

PERCEPTIONS OF WOMEN CONSUMERS TOWARDS BUYING BEHAVIOUR OF TWO WHEELERS IN THANJAVUR TOWN

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ABSTRACT

Consumer behaviour is relatively a brand-new area of examine which advanced simply after the Second World War. The seller's marketplace has disappeared and client's marketplace has come up. This brought about paradigm shift of the manufacturer's interest from product to customer and in particular targeted at the customer behaviour. The transformation of advertising idea from mere promoting idea to consumer-orientated advertising has ended in client behaviour come to be an unbiased discipline. The boom of consumerism and customer rules emphasized the significance given to the customer. The heterogeneity amongg the humans make understanding customer behaviour a hard mission to markets. Hence entrepreneurs felt the want to attain an in- intensity understanding of customers shopping for behaviour. This understanding acted as an vital device with the limits of entrepreneurs to forecast the shopping behaviour of customers and devise advertising techniques to create long-time customer relationship.

INTRODUCTION

Consumer behaviour is stricken by a bunch of variables starting from personal, expert desires, attitudes and values, character traits, social financial and cultural background, age, gender, expert reputation to social impacts of diverse types exerted a family, friends, colleagues, and society as a whole. The aggregate of those elements assists the customer in selection making in addition mental elements that as man or woman customer desires, motivations, perceptions attitudes, the gaining knowledge of manner character traits ate the similarities. Which function throughout the unique kinds of humans and affect their behaviour.

STATEMENT OF THE PROBLEM

The region of scope is restrained to the section decided on in Thanjavur, town, Tamilnadu. Further the scope is narrowed down best to the examiner of the diagnosed segments. The end result drawn from this examine is anticipated to gain the sellers and the company. Customer Satisfaction performs a vital function in allowing a corporation to extrude and broaden with its clients. Keeping the per cent consumer contended is commonly an awful lot easier, takes much less time and includes much less time and includes much less expense. The advertising idea is customer orientated and the emphasis is greater at the customer in place of at the product. The essence of per cent day advertising lies in constructing of income together

with growing significant fee pleasure for the costumers. Whose desires and goals need to be coordinated with the set of merchandise and manufacturing programmes.

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OBJECTIVES OF THE STUDY

The usual goals of the examine is to examine the girl's customers shopping for behaviour toward wheeler in Thanjavur town in Tamil Nadu in an analytical perspective.

1. To pick out the elements influencing Women in buy of wheeler.
2. To evaluation the elements that influencing on customers selection making toward wheeler purchases with inside the examiner region.

HYPOTHESIS OF THE STUDY

Ho: There is no significant difference among profession and shopping for behaviour of answered with inside the examine region.

Ho: There is no significant difference among the elements that affect the acquisition selection toward -wheeler a few of the respondents with inside the examine region.

IMPORTANCE OF THE STUDY

This examine analyses the girl's customers shopping for behaviour toward wheeler in Thanjavur town in Tamil Nadu and pleasure of the logo desire of the clients with inside the examine region. Women play a massive function with inside the home and socio-financial existence of the society.

The distinguished function of the girls in selection- making is because of growing literacy, self-confidence, the manipulate on unbiased income, and a greater gambling massive function with inside the family. The growth in urbanization, better disposal incomes, falling growth rates, and bad public delivery result in growth with inside the extent of -wheeler. An man or woman pick customized delivery, this studies well-known shows the findings from on interpretative examine of girls customers shopping for behaviour toward -wheeler with inside the examine region.

REVIEW OF LITERATURE

Duggani Yuvaraju (2014) studied that the one hundred Honda motorcycles patron samples via handy sampling at Tirupati. Analyzed the information the use of chi-square, possibilities and finds importance distinction among the most popular elements like mileage, pickup, charge and design. Suggested greater expenditure of TV advertisements, lessen motorcycle cost, incentive dealers, installation supplier stage provider centres, domestic provider and correct provider etc.,

Chauhan V.S (2015) on this take a look at "A Research paper on effect of Social Media on Sales Promotion – A Case Study on Indian vehicle industry", discusses the numerous forms of social media and its effect on income merchandising and the way this will have an effect on people and groups of their shopping for

decisions. This take a look at inferred that social media does have a great at the income and income merchandising of automobiles.

Parinda V. Doshi (2015) decided on one hundred Asian paints clients in Vadodara, via handy sampling, to examine the connection of patron delight with product and offerings, it additionally tested the importance of product and provider on delight of the patron and as a result observes ordinary delight of the patron of Asian Paint. Relationship of product protected feathers, sturdiness and variety; the connection of offerings, and its dealers. Results had proven the effective dating and impact at the product and offerings with delight of the clients.

Athulya V. and Ramya M. (2015) girls are the world's maximum influential consumer's and their effect at the financial system is growing each year. Customer belief stays a studies subject matter of common family human beings will increase, so in destiny their call for and want each increase. The take a look at turned into achieved to evaluate the quantity of women's choice toward Two-Wheeler brands. The final results of the take a look at turned into primarily based totally on two hundred purchasers decided on from Calicut town of Kerala. The information required for the take a look at where accumulated via questionnaires and analyzed through the use of statistical strategies as tools, along with easy percent and test. The take a look at talked about that the Women's choice toward wheeler brands.

METHODOLOGY OF THE STUDY

In this chapter, the research methodology used in this study is described, and the research propositions relating to the objectives of the study are stated. Methods available for collecting data, and the characteristics of the sample group are set out in this chapter. The rights and safety of the participants and rules on ethics and confidentially collecting data are described. Also, the variables, questionnaire design, and techniques used to analyse data are stated.

Research Design is the overall plan for conducting the research to find out the answers to the research questions/ hypotheses set in the beginning. It includes the sampling technique, the collection of data through various instruments, proper statistical tools to do the data analysis and interpreting the same. This study is an exploratory one; wherein the primary data is sought through a questionnaire to answer the questions based on the relevant hypothesis.

ANALYSIS AND INTERPRETATION

This chapter provides data analysis and interpretation. It provides the back ground of selected customers of two-wheeler. It identifies the important purpose of using two-wheeler and important aspects of the purchase decision. Factors of customers' satisfaction towards the two-wheeler are identified, and the inter-relationship between factors are studied. Influences of demographics on factors of customers' satisfaction towards the two-wheeler are analyzed.

Age distribution of customers

Customers using two-wheeler were for the study. Customers are classified according to their age into four categories as below 25 years, 26-35 years, 36-45 years and above 45 years. Table -1 gives the age wise distribution of selected customers using two-wheeler.

Table – 1

Age distribution of customers

Particulars	Number of Customers	Percentage
Bellow 25 years	12	20.00
26 - 35 years	31	51.60
36 - 45 years	15	25.00
Above 45 years	2	3.33
Total	60	100

Source: primary data

Table 1 depicts the details of the age distribution of selected customers using two-wheeler. Out of 60 customers, 51.60 percent of the customers are in the age group of 26 – 35 years. 20 percent of the customers are in the age group of below 25 years, 25.0 percent of the customers ate in the age group of 36-45 years, and 3.33 percent of the customers are in the age group of above 45 years. It is observed that majority of the customers using two-wheeler 51.60 percent are using two-wheeler are in the age group of 26-35 years.

Marital status of customers

Customers using two-wheeler were selected for the study. Customers are classified according to their marital status in to two categories as married and single. Table 2 gives the marital status of selected customers using two-wheeler.

Table-2

Marital status of customers

Particulars	Number of customers	Percentage
Married	34	56.66
Single	26	43.34
Total	60	100

Source: Primary data.

Table-2 reveals that, out of 60 customers, 56.66 per cent of the selected customers using two-wheeler were married, and 43.34 percent of the selected customers using two-wheeler ate single. It is observed that the most of the customers using two-wheeler 60.00 percent are married.

PROFESSIONAL STATUS OF CUSTOMERS

Customers using two wheeler were selected for the study. Customers are classified according to their Professional status into four categories as Students, Government employees, Private employees and Business. Table -3 gives the professional status of selected customers using two wheeler.

Table –3**Professional status of customers**

Particulars	Number of customers	Percentage
Students	9	15.00
Government Employees	16	26.66
Private Employees	18	30.00
Business	17	28.34
Total	60	100

Source: primary data

Table 3 explores the professional status of selected customers using two - w h e e l e r . Out of 60 customers, 30.00 percent of the customers are private employees, 26.66 percent of the customers are Government employees, 28.34 percent of the customers are business personals, and 15.00 per cent of the customers ate students. It is observedthat majority of the customers using two wheeler 30.00 per cent are private employees.

MONTHLY INCOME OF CUSTOMERS

Customers using two-wheeler were selected for the study. Customers are classified according to their monthly income into four categories as Nil, Below Rs. 15,000, Rs. 15,000 – Rs. 30,000 and Above Rs.30,000. Table -4 gives the monthly incomeof selected customers using two-wheeler.

Table – 4**Monthly Income of Customers**

Particulars	Number of customers	Percentage
Below Rs. 15,000	20	33.33
Rs. 15,000 - Rs.30,000	25	41.67
Above Rs.30,000	15	25.00
Total	60	100

Source: primary data

Table-4 described the monthly income of selected customers using two - wheeler. Out of 60 customers, 33.33 per cent of the customers are earning Below Rs. 15,000, 41.67 per cent of the customers earning ranges from Rs. 15,000 – Rs.30, 000, 25.00 per cent of the customers are earning above Rs. 30,000. It is observedthat majority of the customers using twowheeler 41.67 per cent are earning between Rs15,000-Rs. 30,000 as their monthly income.

Table - 5

Monthly Expenditure of the respondent house holders

S.No	Monthly Expenditure (in Rs.) Particulars	No. of Respondents Families	%
1	Below 5000	9	15.0
2	5001 – 10000	14	23.3
3	10001 – 15000	18	30.0
4	15001 – 20000	14	23.33
5	Above 20000	5	8.4
	Total	60	100

Source: Primary Data.

Table 5 states that Monthly Expenditure of the respondents. 15.0 percent of the Families spend. For Expenditure Below 5000. 23.3 Percent of the families spend Expenditure from 5001 – 10,000. 30.0 percent of them spend more money their 10,001 – 15,000. 23.33 Per cent of the respondents Expenditure was in the range of 15,001 – 20,000 and 8.4 per cent respondents had the Expenditure Spend above Rs 20,000. It is observed that majority of the respondents to the spend of Expenditure ie., 30.00 per cent earned Monthly income between Rs10001-Rs15000.

Table-6

Which type of advertisement mode is influenced you before purchasing

S.No	Which type of advertisement mode is influence you before purchasing?	No. of People	in %
1	TV Advertisement	36	60.0
2	Newspaper	5	8.3
3	Internet	7	11.7
4	Word of mouth	12	20.0
5	Total	60	100

Source: Primary data

The statistical data shown in table – 6 revealed that, 60.0 percent of people were influenced by television advertisement and 20.0 percent were influence by word of mouth because these two modes of advertisement is are best modes of advertisement and create a good impact in the mind of the consumer while 11.7 Percent go for Internet and 8.3 Percent go for Newspaper.

Table-7

Which company product do you used

S. No	Which company product do you used?	No. of People	in %
1	Honda	35	58.3
2	Yamaha	3	5.0
3	Suzuki	9	15.0
4	Hero	13	21.67

5	Total	60	100
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Source: Primary data

Data shown in table – 7 pointed out that 8.3 Percent of the sample use Honda two wheeler because their brand image is too good in market and their after sales service is also good while only 5 Percent prefer Yamaha, 15.0 Percent prefer Suzuki and 21.67 Per cent respondent prefer Hero two wheeler.

Table - 8

Are you satisfied with the after sales service of your company?

S.No	Are you satisfied with the after sales service of your company?	No. of People	in %
1	Yes	52	86.67
2	No	8	13.33
3	Total	60	100

Source: Primary data

The inference observed in table – 8 reveals that, 86.67 Percent respondent satisfied with after sales services and 13.33 Per cent population were dissatisfied with after sales services.

Table - 9

Purpose of using two-wheeler

Particulars	Mean Rank	Chi-square Value
Shopping	3.96	39.51 ** (P<.001)
Office going	5.47	
Picnic	2.96	
Visiting friend's /house	3.38	
Pick up and Drop family members	3.12	
Pick up and drop friends	2.58	

Note: Significant at 1 Percent level

Further, the mean ranks in the Table-9 show clearly that “Office going” and “Shopping” are the main purpose for which the customer are using two wheeler. “Pick up and drop friends” and “Picnic” are the least purpose for which the customers are using the two wheeler.

FINDINGS

- ✓ It is observed that majority of the customers using two wheeler to the per cent of about 51.60 in the age group of 26 – 35 years .
- ✓ Out of 60 customers, 56.66 per cent of the selected customers using two wheeler were married, and 43.34 percent of the selected customers using two wheeler are single.
- ✓ Out of 60 customers, 30.00 percent of the customers are private employees, 26.66 percent of the

customers are Government employees, 28.34 percent of the customers are business personals, and 15.00 per cent of the customers are students. It is observed that majority of the customers using two-wheeler 30.00 per cent are private employees.

- ✓ Out of 60 customers, 33.33 per cent of the customers are earning Below Rs. 15,000, 41.67 per cent of the customers earning ranges from Rs. 15,000 – Rs.30, 000, 25.00 per cent of the customers are earning above Rs. 30,000. It is observed that majority of the customers using two-wheeler 41.67 per cent are earning between Rs15,000-Rs. 30,000 as their monthly income.
- ✓ 15.0 percent of the Families spend. For Expenditure Below 5000. 23.3 Percent of the families spend Expenditure from 5001 – 10,000. 30.0 percent of them spend more money their 10,001 – 15,000. 23.33 Per cent of the respondents Expenditure was in the range of 15,001 – 20,000 and 8.4 per cent respondents had the Expenditure Spend above Rs 20,000. It is observed that majority of the respondents to the spend of Expenditure ie., 30.00 per cent earned Monthly income between Rs10001-Rs15000.
- ✓ It is revealed that 60.0 percent of people were influenced by television advertisement and 20.0 percent were influence by word of mouth because these two modes of advertisement is are best modes of advertisement and create a good impact in the mind of the consumer while 11.7 Percent go for Internet and 8.3 Percent go for Newspaper.
- ✓ From the result it is known that 8.3 Percent of the sample use Honda two-wheeler because their brand image is too good in market and they're after sales service is also good while only 5 Percent prefer Yamaha, 15.0 Percent prefer Suzuki and 21.67 Per cent respondent prefer Hero two-wheeler.
- ✓ It is understood that 86.67 Percent respondent satisfied with after sales services and 13.33 Per cent population were dissatisfied with after sales services.
- ✓ It is studied that “Office going” and “Shopping” are the main purpose for which the customer are using two-wheeler. “Pick up and drop friends” and “Picnic” are the least purpose for which the customers are using the two-wheeler.

CONCLUSION

As the study shows that the buyers of two-Wheeler pay more attention on mileages. Colour, design and look of the two-wheeler, and availability of spare parts, it will be beneficial for the companies to concentrate more on these aspects of production. Most of the respondents are influenced by advertisements and this shows the power of advertisements. As it shows, as the market of the product depends on the advertisement also, importance given to advertisement will help increase the sale.

SUGGESTIONS

- The mode of purchase is through cash for most of the respondents, and there is a huge vacuum for the financial institutions to provide credit facilities at affordable interest rates to boost up sales volumes.
- Since most of the respondents are first owner of their bikes, they can be retained with introduction of free service camps in residential areas and work places.
- The factors like service, mileage, initial pick-up, outlook, color, seating comfort and brand image are much sought after by the customers in making their purchase decision, and they are satisfied with these

factors in TVS bikes than others.

- The company service centers are given first priority and to retain that, the service centers should adhere to the timely delivery of the vehicles.

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