

**DETERMINANTS OF TWO-WHEELER AND THEIR INFLUENCE ON BUYING BEHAVIOUR OF CUSTOMERS: A CASE STUDY OF NANDED CITY, MAHARASHTRA (INDIA)**

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**Abstract**

*Understanding consumer behaviour is important for any organization before launching a product. If the organization failed to analyse how a customer will respond to a particular product, the company will face losses. Consumer behaviour is very complex because each consumer has different mind and attitude towards purchase, consumption and disposal of product. Understanding the theories and concepts of consumer behaviour helps to market the product or services successfully. Moreover, studying consumer behaviour helps in many aspects. As there is constant change in the living standards, trend, fashion and change in technology; consumer's attitude towards the purchase of product varies. Understanding these factors is of utmost importance because the marketing of product are largely dependent on these factors. Thus, consumer behaviour serves as a successful tool for marketers in meeting their sales objectives. In the light of this researcher is interested to Determinants of Two-Wheeler motor bike in buying behaviour of customers: A case study of Nanded city*

**Key words:** *consumer behaviour, purchase, consumption and disposal of product, consumer's attitude, constant change.*



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**Introduction:** The term consumer behavior is defined as the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose of it. One of the most important constants among all of us, despite our differences, is that above all we are consumers. We use or consume on a regular basis food, clothing, shelter, transportation, education, equipment, vacations, necessities, luxuries, services and even ideas. As consumers we play a vital role in the health of the economy-local, national, and international. The purchase decisions we make affect the demand for basic raw materials, for transportation, for

production, for banking; They affect the employment of workers and the employment of resources, the success of some industries and the failure of others. In order to succeed in any business, and especially in today's dynamic and rapidly evolving market place, marketers need to know everything they can about consumers what they want, what they think, how they work, how they spend their leisure time. They need to understand the personal and group influences that affect consumer decisions and how these decisions are made. (Schiffman and Kanuk 2003;8) Consumer behaviors reflects the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, time, and ideas by (human) decision making units [overtime]. (Mussen and Rosenzweig 1976; 331-358).Consumer behavior may be defended as: The decision process and physical activity individuals engage in when evaluating, acquiring, using, or disposing of goods and services. (Loudon and Della Bitta 2004; 5)

The two-wheeler market in India is forecasted to expand at a CAGR of 7.33%, and reach a sales volume of 24.89 million units by 2024, from 21.19 million in 2019. The Indian automobile sector is experiencing a slowdown since September 2018, which is likely to ease by the second half of FY 2020. The Indian government's unforeseen announcements regarding the norms of BS-VI transition and the electrification of two-wheelers by 2025 have made the market volatile. However, the automobile sector is expected to recover by mid-FY 2021 as per speculations of industrial experts.

**Market Insights:** The two-wheeler market has witnessed a significant growth over the last decade. An increased demand in urban and semi-urban areas and a relatively low cost of ownership are some of the leading factors propelling the growth of the market in India. Being the preferred alternative to public transports and four-wheelers also adds to its popularity. Lately, the industry has been facing headwinds and is showing signs of weakness with rising fuel prices, growing safety issues, multiple road accidents, higher insurance charges and uncertainty regarding the electrification of bikes. These are the reasons impeding the industry's growth. In the light of above scene researcher is trying to identify the main determinants of two wheelers and their influence of buying behaviour of customers.

**Two-wheeler sales in India from financial year 2011 to 2020 (source: www.statista.com)**

Years	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Sales	11.77	13.41	13.8	14.81	15.98	16.46	17.59	20.2	21.18	17.42

in million units

**Objectives of the Study:**

1. To study the main determinants of Two-Wheeler motor bike in buying behaviour of consumers.
2. To study the main source of information in decision making process.

**Statement of the Problem:** There has been a tremendous increase in sale of two-wheeler vehicles in India in recent past due to fast economic growth. India is the second largest producer of two-wheelers in the world. Majority of Indians, especially the youngsters prefer motorbikes rather than cars. In connection with this, researcher is interested to study the main determinants Two-Wheeler motor bike in buying behaviour consumers in Nanded city of Maharashtra.

**Need for the Study:** It helps in understanding consumer buying behaviour, it is most essential for the merchants in forming the exercises of association and sales of two wheelers, it also helps to assess and judge the buyer purchasing behaviour of customer with respect to the two wheelers.

**Research Methodology: Type of Research:** This is Descriptive Research, conducted in Nanded city to understand the main determinants of two wheelers in buying behaviors of customers. Separate questionnaire has been designed to collect necessary and required data for research work. A researcher met customer in person and data has been gathered.

**Sample Size:** - The sample size of the study is 150 respondents from the Nanded city.

**Sampling Method:** -Convenient/purposive sampling method has been used due to time constrain and big population.

**Sources of data:** - To this study researcher has used primary and secondary source of information.

**Primary data:** Primary data has been collected from motor bike user in Nanded city. Separate questionnaire has been prepared and distributed amongst the respondents to get required and necessary information for research work. Researcher has met respondents in person to get first hand information and to verify given responses.

**Secondary data:** The secondary information has been gathered from various sources like Internet, magazine, Journals, Text Book and Company Website and some other related websites.

**Hypothesis: H0:** There is no significant relationship between choice of two Wheeler motor bike and customer decision.

**Limitation of the study**

1. Due to lack of time only 150 sampling size distributed.
2. The study is limited to the customer who purchased two wheeler from Nanded city only.
3. The research conducted about the buyer purchasing behaviour in Nanded city only.

**Table 1: Sources of information used for purchase decision**

Sr. no.	Source	Hero	Honda	Bajaj	Total
1	Internet	11 (22%)	08 (16%)	04 (8%)	23 (15%)
2	Showroom	12 (24%)	10 (20%)	14 (28%)	36 (24%)
3	Mechanical	05 (10%)	06 (12%)	04 (8%)	15 (10%)
4	Friends/users	22 (44 %)	26 (52%)	28 (56%)	76 (51%)
	<b>Total</b>	<b>50</b>	<b>50</b>	<b>50</b>	<b>150</b>

**Source: Filed survey**

Source of information play very important role in purchase decision of customers, form the above study it is observed that, customer used different source of information in purchase of different motor bike in Nanded city. It shows that 51% customer consult and take opinion of friends, users and relatives before purchase of bike, they feel that their opinion is true and correct, 24% customers visit showroom for enquiry, clarifications and to see bike physically, 15% customers visit internet, company websites to see reviews of particular bike whereas only 10% customers consult and take opinion of mechanic before purchase of bike. Form the above it is conclude that friends, users and relatives act best source of information in purchase decision.

**Table 2: Best bike rated by Customer**

Sr. No.	Option	Rating	
1	Hero motors	36 (24%)	II
2	Honda motor	40 (27%)	I
3	Bajaj motor	31 (21%)	III
4	Suzuki	10 (6%)	VI
5	Yamaha	12 (8%)	V
6	TVS	21 (14%)	IV
	Total	150	

**Source: Filed survey**

Above table indicate that, 27% customer rated Honda motor bike best one and place at first rank, Hero Honda placed at second rank, whereas Bajaj Motor bike placed at third rank and TVS placed at fourth rank and Yama. From the above it is concluded most preferred bike amongst customer is Honda motor bike.

**Table 3: Determinants of customers while buying Bike**

Sr. No.	Option	Total
1	Price	48 (32%)
2	Self-start	09 (6%)
3	Disc- break	08 (5.3%)
4	Digital meter	06 (4%)
5	Mileage	56 (37%)
6	Design/Look	06 (4%)
7	Customer review	10 (7%)
8	Suspension	07 (4.6%)
	Total	150

**Source: Filed survey**

Above table shows that, 37% customers ask about the mileage of bike, 32 % customers consider price of bike, 7% customers consider customer reviews, 6% customers proffered self-start, whereas 5% choose disc break bike and 4.6% customers check suspension and 4% customers observe design/looks and digital meter. From the above it concluded that, mileage and price are most important determinants while purchasing motor bike.

**Table 4: Types shock-up preferred by customers**

Sr. No.	Option	Total
1	Spring loaded hydraulic suspension	54 (36%)
2	Telescopic suspension	35 (23%)
3	Mono suspension	33 (22%)
4	Nitrox charged shock absorber	28 (19%)
	Total	150

**Source: Filed survey**

From the above it is observed that, 36% customers preferred Spring loaded hydraulic suspension and are the conventional dampers used in two wheelers, 23% customers proffered Telescopic suspension and is used for the front suspension in almost every motorcycle today, 22% customers considered Mono suspension is single shock absorber connected with the rear frame of a motorcycle to absorb the bumps of the roads known as mono shock suspension and 19% customers proffered Nitrox charged shock absorber while purchasing motor bike. From the above it is concluded that, 36% customers preferred spring loaded hydraulic suspension.

**Major Findings of the research study:**

1. Research shows that friends, users and relatives act best source of information in purchase decision.
2. Research indicates that most preferred bike amongst customer is Honda motor bike.
3. Research reveals that mileage and price are most important determinants while purchasing motor bike.
4. Research highlighted that 36% customers preferred spring loaded hydraulic suspension.

**Conclusion:** Understanding consumer behaviour is important for any organization before launching a product. If the organization failed to analyse how a customer will respond to a particular product, the company will face losses. Consumer behaviour is very complex because each consumer has different mind and attitude towards purchase, consumption and disposal of product. Understanding the theories and concepts of consumer behaviour helps to market the product or services successfully. Moreover, studying consumer behaviour helps in many aspects. As there is constant change in the living standards, trend, fashion and change in technology; consumer's attitude towards the purchase of product varies. Understanding these factors is of utmost importance because the marketing of products is largely dependent

on these factors. Thus, consumer behaviour serves as a successful tool for marketers in meeting their sales objectives.

Research found that, main determinants influencing on consumer buying behaviour, the study selected major factors like price, self star, disc-break, digital meter, mileage, design/look, customer review and suspension. Study found that Friends, users and relatives act best source of information and important role in purchase decision. Research indicates that most preferred bike amongst customer is Honda motor bike; mileage and price is most important determinants two wheeler motor bike while purchasing. Further research highlighted that mostly youngster are preferring spring loaded hydraulic suspension. The study concludes that, by considering major findings of research, Company should always think of price, self star, disc-break, digital meter, mileage, design/look, customer review and suspension while making policy. As consumer buying behaviour is essential in now days for organization success, intense competition. Analyzing a buying behaviour of the customer is most phenomenon criteria for the firm to maximize the customer satisfaction and achieve market leadership.

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