

Consumer Preference towards Selected Two Wheelers in Hosur

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Abstract

In Krishnagiri area, Hosur town is chosen to discover the buyer inclination towards chose two wheelers. The most significant activity of advertisers is to "consider purchasers and to guide companies and nonprofit organization into developing offers that are meaningful and attractive to target consumers. To find the consumers factors which influence them to buy the particular brand of two wheeler and their level of satisfaction above the usage of two wheelers. The Indian two wheeler industry began a modest start in the 1950's and witnessed speculator growth over the last five years.

Keywords; Consumer, Job, Brand, Bike, Satisfaction, Global, Industry.

INTRODUCTION

In India, two wheeler markets are the second prevalent in the world and are continuously growing at a shocking rate of 25% annually. India stands next to Japan and china in terms of two wheelers produced and domestic sales figures. The Indian two wheelers industry has been in the limelight recently because of its impressive performance. In last few years have also seen a large quantity of two wheelers being exported in nearest countries like Bangladesh and srilanka, the India two wheeler manufacturers have capture the market.

TWO WHEELERS BASICALLY
CONSTITUTE THREE DIFFERENT
TYPES OF VEHICLES NAMELY:

- Motorcycle
- Scooters

- Mopeds

MOTORCYCLE

The term " motorcycle " normally alludes to a self - moved two-wheeled vehicle, most ordinarily controlled by a gas fuelled inner ignition motor it is a heavier and more dominant vehicle than a sulked or engines bike.

SCOOTERS

The "engine bike" have two little haggles low fueled gas motor outfitted to raise wheel. It is delivered in most noteworthy number in Italy.

MOPED

The sulked (a constriction of mechanized) bike in addition to pedals) is a two-cost vehicle. It is a 50cc class of the wheeler. It meets the essential necessities of individual transportation and portability at the

least expense. It is eco-friendly, giving about half more mileage than different classes.

CONSUMER PREFERENCE: MEANING

Customer inclination implies a buyer likes one thing over another. Inclination of the shopper is the result of the conduct they appear during looking, buying, and arranging the item. Inclination can be portrayed as "How we see the world around ". Two people might be matter to similar upgrades under evidently similar conditions, yet how they remember them, select them, arrange them a profoundly singular procedure dependent on every individual's desires the impact that every one of factors has a ceaseless procedure, and its pertinence to the showcasing will be investigated in some detail.

STATEMENT OF THE PROBLEM:

The interest for bikes is developing each year. So also the inclinations of the buyers are additionally changing every once in a while. An examination on buyer inclination manual for knows who the clients are. How they worn and respond to the item the view of the clients are to be carefully considered by directing review on buyer inclination. This investigation likewise knows how various brands in TVS, Bajaj, Honda, Yamaha, and how it pulls in different clients.

OBJECTIVES OF THE STUDY:

- To analyses the connection between the brand preference with mention to demographic factors
- To analyses the various aspects occupied in the buying behavior
- To study the noteworthiness of criteria in which the buyer searches for the item execution
- To measure the purpose of fulfillment of the purchaser

SCOPE OF THE STUDY:

The examination zone Hosur is situated in Krishnagiri locale. It has countless populaces. Increasingly number of little scale ventures and money related foundations are arranged in this town. It is estimated as a significant business focus. Thus the Hosur town alone has been chosen to examine the inclination of purchasers.

RESEARCH METHODOLOGY:

An enlightening system is utilized to play out an examination in an effective way. This area features the system and procedure used to lead the present research.

LIMITATIONS OF THE STUDY:

- The primary data composed through questionnaire being qualitative in nature might have their own limitations.
- The consequences of the investigation might possibly pertinent to different territories.
- Though the two wheeler industry covers many brands and models, present study is limited to a few two wheeler companies namely TVS auto, Honda, Bajaj auto & Yamaha.

REVIEW OF LITERATURE

ARUN (2002) in his study on "brand partiality of customer for 100CC motor cycles: a study in Kerala metros "sharp out that the most important smart features towards Honda is its fuel

Efficiency and riding ease and toward Yamaha samurai is its low price and less maintenance.

SIDDHARTHA AND S.MUKHERJEE (2002) the examination uncovers that, the bike in India is utilized for determination of work, for example, visiting individuals, conveying loads open air employments like selling and purchasing. In rustic territories it encourages individuals to go all the more normally to close by towns to their every day needs. The bike has

turns into an exorbitant help for expanding profitability and thus the benefit, other than aiding as an individual method of transportation.

V.G RAMAKRISHNA (2003) Has cited that the vehicle overhauling business in India is experiencing a modification. In early days, the adjusting needs of the vehicles were embraced generally by street side mechanics and a couple of organized workshops and the organizations need to concentrate on building a chain of affirmed administration stations packaging the whole nation to support its vehicles, besides as the rivalries in the market has heightened and net revenues pressed, organizations need to see overhauling as a cash spinner for the whole activity.

DATA ANALYSIS AND INTERPRETATION

This section manages investigation and arrangements of the examination. To examine crude information was condensed in an ace table and from this table the result have been done. The inquiries having different/elective options were dissected by taking.

TABLE 1
GENDER OF THE RESPONDENTS

GENDER	NO OF RESPONDENTS	PERCENTAGE
Male	20	40
Female	30	60
TOTAL	50	100

(SOURCE: PRIMARY DATA)

Table exhibits the gender of the respondents. Majority of the respondents i.e., 60%

of them are female and remaining 40% of them are male.

CHART 1
GENDER OF THE RESPONDENTS

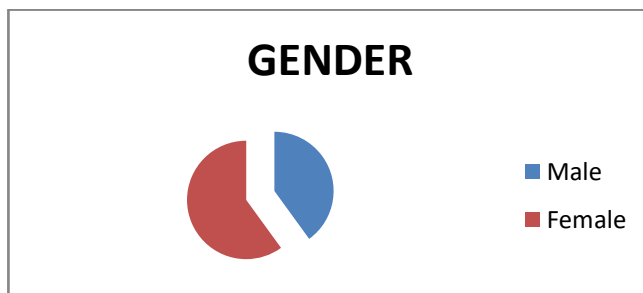


TABLE 2
AGE OF THE RESPONDENTS

AGE	NO OF RESPONDENT	PERCENTAGE
18-25	31	62
26-35	8	16
36-45	7	14
45 and above	4	8
TOTAL	50	100

(SOURCE: PRIMARY DATA)

Table depicts of the majority i.e., 62% of the respondents fall in the age group of 18-25 years, 16% of the respondents fall in the age group of 26-35 years, 14% of the respondents fall in age group of 36-45 years, and remaining 8% of the respondents are above 45 years of age.

CHART 2
AGE OF THE RESPONDENTS

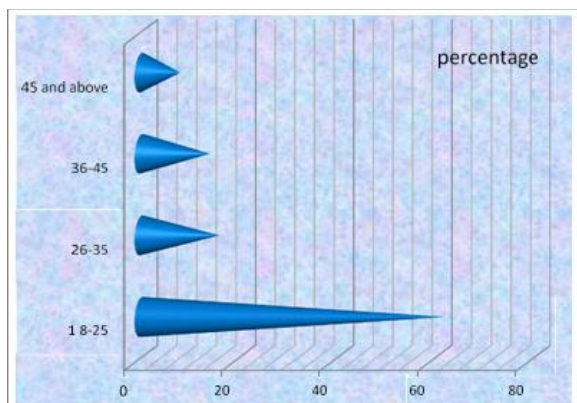


TABLE 3
TWO WHEELER PREFERENCES OF THE RESPONDENTS

PREFERENCE	NO OF RESPONDENTS	PERCENTAGE
Motor cycles	18	36
Scooter	27	54
Moped	5	10
TOTAL	50	100

(SOURCE: PRIMARY DATA)

Table shows preference of the respondents i.e., 54% of the respondents prefer scooter, 36% of the respondents prefer motor cycles, and remaining, 10% of them prefer moped.

CHART 3
TWO WHEELER PREFERENCES OF THE RESPONDENTS

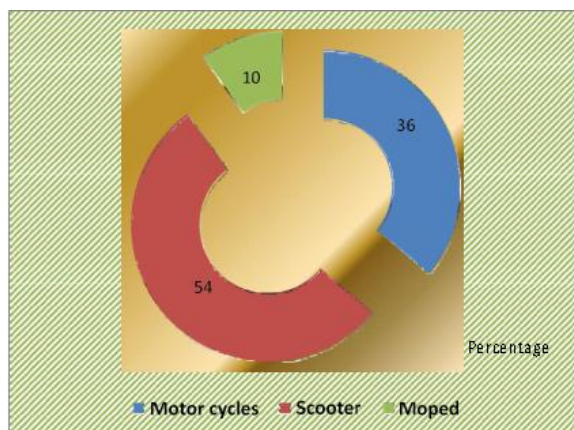


TABLE 4
TWO WHEELER BRAND PREFERENCES OF THE RESPONDENTS

TWO WHEELER BRANDS	NO OF RESPONDENTS	PERCENTAGE
Honda	18	36
Bajaj auto	10	20
TVS	11	22
Yamaha	11	22
TOTAL	50	100

(SOURCE: PRIMARY DATA)

Table 4 describes the two wheeler brands of the respondents majority i.e., 36% of the respondent are owns Honda, 22% of the respondents owns Yamaha, 22% of the respondents owns TVS, and Remaining 20% of the respondents owns Bajaj auto.

CHART 4
TWO WHEELER BRAND PREFERENCES OF THE RESPONDENTS

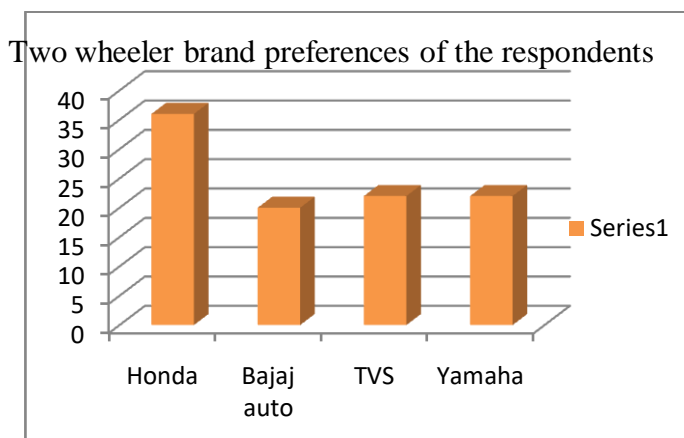


TABLE 5
ATTRIBUTES PREFERRED BY RESPONDENTS TO SELECT TWO WHEELER:-

Factors	Honda		Bajaj Auto		T V S		Yamaha	
	NR	%	NR	%	NR	%	NR	%
Price	2	11.11	2	20	1	9.09	1	9.09
Safety	2	11.11	2	20	1	9.09	2	18.18
Mileage	5	27.78	2	20	2	18.18	1	9.09
Luggage space	2	11.11	1	10	1	9.09	1	9.09
Speed	3	16.67	1	10	1	9.09	1	9.09
Color	2	11.11	1	10	3	27.28	2	18.18
Style	2	11.11	1	10	2	18.18	3	27.28
Total	18	100	10	100	11	100	11	100

(SOURCE: PRIMARY DATA)

The above table 5 depicts the attributes preferred by the respondents to select the two wheeler. Majority i.e.20% of the respondents prefer Bajaj due to less price and safety comparatively others. 27.78% of the respondents choose Honda because of good mileage. 11.11% and 16.67% of the respondents opt Honda for luggage space and speed. 27.28% of the respondents prefer TVS due to attractive colors and 27.28% of the respondents prefer Yamaha for revolutionary style.

CHART 5
ATTRIBUTES PREFERRED BY
RESPONDENTS TO SELECT TWO
WHEELER:-

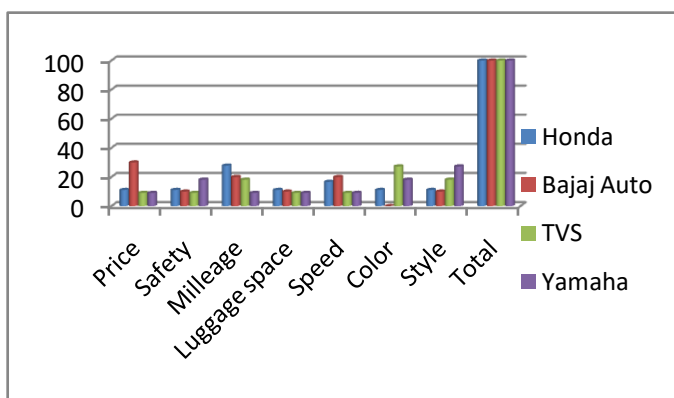


TABLE 6
LEVEL OF SATISFACTION TOWARDS
TWO WHEELER

LEVEL OF SATISFACTION	NO OF RESPONDENTS	PERCENTAGE
0-20%	1	2
20%-40%	3	6
40-60%	14	28
60%-80%	19	38
80%-100%	13	26
TOTAL	50	100

(SOURCE: PRIMARY DATA)

Table indicates the level of satisfaction Majority i.e,38% of the respondents accepted 60%to 80%, 28% of the respondents accepted 40% to 60%, 26% of the respondents accepted 80% to100%, 6% of the respondents accepted 20% to 40%, and remaining 2% of the respondents accepted below 20%.

CHART 6
LEVEL OF SATISFACTION TOWARDS TWO WHEELER

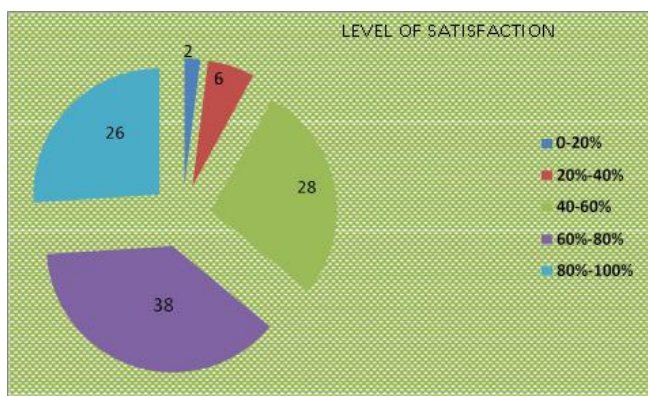


TABLE 7
OVERALL PERFORMANCE OF VEHICLE

PERFORMANCE	NO OF RESPONDENTS	PERCENTAGE
Very good	25	50
Good	15	30
Average	10	20
Poor	-	-
TOTAL	50	100

(SOURCE: PRIMARY DATA)

The table portrays the general execution of vehicle greater part i.e., half of the respondent concurred awesome, 30% of the respondents concurred great,

TABLE SHOWS THE RELATIONSHIP BETWEEN GENDER AND TWO WHEELER BRANDS OBSERVED FREQUENCY

GENDER	TWO WHEELER BRANDS				
	HONDA	BAJAJ	TVS	YAMAHA	TOTAL
Male	10.8	2	6	1.2	20
Female	16.2	3	9	1.8	30
TOTAL	27	5	15	3	50

NULL HYPOTHESIS(H_0) There is no relationship between gender and two wheeler brands

20% of the respondents concurred and no respondent addressed poor.

CHART 7
OVERALL PERFORMANCE OF VEHICLE



CHI-SQUARE TEST

The accompanying chi-square test is utilized to set up whether there is a significant connection between the sex and bike brands.

NULL HYPOTHESIS:-(H_0) There is no critical connection between the sex and bike brands.

ALTERNATIVES HYPOTHESIS:- (H_1) There is a significant relationship between the gender and two wheeler brands.

$$\text{EXPECTED FREQUENCY} = \frac{\text{Row total} \times \text{Column total}}{\text{Grand total}}$$

EXPECTED FREQUENCY
OBSERVED FREQUENCY

GENDER	TWO WHEELER BRANDS				
	HONDA	BAJAJ	TVS	YAMAHA	TOTAL
Male	10.8	2	6	1.2	20
Female	16.2	3	9	1.8	30
TOTAL	27	5	15	3	50

Applying chi-square test

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

O	E	O-E	(O-E) ²	(O-E) ² /E
11	10.8	0.2	0.04	0.0037
16	16.2	0.2	0.04	0.00246
3	2	1	1	0.5
2	3	1	1	0.333
4	6	2	4	0.67
11	9	2	4	0.444
2	1.2	0.8	0.64	0.533
1	1.8	0.08	0.64	0.355
				X²=2.841

FORMULA

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

=2.841

Degree of freedom

$$V = (c-1)(r-1)$$

$$= (4-1)(2-1)$$

$$= (3)(1)$$

= 3

Calculated value (2.841) < (7.81) Table value

CONCLUSION

H₀=Accepted since the calculated value is lesser than the table value.

RESULT

The table indicating the chi-square test portraying the connection between the sexual orientation and bike brands shows the determined worth where the level of opportunity is 3 and level of noteworthiness ($p < 0.05$). so it shows that there is no critical relationship sexual orientation and bike brands.

FINDINGS

1. Majority of the respondents i.e., 60% are female.
2. Majority of the respondents i.e., 62% in the age group of below 18-25 years.
3. 38% of the respondents agreed that level of satisfaction in the range 60% to 81%.
4. 50% of the respondents agreed very well for overall performance of the vehicle.
5. Majority of the respondents i.e., 54% of them prefer scooter.

SUGGESTIONS

- Significant number of respondents feels that the style of the bike needs to be tuned in accordance with the taste and preference of the customers, which may attract different age group of people.
- Some of the respondents have proposed that is a need to improve the mileage of two wheelers.
- A impressive number of respondents opened that there is a need to improve the innovation of two wheelers.

CONCLUSION

Transportation needs are turning out to be increasingly more intense with the mounting pressure on the open transportation framework; the best accessible arrangement is to have individual transportation for which bikes are perfect.

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