CHAPTER VIII
SUMMARY AND CONCLUSION
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Transport is an important aid for a better living. Two-wheelers are becoming more and more popular especially among the middle income group of consumers as they can not afford to go in for bicycle, use of which is time consuming and involve much labour. Hence, the demand for two-wheeler is perpetually increasing day by day. At this juncture, the manufacturers and marketers with different brands face stiff competition, thanks to the recent liberalisation policy of the Government of India.

As all the consumers are not alike and their preferences are constantly changing, they prefer differentiated products which reflect their own special needs, personalities and lifestyles. People prefer a specific model of two-wheeler among different competing brands for various reasons like handling comfort, price, maintenance, fuel efficiency, appearance, durability and resale value.

Consumers are highly involved in a purchase when it is expensive, bought infrequently and risky. Products involve a decision-making unit which consists of more than a single person. In a competing market, an analysis of factors that influence purchase decisions is a prerequisite for the decision-makers of a planned economy because it enables them to have an understanding of the current and future demands of two-wheelers and match supply with the changing pattern of
demand, which will have a great competitive advantage in the market place.

After the II World War, the sellers' market have disappeared and buyers' market have come up. The buyers' market for two-wheelers was also confirmed by a survey which observed that the number of two-wheelers produced every year exceeds the total number of all other automobiles produced in the country. There was a time in 1950 when no two-wheeler was produced in India and by 1995 the industry had reached an all time peak at 25,51,166. And it is now well poised to attain the level of two millions a year.

Thus, the marketers of two-wheelers who understand the consumers' brand preference, brand loyalty, sources of information search, motivational factors and post purchase behaviour have a great competitive advantage in the market place. So far, no serious attempt appeared to have been made in this field of study in India. This study of "Factors Determining Purchase and Post Purchase Behaviour of Two-wheeler Users" is an attempt in that direction.

OBJECTIVES OF THE STUDY

The objectives of the study are to analyse the behaviour of the users of two-wheelers before, during and after the purchase. Specifically, the objectives of the study are as follows :-
1. To study the brand preferences and brand loyalty of the owners of two-wheelers.

2. To study and evaluate the different sources and quality of information used by the owners of two-wheelers.

3. To identify the factors that motivate the owners in the purchase of two-wheelers.

4. To study the post-purchase behaviour of the owners of two-wheelers.

RESEARCH METHODOLOGY

A preliminary investigation was undertaken by contacting 50 owners of two-wheelers, helped in finalising a four section questionnaire which was the basis for the final study. Sample consumers for final study were chosen from all the seven taluk headquarters of North Arcot Ambedkar District of Tamil Nadu State - Tirupattur, Vaniyambadi, Gudiyatham, Vellore, Arcot, Walajapet and Arakkonam. Of the sample, only 284 usable questionnaires were obtained.

The statistical techniques like chi-square test, factor analysis, mean, percentages, ranks were used in the data analysis.
FINDINGS OF THE STUDY

The findings of the study are presented below:

I. BRAND PREFERENCE OF THE RESPONDENTS AND THEIR BRAND LOYALTY

1. The results revealed that there is no significant difference in the association between the brand used and the age group of respondents in the selection of mobikes and scooters whereas significant difference exists in the purchase of mopeds. It has been found that mopeds are mostly purchased by consumers within the age group of 26 and 45. Mobikes are mostly sought after by 26 - 35 age group of people. It can be concluded that younger generation go for mobikes. The findings also revealed that no significant difference exists in the association between the brand used and the education level of the sample consumers in the selection of mobikes, scooters and mopeds. The results revealed that there is no significant difference in the brand used and the occupation of the consumers in the purchase of two-wheelers. It has been found that there is no significant difference in the selection of brands among the various income group of consumers of two-wheelers.
2. The opinions of the consumers of two-wheelers on their most preferred brands revealed that they prefer mobikes followed by mopeds and scooters. Among mobikes - Hero Honda, in scooters - Bajaj vehicles; and among mopeds - TVS XL and Champ top the list and these vehicles are mostly preferred by the consumers for fuel efficiency, durability and load-carrying capacity respectively.

3. The same brands are repeated when the consumers were asked about the further buying intention that they prefer Hero Honda Mobikes (46%), Bajaj Scooters (70%), and TVS XL/Champ Mopeds (89%).

Therefore, it is clear from the findings that Hero Honda Mobikes, Bajaj Scooters, and TVS Mopeds top the list of consumer preference. With regard to brand loyalty, a majority of the consumers was loyal to their brands and Bajaj Chetak enjoys 100% consumer loyalty followed by Hero Honda (93%), TVS Champ (93%), Hero Puch (83%), Yamaha (83%) and Bullet (82%).

II. INFORMATION SEARCH AND EVALUATION

1. The findings revealed that a majority of the respondents (65%) has taken up to six months to make the actual purchase of the vehicle from the date of their intention to buy. Most of them (56%) replied in the affirmative when they were
asked whether they utilised the time in prepurchase information search and its evaluation and those who gave negative answers narrated three reasons for the time-gap - finance problems (52%), non-availability of colour (30%), and non-availability of model of the vehicle (18%).

2. It is also found out that a majority of those respondents who had delayed buying the vehicle, for finance problem.

3. Among the various sources of information, friends and neighbours have been found as the most important source followed by own experience, family members, observation, and newspapers which was revealed from the ranking by the respondents.

There is no significant difference in the association between the sources of information and income of the consumers. There is significant difference in the importance given to newspapers and hoardings and posters as source of information and the age group of sample consumers. Results also reveal that most of the consumers of two-wheelers (53%) take into consideration only one brand for decision making without considering other brands.

III. FACTORS OF MOTIVATION

The findings reveal that the most important motivating factor which was responsible for purchasing a two-wheeler
for most of the sample consumers (80%) was to reach the place of work in time, followed by status (22%) and shopping (7%) and the reasons for not depending on public transport was that they didn’t like travelling with all and sundry (44%) followed by no public transport facility (30%), overcrowd (19%) and time consuming (7%). Factor analysis results on the attributes of two-wheelers that motivated the consumers in their purchase decisions, extracted five factors - fuel efficiency, maintenance cost, price, image and warranty and the factors identified were: factor 1, price, style and pick up; factor 2, image warranty and service; factor 3, maintenance, size and resale value; factor 4, durability and brand reputation; and factor 5, fuel efficiency.

Category-wise test result revealed that two factors - 'cost and image' and 'service' influenced mobike selection and all the variables were equally considered in the case of scooters and mopeds selection.

Most of the consumers did not change their brands and a few did so at the last moment mostly due to the influence of their dealers (40%).

IV. POST-PURCHASE BEHAVIOUR OF THE TWO-WHEELER RESPONDENTS

It was found that most of the sample consumers of two-wheelers (72%) had availed themselves of the free service during warranty period and were satisfied (85%) with the
service and among those who did not avail of this facility (15%), most (53%) felt that that was due to the dealer being far away among reasons—fear of replacing parts (25%), dealer did not oblige (18%), and qualified mechanic not available (5%). Regarding the usage of vehicle, a majority of them (58%) used regularly, a few (28%) carry luggage and most of them (63%) take pillion-riders with them. Yamaha, Kinetic Honda and TVS XL were extensively used two-wheelers as per the ranks arrived at with total kms travelled per day. Bajaj M-80, LML Vespa and TVS Panther are found as the cheapest in cost of maintenance as shown by repair expenditure. Most of the vehicles (56.3%) are used by more than one person and 46.8% of the consumers give their vehicles for service in every 3 months. Carburator cleaning is the service mostly needed for the vehicles.

It is also observed that as far as service of the two-wheeler was concerned, the consumers availed themselves of the services of non-dealer service centres and dealer service centres. Services of non-dealer service centres are availed, for they get immediate attention followed by other reasons—less charges (30%), dealer far away (30%), minor service required (27%), and extra facilities available at non-dealer service centres (19%). The job knowledge of the mechanics was considered to be an important factor in the selection of non-dealer or dealer service centres as per ranking. With regard to the availability of original spares, most of the the respondents (74.3%) were satisfied. Regarding the overall
satisfaction of the vehicles, mobike owners were fully satisfied with style; scooter users with durability; and moped owners with break condition. Among various suggestions given by the consumers, more fuel efficiency is of prime importance followed by pick up, new model, road grip, solar power usage, and less weight which proved that India is unique in that fuel efficiency plays an important role in vehicle acceptance.

IMPLICATIONS OF THE STUDY

1. Since different age group of consumers prefer different categories of two-wheelers, the same age group of model persons may be used for advertisement purpose. The age group of consumers preferring different categories of two-wheelers are: 26 to 35 for Mobikes and Mopeds and 26 to 45 for Scooters.

2. Mobikes are becoming more popular followed by mopeds and scooters. The consumers' preferences reveal that they give weightage to fuel efficiency while going for mobikes. It is this unique feature which makes Hero Honda the most preferred one among mobikes. Mobikes that give the maximum fuel efficiency should be produced.

3. Mopeds are preferred next only to mobikes for their load-carrying capacity. Hence, , TVS mopeds are more popular to other brands. Load - carrying capacity of
the mopeds should be increased to attract moped buyers.

4. Scooter liking consumers look for durability of the vehicle. Bajaj scooters do have durability and hence they are popular. Durability should be given prime importance in the production of scooters.

5. Brand loyalty becomes the fruit of consumer satisfaction. Hence, it is suggested that manufacturers of two-wheelers may modify the production to suit the demands of the consumer.

6. Advertisements may be framed by manufacturers in such a way that show buyers taking advices from friends before purchase. Such clever move would naturally emphasize pre-purchase information search as well as the buyers reliance on friends and neighbours.

7. Reaching place of work on time is found to be the most important motivating factor in going for a two-wheeler for most of consumers. Hence, a 'no problem' two-wheeler should not appear only in advertisements but must become a reality.

8. If payments for two-wheelers are accepted on installment basis it would go a long way in boosting sales of the vehicles and minimising the chief problem of the buyer.'

9. Two important attributes 'cost and image' and 'service'
were identified to be influencing factors in mobike selection. These two factors may be taken given due importance in mobike production in addition to fuel efficiency.

10. Dealers have a greater role to play in influencing the consumers in the selection of brands. Hence, the marketer of two-wheelers may educate the dealers with all the plus points of the vehicle so that they can pass on the message to the consumers at the time of purchase.

11. Service during warranty period is most availed of by the consumers and they are satisfied. But a few (15%) do not avail of this facility owing to the distance at which the dealer is placed. Hence, door service may be tried for those who want it which will boost the image of the manufacturer as well as the brand.

12. Most of the consumers (63%) take pillion-riders and children and hence ample seat space may be provided to the maximum possible extent to provide convenient ride. Special baby seats will be a beneficial attraction.

13. Manufacturers may try to produce vehicles with minimum maintenance cost as the case with Bajaj M-80, LML Vespa and TVS Panther.
14. It is important to observe that almost all the vehicles very often need to clean carburetor which irritates the consumers. Hence, innovative efforts may be taken to improve the quality of carburator so that cleaning work is minimised.

15. Regarding dealer service centres, the consumers feel that they charge more and they do not accept minor service. This may be rectified by the dealers. Service motive should be given first and foremost consideration and not monetary, for service-mindedness is the tap route of every developed and developing business. Service is service, small or great, minor or major. Dealers should never allow this success principle slip out of this mind.

16. Dealers should see that their workmen are properly educated in the specific fields of their works and their job knowledge should be updated as and when necessary.

17. Style is preferred in mobikes, durability in scooters and break condition in mopeds in addition to what has been suggested for these categories of two-wheelers in the foregoing discussion.

SUGGESTIONS FROM THE CONSUMERS FOR QUALITY IMPROVEMENT

Finally, the sample consumers were asked to express their valuable suggestions and expectations for the
improvement in the quality of two-wheelers. Among the expectations of the consumers, the most important being more fuel economy followed by extra pickup, new models, more road grip, facility to use solar power and less weight of scooters.

SCOPE FOR FURTHER RESEARCH

This preliminary study gives an idea about the consumer behaviour in the purchase of two-wheelers by considering most of the behavioural aspects. Further research on the following lines will be useful in reinforcing the present findings. A case study of consumer behaviour for a particular two-wheeler company may be conducted.

In the present study, the dealers' view points are not included. Hence, research can also be conducted by taking into the views of the dealers of two-wheelers with reference to the consumer behaviour.