

A COMPARATIVE STUDY ON CONSUMERS' BUYING BEHAVIOUR TOWARDS BIKES (Hero Vs. TVS) – A SPECIAL FOCUS IN KURNOOL, KURNOOL DISTRICT, A.P., INDIA.

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Abstract : Consumer behavior is concerned with how, why, when and where a consumer purchases his or her products). Consumer behaviour is affected by a host of variables ranging from personal, professional needs, attitudes, 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. Consumer buying behavior is influenced by four major psychological factors-motivation, perception, learning, and beliefs and attitudes.

The main aim of this paper is to identify factors which are influencing on customers for purchase of motor vehicles of Sasya auto and M.G. Brothers TVS, Kurnool, Kurnool district. The required data for the study has been collected from both primary & secondary data sources. The data has been analysed based on customer awareness, age, income, customer opinion, customer satisfaction, price quality of the bike and the like. Major findings and suggestions are found in the study. Finally, it ends with a set of opinions from the respondents who brought the motor vehicles are influenced by the brand image, mileage and price. A null hypothesis was set up to find the significant difference between the factors influence in buying decisions with reference to product attributes for which ANOVA test is employed, it is observed that the factors affect the buying decisions. Thus, the customer's satisfaction of motor bikes is not based on single variable; it is multivariable decision and requires a careful study of customers' socio-economic needs from time to time.

Key words: Consumer, Two Wheeler, Motor Bikes, Satisfaction, Behaviour

INTRODUCTION

Marketing concept start with the consumer needs and behaviour in meeting these needs. Every action of a person is based on needs. The real problem is to learn what a customer takes into consideration when he chooses a particular brand. Such a study is concerned with consumer behaviour.

In simple way, we can say that the behaviour is the response of stimuli. The usual stimulus is the need for which there is action called response.

Consumers buying behaviour helps firms and organizations improve their marketing strategies by understanding issues such as how

- The psychology of how consumers think, feel, reason, and select between differential alternatives (e.g., brands, products);
- The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media);and
- How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

“Consumer behaviour can be defined as the activities and the actions of people and organization that purchase and use economic goods and services, including the influence on these activities and actions.”

J.F. Engel

Thus, the study of consumer behaviour is the study of how individuals make decisions to spend their available resources (money, time and effort) on consumption-related items.

REVIEW OF LITERATURE

A human being by nature is very complex. It is very difficult to understand the human behaviour. It is the human brain which directs all the activities of a human being. It is said that human brain is like a black box. It is very difficult to see it. As shown in the Fig that we can see input and output but not the real mechanism, how the inputs are transformed into the output. Belch and Belch (2007) define consumer behaviour as “the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires”.

ENVIRONMENTAL FACTORS		BUYER'S BLACK BOX		Buyer's Response
Marketing Stimuli	Environmental Stimuli	Buyers Characteristics	Decision Process	
<ul style="list-style-type: none"> - Product - Price - Place - Promotion 	<ul style="list-style-type: none"> - Economic - Technological - Political - Cultural - Demographic - Natural 	<ul style="list-style-type: none"> - Attitudes - Motivation - Perception - Personality - Lifestyle - Knowledge 	<ul style="list-style-type: none"> - Problem recognition - Information search - Alternative - Evaluation - Purchase decision - Post-purchase behaviour 	<ul style="list-style-type: none"> -Product choice -Brand choice -Dealer choice -Purchase timing -Purchase amount

The Black Box model (Figure 2) shows the interaction of stimuli, consumer characteristics, and the decision process and consumer responses. Stimuli can be distinguished between interpersonal stimuli or intrapersonal stimuli. The black box model emphasises the relationship between the stimuli and the response of the consumer. The marketing stimuli are planned and processed by companies, whereas the environmental stimuli are determined by social factors such as the economic, political and cultural circumstances of a society. The buyer's black box contains the buyer characteristics and the decision process, which, in turn, determine the buyer's response (Belch and Belch, 2007).

After the consumer has recognised a problem, they search for information on products and services that can solve that problem. Belch and Belch (2007) argue that consumers undertake both an internal and an external search. These sources of information include personal sources, commercial sources, public sources and personal experience.

OBJECTIVES OF THE STUDY

1. To analyse the factors influencing the buying decision making.
2. To analyse the perception of buyer towards Hero Honda & TVS Motor bikes.
3. To forecast the sales of Hero Honda & TVS Motors.
4. To forecast the sales revenue of Hero Honda & TVS Motors.

HYPOTHESIS

1. H_0 : The brands and ratings of Hero Honda bikes are independent.

2. H_1 : The brands and ratings of TVS Motors bikes are independent.
3. H_2 : There is no sight difference between factors influence in buying decisions.

SAMPLE DESIGN

- **Type of universe:** - First and the foremost step are to be clearly defined the universe to be studied. As I have taken the area of Kurnool (Andhra Pradesh), so for me here the universe is Kurnool. No doubt it is a finite universe.
- **Sampling unit:** - A decision has to be taken concerning a sampling unit before selecting sample. Here my sample unit includes customers coming to the showrooms.
- **Size of sample:** - This refers to the number of items to be selected from the universe to constitute a sample. Here I have taken the sample of 100 customers coming to the showrooms.
- **Parameters of interest:** - In determining the sample design, one must consider the question of the specific population parameters which are of interest. Here I had taken customers coming to the showrooms.
- **Sampling procedure:** - Finally the technique of selecting the sample is to be dealt with. That means through which method the sample has been collected. There are various types of selecting the sample. This includes convenience sampling.

DATA COLLECTION

The task of data collection begins after the research problem has been defined and research design chalked out. While deciding the method of data collection to be used for the study, the researcher should keep in mind two types of data viz. Primary and secondary data.

TOOLS USED FOR ANALYSIS

The data collected from primary and secondary sources have been analysed with the help of different analytical tools and statistical tests are employed at appropriate contexts for arriving at meaningful inferences. Further, graphs and diagrams are also made use of to illustrate the facts and figures wherever necessary.

Statistical tools

1. Chi-square
2. Anova one-way classification
3. Stright line Trend analysis
4. Correlation

DATA ANALYSIS AND FINDINGS

1. 27% of the respondents fall under 100000 -150000, 23% of respondents fall under 150000 - 200000, 5% of the respondents fall under more than 200000 annual income and remaining 45% of respondents do not reveal their annual income.

2. 26% of the respondents are Business people, they prefer in buying B1 category segment bikes (100cc-125cc), 21% of the respondents are college going, they preferred in buying B2 category segment bikes(125cc-150cc) and B3 category segment bikes (150cc-250cc), 20% of the respondents are employees of private and Govt. sector, they prefer in buying B1 category segment bikes (100cc-125cc), 16% of the respondents who belongs to service sector, they prefer in buying B1 category segment bikes (100cc-125cc), 14% of the respondents are farmers and finally followed by the self-employment respondents, they prefer in buying B1 category segment bikes (100cc-125cc) and B4 category segment bikes (More than 250cc).

3. The respondents are of different age groups 46% of respondents are between 18-27 years of age, parents (51%) are the decision makers while purchasing a bike, 33% of respondents are between 28-37 years of age, 9% of respondents are between 38-47 years of age and 9% of respondents are between 48-57 years of age, the decision makers for the other groups are friends and their own decision making.

4. 37% of the respondents are currently using Hero Honda company bikes, 22% of the respondents are using TVS Motors bikes, 18% of respondents using Bajaj company bikes, 16% of respondents have Honda company bikes, 5% of respondents are using Suzuki bikes, and 2% of the respondents are using Yamaha bikes.

(a) 35% of the respondents have given 1st rank to splendor+ model bike, 30% of the respondents have given 3rd rank to splendor+ model bike, 20% of the respondents have given 4th rank to splendor+ model bike and 15% of the respondents have given 2nd rank to splendor+ model bike.

(b) 40% of the respondents have given 2nd rank to passion model bike, 30% of the respondents have given 1st rank to passion model bike, 20% of the respondents have given 3rd rank to passion model bike and 10% of the respondents have given 4th rank to passion model bike.

(c) 35% of the respondents have given 2nd rank to glamor model bike, 30% of the respondents have given 4th rank to glamor model bike, 20% of the respondents have given 1st rank to glamor model bike and 15% of the respondents have given 3rd rank to glamor model bike.

(d) 40% of the respondents have given 4th rank to CBZ model bike, 35% of the respondents have given 3rd rank to CBZ model bike, 15% of the respondents have given 1st rank to CBZ model bike and 10% of the respondents have given 2nd rank to CBZ model bike.

(e) 39% of the respondents have given 1st rank to Apache model bike, 31% of the respondents have given 3rd rank to Apache model bike, 19% of the respondents have given 2nd rank to Apache model bike and 11% of the respondents have given 4th rank to Apache model bike.

(f) 36% of the respondents have given 1st rank to Jive model bike, 29% of the respondents have given 4th rank to Jive model bike, 19% of the respondents have given 3rd rank to Jive model bike and 16% of the respondents have given 2nd rank to Jive model bike.

(g) 39% of the respondents have given 4th rank to Sport model bike, 36% of the respondents have given 2nd rank to Sport model bike, 16% of the respondents have given 3rd rank to Sport model bike and 9% of the respondents have given 1st rank to Sport model bike.

(h) 34% of the respondents have given 3rd rank to Star city model bike, 29% of the respondents have given 2nd rank to Star city model bike, 21% of the respondents have given 4th rank to Star city model bike and 16% of the respondents have given 1st rank to Star city model bike.

H₀: The brands and ratings of Hero bikes are independent.

Model of bike	Rank 1	Rank 2	Rank 3	Rank 4
	Actual vaues			
Splendor +	35	15	30	20
Passion	30	40	20	10
Glamor	20	35	15	30
CBZ	15	10	35	40
	Expected Values			
	25	25	25	25
	25	25	25	25
	25	25	25	25
	25	25	25	25

$$\chi^2 = \sum_{i=1}^m \sum_{j=1}^n \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

$$\chi_{cal}^2 \text{ value} = 66$$

$$\chi_{Tab}^2 \text{ value} (9df, 0.05) = 9.21517$$

Since $\chi_{cal}^2 \text{ value} > \chi_{Tab}^2 \text{ value}$, the null hypothesis is rejected.

Hence we conclude that the brands and ratings of Hero bikes are not independent.

H₁: The brands and ratings of TVS bikes are independent.

Model of bike	Rank 1	Rank 2	Rank 3	Rank 4
	Actual vaues			
Apache	39	19	31	11
Jive	36	16	19	29
Sport	9	36	16	39
Star City	16	29	34	21
	Expected Values			
	25	25	25	25
	25	25	25	25
	25	25	25	25
	25	25	25	25

$$\chi^2 = \sum_{i=1}^m \sum_{j=1}^n \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

$$\chi_{cal}^2 \text{ value} = 64.24$$

$$\chi_{Tab}^2 \text{ value} (9df, 0.05) = 4.1426$$

Since $\chi_{cal}^2 \text{ value} > \chi_{Tab}^2 \text{ value}$, the null hypothesis is rejected.

Hence we conclude that the brands and ratings of TVS bikes are not independent.

H₂: There is no sight difference between factors influence in buying decisions.

	Price	Style	Durability	MOP	ASS	Maintenance	Mileage	Brand	N _i	Total (T _i)
Immaterial Factor	47	5	1	45	1	1			6	100
Important	9	4	27	1	3	1	3	13	8	61
Very Important	24	47	52	0	53	17	7	68	8	271
Vital	20	44	20	51	43	81	90	19	8	368
									∑N = 30	∑G = 800

$$CF = \frac{G^2}{N} = \frac{(800)^2}{30} = 21333.33$$

$$RSS = \sum \left(\frac{T_i^2}{N_i} \right) - CF = 6906.533$$

$$TSS = \sum Y_{ij}^2 - CF = 19420.67$$

$$SSE = TSS - RSS = 12514.08$$

ANOVA TABLE:

SV	Df	SS	MSS	F - Ratio	
				F _{Cal}	T _{Tab}
Treatments (Factors)	4 - 1 = 3	6903.58	2302.19	4.783	F _(3,26) (5%) = 2.98
SSE	29 - 3 = 26	12514.08	481.31		
TSS	30 - 1 = 29	19420.67			

Since $F_{cal}^2 \text{ value} > F_{Tab}^2 \text{ value}$, the null hypothesis is rejected

Hence it is concluded that there is significant difference between factors influence in buying decisions with reference to product attributes.

FINDINGS OF THE STUDY

The following are the major findings from the customer survey:

- The customers prefer to purchase the bike is for more mileage i.e., above 65 Kmpl.
- The majority of the respondents who are in the age group of 20-40 years prefer the motor bikes because of convenience and cost factors.
- The lower income and higher income group respondents may not be attractive and feasible for motor

- bikes. Mostly the motor bikes are preferred by the middle income people only.
- The customers are highly satisfied with free services and warranties and push type cancel turn indicator.
- The majority of the customers felt very good regarding representatives' attitude in the service providing and response time but they felt poor in quality compare with other factors.
- Most of the customers bothered about gear box problems of the bike.

CONVENTIONS AND CONCLUSION

It is evident that the motor bikes are middle income consumer's necessary vehicle. The purchase decision of the motor bikes is influenced by income level and age of the consumers. The consumer decision to purchase a bike is based on own perception, experience and belief and role of friends, relatives and family members is found to be significant. The brand preference is much depending on image, mileage and price. The advertisement in televisions, newspapers, magazines is effective in giving

information to the consumers about the vehicle and its characteristics. The customer satisfaction is also depending on the customer's income, life style, preferences etc. Thus, the customer's satisfaction of motor bikes is not based on single variable; it is multivariable decision and requires a careful study of customers' socio-economic needs from time to time.

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