CONSUMERS BEHAVIOUR TOWARDS TWO-WHEELER MOTOR BIKES

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ABSTRACT

The marketing concept is consumer oriented and the emphasis is more on the consumer rather than on the product. The essence of modern marketing lies in building of profit along with creating meaningful value satisfaction for the costumers, whose needs and desires have to be coordinated with the set of products and production programmes. Therefore, marketing success an enterprise depends as its ability to create a community of satisfied consumers. All the business activities should be carried out in ways which are directed towards the satisfaction of the consumer needs.

Keywords: Consumer Behaviour; Psychological factors and opinion

INTRODUCTION:

Consumer behavior is affected by a host of variables ranging from 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. The combination of these factors help the consumer in decision making further Psychological factors that as individual consumer needs, motivations, perceptions attitudes, the learning process personality characteristics are the similarities, which operate across the different types of people and influence their behavior.

There are four major factors which influences on the buying behavior of consumer.

1. Cultural factors
2. Social factors
3. Personal factors
4. Psychological factors

So a study had been conducted on “Consumer Behaviour Towards Two-Wheeler Motor Bikes” in Chennai and Trichy with a sample of 100 consumers by selecting two wheeler motor bikes i.e. Hero Honda, Yamaha, and TVS bikes and data had been collected through structured questionnaire.
OBJECTIVES OF THE STUDY

1) To study the behavioral factors of consumers in motor bikes.
2) To analyze the impact of behavioral factors of consumers on choosing particular brand of motor bike.
3) To suggest various factors to improve sales.
4) To study the consumers’ opinion of their motor bikes regarding its features like appearance, mileage, price etc.,

RESEARCH METHODOLOGY

Source of Data:
Primary Data:
The primary data collected through questionnaires administered to a sample of 100 consumers selected from twin cities i.e., Chennai and Trichy the Questionnaire was pre-Designed and pre-tested before it was administered.

Secondary Data:
Secondary data was collected through various publications of newspapers, magazines, books and magazines websites of Hero Honda, and TVS bikes.

Sample Design:
A total of 100 consumers were selected from the twin cities of Chennai and Trichy for this study to analyze the consumers behaviour with reference to select motor bikes i.e., Hero Honda,Yamaha, and TVS bike.

Awareness of Brand Motor Bikes:
Regarding awareness of the brand motor bikes, above table indicates that the advertisement for Hero Honda bikes are 45 respondents whereas the lowest is the 25. But family members are 10 respondents and for Yamaha is 5 respondents. Whereas from friends 40 respondents are Yamaha and also 25 for brand name.

Age of Respondents
Regarding the age of respondents, most of the respondents are below 30 years of age and chosen for Yamaha bikes, whereas 40 chosen for Hero Honda, but whereas in the age group of 30-50, 45 respondents chosen for Hero Honda, for Yamaha it is only 30 respondents. Respondents above 50 years of age have preferred Yamaha bikes. The least is Hero Honda with 15 respondents.

Sales by Design/Style/Model of Motor Bikes:
35 respondents purchase the Hero Honda Bike due to acceptance of design/style/model, whereas 45 respondents do so for Yamaha and only 20 respondents opted for TVS Bike.
following acceptance of the bikes design, etc. followed by Hero Honda and TVS. This shows that the sales of Yamaha motor bike are more by way of its design/style/model.

**Sales by Mileage of Motor Bikes:**

As far as mileage per litre of petrol is concerned, Hero Honda is ruling the market and finding favour with the consumers. Yamaha and TVS are far below the expectations of the consumers based on mileage per litre of petrol. This is also due to constant advertisements through newspapers, TV, Cable TV, hoardings, road shows, etc. Hero Honda attained supremacy due to mileage factor. In these hard days of price increases and poor incomes, every one is concerned with economic use of vehicles. Naturally Hero Honda has become favourite of the masses.

**Sales by Occupation**

As we can see, 60% of the purchasers of Hero Honda are the students, while 40% of the purchasers of TVS are the employees. That means Hero Honda bike is more popular with the students, TVS is more popular with the employees. Whereas Businessmen are opting for Yamaha as the above data shows 45% of the purchasers of Yamaha are the Businessmen.

**Sales by Speed of Bikes:**

Out of 100 respondents, 50 respondents have stated that sales of Yamaha is due to its speed followed by Hero Honda for which 35 respondents spoke in favour based on its speed feature.

**Sales By Price of Bikes :**

Regarding sales by price of bikes, highest is 55 respondents opined that the price is high for Yamaha bikes, medium is 45 respondents opined for Hero Honda bikes. 45 respondents have stated that TVS bikes are averagely priced.

**Sales by Technology :**

45 respondents have voted for Yamaha based on its superior technology compared to Hero Honda for which 40 respondents voted favourably based on its technology. This shows that Yamaha technology is marginally superior compared to Hero Honda. TVS is a poor third with 15 respondents voting for it, as far as technology feature is concerned.

**FINDINGS:**

- The research done on the competitor strategies of motorcycles left us with a number of findings. All these findings and conclusions are basically drawn from the questionnaires, which are filled by the respondents in person.
- Regarding awareness of the brand motor bikes, above table indicates that the advertisement for Hero Honda bikes are 45 respondents where as the lowest is the 25. But family members are 10 respondents and for Yamaha is 5 respondents. Whereas from friends 40 respondents are Yamaha and also 25 for brand name.
Regarding after sales service of motor bikes, 50 respondents have responded very good for service, followed by Yamaha with 45 respondents stating good.

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Regarding satisfaction of motor bikes 85 respondents have stated that Yamaha satisfaction is highest and the lowest is for TVS bikes i.e. 65.

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SUGGESTIONS
After analyzing the findings, the following suggestions have been prepared. Great care has been taken in making these suggestions for the improvement of consumers opinion.

There is a heavy demand for Hero Honda motorcycles in the market, so their supply has to be drastically improved so as to meet the demand of the customer.
Some of the respondents are suggested to improve the mileage of Yamaha and TVS Bikes.

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

A vast majority of the respondents felt the design of Hero Honda bikes should be changed so as to attract the customers.

The bikes recently introduced by Hero Honda are mostly concerned about youth. So, they should also consider middle-aged people while manufacturing.

Some of the respondents felt that the price of Yamaha is high and it should be decreased so as to attract more customers.

References: