CHAPTER- 7
SUMMARY OF CONCLUSIONS
AND SUGGESTIONS

Consumer Behaviour Towards Two-Wheeler Users In Rayalaseema Region, A.P.
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7. Summary of Conclusions and Suggestions

In this Chapter the summary of conclusions and suggestions of the study are presented.

7.1. CONCLUSIONS

1. According to the ownership pattern of two-wheeler users, 57% are owning motorcycles followed by 27% scooters and 16% mopeds in the Anantapur, Kurnool, Kadapa & Chittoor divisions in Rayalaseema. As for as district wise is concerned in rayalaseema, it is all most similar to that of all the districts. In Anantapur division, out of 250 Respondents, 56.8% are owners of Motorcycles, followed by 26.4% Scooters, and 16.8% Mopeds. In Kurnool division, out of 250 Respondents, 56.4% owners of Motorcycles, followed by 27.6% Scooters and 16% Mopeds. In Kadapa division, out of 250 Respondents, 56.8% owners of Motorcycles, 28.4% Scooters and 14.8% Mopeds. In Chittoor division, out of 250 Respondents, 58% owners of Motorcycles, followed by 25.6% Scooters and 16.4% Mopeds.

2. As per Age wise two-wheeler users are concerned, Among the Age group below 30 years, out of 288 Respondents, 72.9% own Motorcycles, followed by 12.5% Scooters and 14.6 Mopeds. In the age group of 30 - 40, out of 272, 60.7% own Motorcycles, followed by 21.7% Scooters and 17.6% Mopeds. In the age group of 40-50, out of 275, 48% own Motorcycles, followed by 39.6% Scooters and 12.4% Mopeds. In the age group of Above 50, out of 165 respondents, 40% own Scooters, followed by 38.2% Motorcycles and 21.8% Mopeds.

3. Among the occupation wise two-wheeler users, in all the divisions among different occupations people are preferring motorcycles, followed by scooters and mopeds. Among the Students, out of 270, 59% respondents own Motorcycles, followed by 28% Scooters, and 13% Mopeds. Among the Business class, out of 310 Respondents, 54.9% own Motorcycles, followed by 30.6% Scooters, and 14.5% Mopeds. Among Employees, out of 290 Respondents, 56.9% own Motorcycles, followed by 22.4% Scooters, and 20.7% Mopeds. Among Professionals, out of 130 Respondents, 57.6% own Motorcycles, followed by 27% Scooters, and 15.4% Mopeds.
4. As far as income wise two-wheeler users are concerned, in the income level below Rs. 5000 per month, out of 85 respondents, 70.6% own mopeds, 17.6% motor cycles, and 11.8% scooters. In the income level Rs. 5000 - 10000, out of 407 respondents, 65.8% own motorcycles, 19.7% scooters, and 14.5% mopeds. In the income level Rs. 10000 - 15000, out of 295 respondents, 63.1% own motorcycles, 28.8% scooters and 8.1% mopeds. In the income level Rs. 15000 - 2000, out of 118 respondents, 39% own motorcycles, 50.8% scooters, and 10.2% mopeds. In the income level above Rs. 20000, out of 95 respondents, 58% own motorcycles, 36.7% scooters, and 5.3% mopeds.

5. The market shares of various manufacturers of two-wheelers in all the four divisions in Rayalaseema Region are as follows: Hero Honda 31.5%, Bajaj 28.7%, TVS 24.5%, Escorts (Yamaha) 10%, Kinetic 3.4%, and LML 1.9%.

6. The market shares of various manufacturers of two-wheelers according to various age groups is as follows: (<=30): In this age group 31.6% own Hero Honda, 30.2% Bajaj, 23.3% own TVS, 11.8% Yamaha , 1.7% Kinetic,1.4 own LML. (>30 - <=40): In this age group 33.2% own Hero Honda, 27.6% Bajaj, 24.6% TVS, 9.9% Yamaha, 2.9% Kinetic and 1.8% own LML. (>40 - <=50): In this age group, 32.1% own Hero Honda, 27.6% own Bajaj, 24.7% TVS, 8.7% Yamaha ,4.4% Kinetic and 1.8% own LML. (>50): In this age group, 29.7% own Bajaj, 26.7% Hero Honda, 26.1% own TVS,9%,Yamaha,5.5%, Kinetic and 3% LML.

7. The occupation wise market shares of two-wheeler users is as follows: Among the students, out of 270, 33.7% own Hero Honda, 27.4% Bajaj, 21.1% TVS, 14.8% Yamaha, 1.9% Kinetic, and 1.1% Own LML. Among Business class, out of 310, 31.3% own Hero Honda, 30% Bajaj, 25.5% TVS, 7.7% Yamaha, 3.2% Kinetic and 2.3% Own LML. Among Employee class, out of 290, 31.7% own Hero Honda, 29.7% Bajaj, 26.2% TVS, 7.2% Yamaha, 3.8% Kinetic and 1.4% Own LML. Among Professional, out of 130, 26.9% own Hero Honda, 26.2% Bajaj, 25.4% TVS, 11.5% Yamaha, 6.2% Kinetic and 3.8% Own LML.

8. The income wise market share of two-wheeler users is as follows: In the Income group, ‘below Rs. 5000’, 55% own TVS, 14% own Hero Honda, 12% own Bajaj, 5% own Kinetic, 10.5% Yamaha, and 3.5% LML. Rs. 5000-10000: In this Income group, out of 407, 38.3% own Hero Honda, 36.6% Bajaj, 16% TVS, 1.7% Kinetic, 6.2% Yamaha, and 1.2% own LML. Rs. 10000 -15000: In this Income
group, out of 295, 34.6% own Hero Honda, 21.4% TVS, 29.8% Bajaj, 3.3% each from Kinetic and 1.7% Yamaha. **Rs. 15000 - 20000**: In this Income group, out of 118, 17.8% Hero Honda, 12.7% Bajaj, 7.6% Kinetic, 38.2% TVS, 20.3% own Yamaha. **Rs. 20000 & Above**: In this Income group, out of 95, 26.3% people own Bajaj, 26.3% TVS, 25.3% Hero Honda, 15.8% Yamaha, 4.2% Kinetic, and 2.1% persons own LML.

9. As far as the mode of payment is concerned, 72.3% bought their vehicles on payment at one time, and 27.7% bought their vehicles in installments in the Rayalaseema Region. The same trend has followed in all the four divisions of the Rayalaseema.

10. Among those who bought their vehicles in installments the sources of finance is as follows: Private finance 26%, Banks 35%, Dealer Finance 23%, The Employer 16%. 35% of the people bought their vehicles through Bank loans.

11. Among the reasons for buying a two-wheeler 56.4% of them in Anantapur division have given their first ranking to the "Necessity" as the reason for buying a two-wheeler. Similarly 55.2%, 53.6% and 57.2% of the respondents have given their first ranking to the same reason in Kurnool, Kadapa and Chittoor divisions respectively. Next in the order 19.2%, 22.4, 18.8% and 20.4% of the respondents bought two-wheeler for the reason. "Time saving" in Anantapur, Kurnool, Kadapa and Chittoor divisions respectively. Followed by 6% in Anantapur, 4.4% in Kurnool, 6.4% in Kadapa and 5.2% in Chottoor, bought their two-wheeler for the reason "comfort".

12. Among the factors considered while buying a two-wheeler, 35.2% in Anantapur division, 38.4% in Kurnool division, 36.4% in Kadapa division, and 38.4% in Chittoor division have given their first choice to "Mileage". Similarly 8.8% in Anantapur division, 9.2% in Kurnool division, 9.2% in Kadapa division, and 8.4% in Chittoor have given their first choice to "Quality". Next in the order of percentages 6.8% in Anantapur division, 6.4% in Kurnool division, 7.2% in Kadapa division, and 6% in Chittoor division have given their first choice to "Performance". A meagre percentage of respondents in all the divisions have given their first choice the factors "Guaranty","Resale value" "After Sale Service" and "Special Offers". The same has been presented in the following graph.
13. About the Longevity of Usage of two-wheelers division wise, 37.4% are using their vehicles for more than 5 years, followed by 32.5% between 1 and 3 years, 21.3% for less than 1 year, 8.8%) in between 3 to 5 years. However, In Kurnool division, a majority of 42% of the people are using their vehicle for more than 5 years.

14. As far as the switching of brands is concerned 72.4% of the respondents are said that their vehicle is first vehicle, and 27.6% said it is not. These 27.6% have switched over to other brands from their first ones, and 72.4% have stucked on to their first vehicle. In Anantapur division 71.6% have stucked on to the first vehicle, and 28.4% have shifted. In Kurnool division out of 73.2% are using their first vehicle, and 26.8% have shifted. In Kadapa division out of 73.6% are using the first vehicle, and 26.4% have shifted. In Chittoor division out of 71.2% are using the first vehicle, and 28.8% have shifted.

15. 71.4% have opined that they do not have plans to switchover from their first brand, and 28.6% have opined that they are planning to switchover to other brands. In Anantapur division, 26.4% have plans to switchover, and 73.6% have no plans. In Kurnool division, 25.2% have plans to switchover, and 74.8% do not. In Kadapa division, 36.8% have plans to switchover, and 63.2% do not. In Chittoor division, 26% have plans to switchover, and 74% do not. The percentage of respondents who have plan to switchover is more in kadapa division compare to others.

16. As far as age wise plans to switchover to other brands is concerned, 66.8% of all the age groups have no plans, and 33.2% have plans to switchover to other brands. In the age group of less than 30, 39.6% have plans to switchover to other brands. In the age group of 30-40, out of 35.3% have plans to switchover to the other brands. In the age group of 40-50, 32.4% have plans to switchover to the other brands. In the age group of 50, 20% have plans to switchover to the other brands.

17. Among the different occupations 66.8% have no plans to switchover, and 33.2% have plans to switchover to other brands. Among Students, 35.6% have plans to switchover and 64.4% do not. Among Business class, 34% have plans to switchover and 65% do not. Among Employees, 26.9% have plans to switchover and 73.1% do not. Among Professionals, 40% have plans to switchover and 60% do not.
18. Among the different income levels as in the case of Age groups & Occupations 66.8% have no plans and 33.2% plans to switchover. In 'less than Rs. 5000' income group, 68.2% don't want to shift, 31.8% want to shift. In Rs. 5000 - Rs. 10000 income group, 71% don't want to shift, 29% want to shift. In Rs. 10000 to Rs. 15000 income group, 66.8% don't want to shift, 33.2% want to shift. In Rs. 15000 to Rs. 20000 income group, 59.3% don't want to shift, 40.7% want to shift. In above Rs. 20000 income group, 56.8% don't want to shift, 43.2% want to shift.

19. The time required to switchover to other brands in all four divisions are as follows: 40% people want to take more than one year, 34% people want to take more than 6 months and less than 1 year, 12% want to take more than one month and less than 6 months, 14% people want to take less than one month.

20. As far as the satisfaction levels of people in all four divisions are concerned, 98.6% are satisfied with their two-wheelers with different levels of satisfaction. And only 1.4% are not satisfied with their two-wheelers. Out of which 48.4% are in the satisfaction level of 60-80% followed by 25.2% in 80-100% level, and 21.7% in 40-60% level range.

21. About the opinion of people on after sales service in all four divisions 78% have rated satisfactory about the after sales service, 12.5% are unsatisfied and 9.5% rated excellent.

22. Among the reasons for unsatisfaction, 75.2% of the dis-satisfiers opined about "Dealer Service Approach" due to dealer service approach, 16% due to lack of commitment, 6.4% because of inadequate trained personnel and 2.4% for other reasons.

23. About the sources of Awareness regarding the two-wheelers 42.2% are aware of by means of Friends, 23.4% by Televisions, followed by, 19% through Newspapers, 11.2% Hoardings, and 4.2% Magazines.

24. The peoples psychological feelings about the influence of Price on two wheelers is as follows: 34.5% of the respondents in all the four divisions of Rayalaseema opined the influence of price will be Moderately, followed by 28% Greatly, 22% Very greatly, 11.5% Slightly and 4% are Not at all influenced by the price.
25. The people's psychological feelings about the influence of Advertisement on two wheelers is as follows: 34.4% of the respondents in all the four divisions of Rayalaseema opined the influence of Advertisement will be Moderately, followed by 27.8% Greatly, 22% Very greatly, 11.7% Slightly and 4.1% are Not at all influenced by the Advertisement.

26. In the process of decision making, about the purchase of two-wheeler 40.7% in all the four divisions of Rayalaseema, are influenced by Friends, followed by 34.9% through Family Members, 12.4% Reference Group, 5% Work Groups, 3.9% Neighbors, and 3.1% Dealers. Hence, Friends, Family Members, and Reference Group play a major role in influencing the people in decision making.

27. Among the Age wise classifications and the role of influences a majority of 42% are influenced by Friends, followed by 32.6% Family Members, 13.5% by Reference Group, in the age group below 30, 43.8%, 33.1% and 12.5% through Friends, Family Members and Reference Group in the age group of 30-40 respectively. 41.1%, 32.7% and 13.1% by Friends, Family Members, and Reference Group respectively in the age group of 40-50, 45.5%, 32.7% and 9.1% through Family Members, Friends and Reference Group in the age group of above 50 years.

28. Along the Occupation wise also in all occupations people are influenced by Friends Family Members and Reference Group, to a larger extent.

29. Even in the Income wise also in all the levels of people are influenced by Friends Family Members and Reference Group, to a larger extent.

30. The role played by the individual in the decision making process of buying a two-wheeler in all the four divisions of RayalaSeema is as follows: 41.9% are Users, followed by 20.7% Deciders, 14.2% Buyers, 12.9% Influencers and only a 10.3% play the role of Initiators.

31. As far as Family Involvement in Decision making is concerned, in Anantapur division: In the stage of Need Identification 41.2% respondents have opined that all the Family Members are involved in decision making, followed by 28.4% respondents have opined that the Husband is highly involved in the process of decision making. In the stage of Budget Allocation, also 38% respondents have opined that Husband is involved in decision making, followed by 32.8% all family members are highly involved in the process of decision making. In the stage of
Search for Information 34% respondents have opined that All Family Members are involved, followed by 24% Husband. In the stage of Brand Selection, 32% respondents have opined that All Family Members are involved, followed by 22.4% members have opined that Husband is highly involved. But when it comes to Actual Purchase 34.4% respondents have opined that Husband is highly involved, followed by 33.2% respondents opined that All Family Members are involved in the decision making process. Children’s, Spouse Jointly and Wife are also influence in decision making process.

32. As far as Family Involvement in Decision making is concerned, in Kurnool division: In the stage of Need Identification 38% respondents have opined that the Husband is highly involved in the process of decision making followed by 34% respondents have opined that all the Family Members are involved in decision making. In the stage of Budget Allocation, also 37.2% all family members are highly involved in the process of decision making followed by 32% respondents have opined that Husband is involved in decision making,. In the stage of Search for Information 25.2% respondents have opined that All Family Members are involved, followed by 32.4% Husband. In the stage of Brand Selection, 22.8% respondents have opined that All Family Members are involved, followed by 31.6% members have opined that Husband is highly involved. But when it comes to Actual Purchase 32.4% respondents have opined that Husband is highly involved, followed by 34.8% respondents opined that All Family Members are involved in the decision making process. Children’s, Spouse Jointly and Wife are also influence in decision making process.

33. As far as Family Involvement in Decision making is concerned, in Kadapa division: In the stage of Need Identification 37.6% respondents have opined that all the Family Members are involved in decision making, followed by 33.6% respondents have opined that the Husband is highly involved in the process of decision making. In the stage of Budget Allocation, also 36.8% respondents have opined that Husband is involved in decision making, followed by 31.2% all family members are highly involved in the process of decision making. In the stage of Search for Information 32.8% respondents have opined that All Family Members are involved, followed by 26.4% Husband. In the stage of Brand Selection, 36.8% respondents have opined
that All Family Members are involved, followed by 22.4% members have opined that Husband is highly involved. But when it comes to **Actual Purchase** 34.8% respondents have opined that Husband is highly involved, followed by 31.6% respondents opined that All Family Members are involved in the decision making process. Children’s, Spouse Jointly and Wife are also influence in decision making process.

34. As far as Family Involvement in Decision making is concerned, in Chittoor division: In the stage of **Need Identification** 36.8% respondents have opined that the Husband is highly involved in the process of decision making followed by 32.8% respondents have opined that all the Family Members are involved in decision making. In the stage of **Budget Allocation**, also 36.4% all family members are highly involved in the process of decision making followed by 30.4% respondents have opined that Husband is involved in decision making. In the stage of **Search for Information** 25.2% respondents have opined that All Family Members are involved, followed by 32.4% Husband. In the stage of **Brand Selection**, 26.8% respondents have opined that All Family Members are involved, followed by 33.6% members have opined that Husband is highly involved. But when it comes to **Actual Purchase** 28.4% respondents have opined that Husband is highly involved, followed by 32.8% respondents opined that All Family Members are involved in the decision making process. Children’s, Spouse Jointly and Wife are also influence in decision making process.

35. The Time Lag between the need identification and actual purchase, 36.9% need Less than one month for actual purchase after need recognition, 25.8% need 1-5 months, 17.9% need 6-12 months, 12.1% need 1-2 years, 2.9% need 2-3 years, 2.1% need 3-4 years, 1.1% need 4-5 years, and 1.2% people need more than 5 years to make a purchase after the need is identified. The same is almost follows in each of the four divisions of the Rayalaseema.
7.2. SUGGESTIONS

➢ India with its vast population is just the right place for Two-Wheeler manufacturers, who can sell their brands to different strata of consumers. However, the consumers are very much aware of the brands proliferating in the market and they cannot be taken for a ride. The manufacturers have to understand their behavior and preferences and come out with products which the consumers prefer and which can provide them with maximum satisfaction. Only then there is chance to establish credentials among the consumers.

➢ It is found out that the majority of the respondents are using Motorcycles, followed by Scooters and Mopeds. Among the factors considered while purchasing Two-Wheeler, the study reveals the following in order of priority. (1) Mileage, (2) Quality, (3) Durability, and (4) Performance. The most dominant factor is the Mileage, followed by Quality and others. Marketers are advised to keep this in mind and design the products which suit the requirements of the users. This is the reason why motorcycles are dominating over scooters.

➢ It can also be easily observed that during the last three to Four years there is a shift from scooters to motorcycles. The reason for shift is more fuel efficiency by motorcycles to that of scooters.

➢ It is found out that the respondents age group above 50 years and women are using the Two wheelers are very less when compare to other age group and by gender. It indicates that they are not feeling comfort in using it. Hence it is recommended that the manufactures must produce vehicles which are most suitable to that age group and gender. Suitable vehible is in the sense of – Comfort in riding, Easy start system, Good brake system, Easy in handling, less weight, etc. If all the above features used in their vehicles, they can increase their market share very easily.
As majority of the population in the four divisions of Rayalaseema, bought Two-Wheelers for the reason of ‘Necessity’ followed by ‘Time saving’. This reflects the behaviour of two wheeler users that the Two-Wheeler has become a necessity item in one’s life. This also saves time. One need not wait for a public transport rather he/she can start at their appropriate time to reach the destination. Keeping this in mind, as reasons for buying a two wheeler, the marketers have to act accordingly to cater the needs of the population.

Though a meagre of 13% of respondents are dissatisfied about the ‘After Sales Service’. This reflects others in a negative way. So, the marketers have to be cautious about these reasons also. The reasons for dissatisfaction are............

(i) Negative approach- service of Dealer,
(ii) Lack of commitment and
(iii) Inadequate trained personnel.

The marketers are to provide with adequate trained personnel and to see that they work with commitment and the dealers approach towards consumer, have to be improved and a cordial relationship is to be maintained between the dealer and the consumer.

People generally search for the installment offer as many of them lead mediocre life with minimum earnings. So, many of them attract for this offer.

Besides the installment offer many of the consumers also allure for the Price discounts. It has also been found that the maximum sales have been registered during the price offs.

The customers are also influenced by the advertisement, and Reference Group. Commonly, the people are motivated by the provoking advertisements along with their demi-god reference group. Keeping this in mind, as reasons for buying a two wheeler, the marketers have to act accordingly to the wish of the population.

As far as creating of awareness about the two wheelers is concerned, the Friends are playing a major role. So, the marketers have to target this particular group who inference the consumer more in creating awareness.
In addition to the above, it should also be followed by Televisions and Newspapers. The marketers have to maintain a channel of network where the positive aspects of the two wheelers are spread among the population in a positive way.

The factor 'Price' also influences the consumers. The people are Price cautious. They always compare the Price along with the quality to the other competitors, so the manufacturers should produce the products par with the quality and price comparing with the other competitors.

At the same time the people also think of Mileage. People want a Two-Wheeler which gives more fuel efficiency. The marketers are to come out with such kind of designs which satisfy the consumer wants.

Companies must offer varied models of two-wheelers so as to provide options to the consumer. As the people satisfy with varied products and models, no one alike possess the same mentality to get satisfied with the same product. So the manufacturers should release the products with varied models according to the changing of consumer needs and time.

Companies must try and come up with technological advanced product so as to gain advantage in future market. New technology should be applied according to the requirement of the customer.

Companies should mainly focus on its Brand Image of the product. As the manufacturers grabbed the Image by following all the factors suitable to the consumers, they had remained in the public with more Brand equity. So they must also maintain for all other future products.

Major players of Indian origin must focus on new and advanced bikes and scooters and also to give tough competition International or foreign bike and scooter manufacturers, otherwise outside entrants will capture all the possible market.
People in Rayalaseema Region prefer low range two-wheelers and also high end two-wheelers so two-wheelers should be made according to the economic position of the consumer and companies should focus more to analyze and understand the growing demand and need of the consumer, so that it will be easy for them to understand their behaviour and buying pattern in the region.

It is suggested that manufacturer should make all efforts to control cost. So that they can produced low price products to attract below Rs.5,000 income level people.

Spare parts of the Two Wheelers should be easily available in the market. Especially the consumer feel happy which ends their mental disturbance of moving here and there to get parts.

More attractive range of colours should be introduced in the market. Keeping in view of the superstitious mood, the manufacturers should introduce the best and the acceptable colours suitable for this region.

New / advanced techniques should be implemented in order to decrease the recurring repairs. So that the consumer get motivated to buy the product for less maintenance cost.