOVA for significant difference among age groups with respect to Overall rating of brands.

Age groups	Mean	SD	F value	P value
Below 20	26.14 ^c	1.64	30.039	<0.001**
21 – 30	23.14 ^b	0.30		
31 -40	22.93 ^b	1.29		
Above 40	20.48 ^a	2.94		

Note: ** denotes significant at 1% level

Since the P value is less than 0.01, null hypothesis is rejected at 1% level with regard to overall rating of brands. Hence there is significance difference between age groups with regard to overall rating of brands. Based on Duncan Multiple Multiple Range Test (DMRT) it was found that the age group of above 40 years have significant difference compared to other age groups at 5% level with regard to brands. The age group from 21 to 40 differ with the age group of below 20 but there is no difference between (21 -30 & 31-40) at 5% level. From this test we infer that below 20 have the best opinion on brands. Since the age group below 20 are the new entrants in the purchase of two wheelers they are able to rate the best.

Hypothesis III

Null Hypothesis: There is no significant difference among mean ranks towards factors influencing to buy the product.

Variables	Mean rank	Chi – Square	P value
Mileage	3.90	186.734	<0.001**
Price	3.00		
Performance	2.97		
Life of the vehicle	2.90		
Others	2.25		

Note: ** denotes significant at 1% level

Since the P value is less than 0.01, null hypothesis is rejected at 1% level of significance. Hence concluded that there is significant difference among mean ranks with regard to factors influencing to buy the product. Every factor which influences to buy a particular brand of two wheeler is of most importance but still as a common factor mileage is the highest priority given by the respondents followed by price and performance .

INFLUENCE OF FAMILY AND FRIENDS IN DECISION-MAKING

Variables	Mean Rank
Advertisements on television	4.40
Advertisements on the radio	2.49
News papers	2.85
Magazines	2.85
Others	2.41

The factors taken for this study to understand the influence of family and friends in decision making were Parents, Spouse, Children, Friends and others. It was interesting to understand the fact according to mean ranks that most of the respondents were influenced by parents (4.10) and friends (3.49) followed by children (2.58), spouse (2.44) and other factors (2.39) as to advertisements, offers, finance and the dealers. In aggregate it was only the parents and friends whose influence is considered while making the decision to buy a particular brand.

INFLUENCE OF THE MEDIA

Based on the mean values advertisements on television (4.40) for two wheeler bike is very significant factor which influences the consumers to buy the product followed by news papers (2.85) and magazines (2.85) to the same extent. From this we are able to understand that advertisements through Televisions are quite helping the two wheeler industries to influence people to buy their product. It can also be inferred that television has been the most successful medium of advertising two-wheeler bikes and influencing customers' buying decisions.

NUMBER OF BRANDS CONSIDERED BEFORE PURCHASING

An attempt was made to examine as to how many brands are considered by a prospective buyer before a purchase decision is taken. It was observed that 60 to 70% of the respondents interviewed considered at least three brands before making a final choice. It implies that most respondents do not take an absolute decision to purchase a particular brand, but consider more than one or two brands, and evaluate them before buying any vehicle. Further, analysis reveals that the brands considered mostly were Honda (50%), Yamaha (40%) and TVS (30%) rather than any other brands.

REASONS FOR USING A PARTICULAR BRAND OF TWO WHEELER

By and Large people prefer mileage, price, performance, life and also some other factors like sentiments, liking towards any particular colour, style, brand loyalty, of the vehicle etc. into consideration at the time of purchase. Keeping this in mind it was necessary to find the different reasons for buying a particular brand of two wheeler.

Based on mean rank It was found that First priority is agreed as Mileage (3.90), followed by Price (3.00) and closely followed by performance (2.97) and life of the vehicle (2.90), least concern is given to other factors (2.25) as life of the vehicle, colour and its style.

SUMMARY OF FINDINGS

Comparing the other age groups the middle age between 21 to 40 are the users of two wheelers more in Chennai city.

As per study the usage of Honda is more preferred more than other brands of two wheelers.

The study enlightens that majority of the respondents give more importance to mileage as a factor influencing to buy the product.

It was found that most respondents do not take a final decision to purchase a particular brand, before considering two or more brands.

The decision to buy a particular brand was mostly influenced by parents and friends.

It was also established that television has been the most successful medium of advertising two-wheeler bikes and influencing customers' buying decisions.

There is significant difference between male and female, between age groups, between occupations with regard to overall rating of brands.

SUGGESTIONS

Prices of the products can be reduced to capture the market. Every company should offer after sales service to retain the existing customers.

More features should be added to the bikes according to the needs of the customer because now more than customer satisfaction, it is one step further as to customer delight.

The most important media for consumer durables is television which is influencing the people. So the dealers can invest in advertisements.

Timely Home service also could be provided to capture and lead the market.

Honda could introduce more models for female bikers at a lesser weight of the vehicle.

In every aspect there is a heavy demand for Honda in the market, so their supply has to be drastically improved so as to meet the demand of the customer.

Some of the respondents suggested to improve the mileage of Yamaha and TVS Bikes.

A considerable number of respondents opined that there is a need to improve the mechanism of TVS bikes.

CONCLUSION

This study was useful and interesting in understanding the positioning of two wheelers in Chennai city. It is clearly understood from this particular study that Honda is the pioneer and leading in the market across all age groups preferring their two wheelers for different reasons but still few suggestions are given based on the findings of the study and great care has been taken in collecting the opinions of the owners or users of the two wheelers. Most of the customers agree that Honda is best quality with reasonable price but still, to hold the position few improvements are needed as per the study. Therefore increased business and cost efficiency can result from focusing on one's own competencies and strengths. In a developing country like India, where a sizeable proportion of the population comprises of the middle class, a two-wheeler is considered to be the most suitable vehicle. The Indian consumers' brand preference for two-wheeler bikes is based on mileage, price and maintenance cost and road conditions. Keeping in view the ever increasing growth rate of population, prevailing standards of living and cost of vehicles, two-wheeler bikes would continue to dominate the automobile industry in India. Only those companies that find new ways to create value will prosper in the future.

LIMITATIONS OF THE STUDY

- The sample size is limited.
- The study is limited only to Chennai city.
- Consumer behavior is dynamic which may change according to fashion, technology development etc.

SCOPE FOR FURTHER RESEARCH

Research can be undertaken with a bigger sample size and a wide geographical region can be covered. Strategies for manufacturers and dealers could also be done in future studies.

REFERENCES

- Philip kotler, e- marketing management
Kothari. C.r,(1998). "Research methodology", h.s. Poplai for wishwaprakashan, new delhi.
Philipkotler.,(1999) "marketing management" ashokek.ghosh., new delhi.
R.S.N Pillai&bagavathi., (1999)"marketing management" s. Chand& co. Ltd,
Rajan nair.,(1997) "marketing" sultan chands& sons, new delhi,
S.A.Sherlekar,"modern marketing"himalaya publishing house, bombay.
Journals &Magazines
Websites