CHAPTER VII
CHAPTER VII

FINDINGS, SUGGESTIONS AND CONCLUSION

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CHAPTER VII

FINDINGS

7.1 INTRODUCTION

Buying behaviour describes the individual’s activities in obtaining and utilizing goods and services, including the sequence of decision processes associated with these acts. So to-day buying behaviour studies help to understand how human beings act in their buying roles and also to predict human beings act in their buying roles and also to predict human actions.

Buying behaviour consists of all human behaviour that goes into making purchase decisions. The field of consumer buying behaviour studies how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Understanding women behaviour and “knowing customers” is never simple. Women may say something but do different thing. They may not be in touch with their deeper motivations. They may respond to influences that change their mind at the last minute. Women have a more complex and detailed decision-making process when making a purchase.

Buying behaviour is the study of how individuals make decisions to spend their available resources (time, money efforts) on consumption related items. It includes the study of what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, and how often they use it.
Buying behaviour is an important area in marketing research. The study of consumer behaviour is very difficult due to the rapidly changing nature of beliefs, perception, attitudes, behaviour and the like. There is a growing realization of the need for undertaking the study of consumer behaviour, as it relates to public policy development and its implementation. The different variables concerning the behaviour of consumer have the strength to many causes, which can be used as the base for formulating marketing strategies. Marketers can effectively address women's needs, concerns and wants at each step of the purchase process.

In olden days, two-wheelers were considered as luxury item. But today they have become essential. There is increased usage of two-wheelers nowadays due to the increasing purchasing power.

The present public transport system is fully inadequate, inefficient and undependable. Hence, people are forced to opt for personal means of transport. Private cars are ruled out due to the exorbitant domestic prices, high cost of operation and maintenance and the conditions of narrow roads clogged with mixed traffic. The bicycle is certainly a favourite option but has the disadvantages of being less powered, slow and possessing a low load bearing capacity.

In the past two decades, the middle-income class could afford something more sophisticated than a bicycle but affluence has not yet reached the level needed to purchase and maintain a car. This class turned to the two-wheeler. With the sustained growth in agriculture, commerce, and industry over the past three decades and the
resultant spread of prosperity, this segment of the middle class population has grown
enormously.

The brand names of two-wheelers play a major role in determining the two-
wheelers’ ultimate success or failure. Indian consumers have been found to be becoming
more and more brand loyal.

Consumers, whether hailing from village or from urban areas, have to depend on
two-wheelers to carry on their daily routine. So the researcher has selected Madurai
District for the present study.

7.2 IMPORTANCE OF THE STUDY

Marketers are interested in finding answers to various vital questions, such as why
people behave as they do and how to make them behave as the marketers want to do.

It is understood that the study of buying behaviour relates to the idea of looking
at the product from the consumer’s point of view. Realizing the importance of the two-
wheelers and the buying behaviour in the present economic situation, the researcher has
analyzed the perceptions, and behaviour of consumers relating to this product. It is rightly
said; yesterday’s luxuries are today’s necessities. Hence in this digital world, two-
wheelers is no longer a luxury.

From the discussions made in the foregoing chapters, there are certain product
attributes which are identified as influencing the purchase decision and satisfying the
consumers. The growths in the population of India and the increasing number of middle
class consumers have attracted the attention of two-wheeler manufacturers and marketers. The present study of buying behaviour with reference to two-wheelers is aimed at explaining the changing role of women in making buying decisions and the various factors influencing such behaviour.

The present study has been undertaken with the following specific objective.

1. To study the characteristics of buying behaviour.

2. To identify the persons who make the final decision of purchasing two-wheelers.

3. To analyse the various aspects involved in the buying behaviour.

4. To study the opinion of woman respondents on brand choice.

5. To measure the level of awareness among woman respondents on two-wheelers.

6. To identify the motivating factors influencing the buying behaviour of woman respondents of the study.

7. To offer suggestions based on the findings of the study.

Given a specific focus to objectives, a few hypotheses have been drawn up for testing them by using appropriate statistical tools. These are:

1. There is no significant difference between the age and saving of time by using two-wheeler.
2. There is no significant difference between the age groups and the prestige of having two-wheelers.

3. There is no significant difference between the age group and the preference of favourite colours.

4. There is no significant difference between the level of education and the prestige of owning two-wheelers.

5. There is no significant difference between the various categories of women and saving of time by using two-wheelers.

6. There is no significant difference between the various categories of women and the prestige of having the two-wheeler.

7. There is no significant difference between the various categories of women and preference of the favourite colours.

8. There is no significant difference between various occupations and saving of time in using two-wheelers.

9. There is no significant difference between the occupation and the prestige of using the two-wheelers.

10. There is no significant difference between the occupation and the preference of favourite colours of two-wheelers.

11. There is no significant difference between the monthly income and prestige of using two-wheelers.

12. There is no significant difference between the monthly income and the expectation of the reasonable price.
13. There is no significant relationship between the age and the level of awareness of
the respondent about the two-wheeler.

14. There is no significant relationship between the level of education and the level of
awareness.

15. There is no significant relationship between the various categories of women and
the level of awareness.

16. There is no significant relationship between the occupation and the level of
awareness of the respondents.

The primary data were collected from the respondents with the help of an interview
schedule. A sample of 300 respondents was selected by way of random sampling. To give
a fair representation to all categories of people, they were selected from various age
groups, different educational levels, and different occupational pursuits and from
different income levels.

Both pre-purchase behaviour and post purchase behaviour are considered in this
study. The various brands selected by women are as follows.

1) TVS (Scooty, Pep, Pep+, Teenage, Streak)

2) Hero Honda Pleasure

3) Honda Activa

4) Bajaj Wave

5) Kinetic and Mahindra Duro
A structured questionnaire designed for the specific purpose of the study was administered to the chosen respondents in an interview setting. Particulars were collected in respect of the selection of brand, mode of purchase, factor influencing the buying, advertising message and uses of two-wheelers.

Several tables have been drawn up and inferences drawn mainly through percentage analysis. The statistical tools like chi-square test, one way Anova are applied to find whether there is any difference between the sources of awareness and the socio-economic background. Factor analysis and Garrett’s ranking is used to find the results of pre-purchase behaviour and post-purchase behaviour.

As the study is behaviour-oriented, it is based on the expressed opinions of the buyers and such opinions may be arbitrary, biased or impulsive. The time lag between the feeling of the needs and their satisfaction, the number of dealers visited by the respondents before making the purchase, attitude of the respondents have been studied.

The second chapter discusses the review of literature. The third and fourth chapters discuss the theoretical background of women’s buying behaviour and provide an overview of two-wheeler for women.

The fifth chapter presents the profile of the sample respondents. The researcher has collected data through an interview schedule from the 300 respondents.
7.3 FINDINGS OF THE STUDY

The following are the main findings of the study:

7.1 Women using two-wheeler is selected as sample respondents. Out of the 300 respondents, 42% belong to the age group of between 20 and 30 years, whereas 10.7% of the women are above 40 years.

7.2 It is found from the study that 55.7% of the respondents are unmarried.

7.3 With regard to family size, the study reveals that a majority (67%) of the respondents’ families consist of more than 4 members.

7.4 It is understood from the study that 46% of the sample respondents are graduates and 3.7% are professionals.

7.5 It is inferred from the study that 41.7% of the respondents are students. Students are more interested in buying two-wheelers.

7.6 From the point of view of the occupation, it is concluded from the study that 27.3% of the respondents are to students and homemakers whereas 3.7% are agriculturist.

7.7 It is evident from the study that 39.3% of the respondents earn a monthly income of Rs.5000-10000. Only 19.7% earn below Rs.5000. The majority of buyers belong to the income group of Rs.5000-10000. The distinctive feature of the higher income group respondents is that they buy as and when they like.
7.8 It is inferred from the study that 61.3% of the respondents belong to nuclear families.

7.9 It is clear from the study that, 28.7% of the respondents have planned for at least three months before making the purchase.

7.10 It is understood that 43.3% of the respondents preferred to purchase the two-wheelers for the purpose of personal work. Only 16% of the respondents preferred them for the business purpose.

7.11 It is found from the study 48.7% of the respondents prefer to buy the two-wheelers based on the influence of the family members, whereas 3% were influenced by mechanics/shopkeepers.

7.12 A majority of the respondents (77.7%) have awareness before purchasing the two-wheelers.

7.13 Among 233 respondents, 44.7% have gained the awareness of the two-wheelers through friends and relatives only 9.4% have gained the awareness through magazines.

7.14 A number of factors are considered before purchasing a two-wheeler. Comfort is the major factor which is considered by 66.7% of the respondents, whereas 11.3% considered the speed factor.
7.15 It is understood from the study that 46% of the respondents’ opinion of the advertising messages is that it is informative. But 3% of the respondents were of the opinion that advertisements are misleading. Effective advertisement is very important to attract the buyers.

7.16 It is evident from the study that 51.7% of the respondents visit only one dealer before purchasing two-wheeler. Only 6% visited above four dealers.

7.17 With regard to decision making the study reveals that, a majority of the respondents take the decision after consultation with the family members.

7.18 It is evident from the study that 67.7% of the respondents do not change the expected brand. If there is no stock, the respondents wait for the particular brand of two-wheeler. But 32.3% of the respondents purchase some other available brand due to the immediate need.

7.19 82% of the respondents buy the two-wheeler for regular usage. Only 18% prefer to buy two-wheelers for occasional use.

7.20 Majority of the respondents (50%) consider that the need for two-wheelers is imperative whereas 10% consider a two-wheeler as luxury product.

7.21 It is clear from the study that 77% of the respondents buy a firsthand two-wheeler only 14% of the respondents buy second hand two-wheelers.
7.22 The TVS brand is the road master for women. A majority (51.3%) of the respondents own the TVS brand. The second preference goes to Hero Honda. Only 5.3% of the respondents prefer Mahindra Duro.

7.23 It is found from the study that 60.5% of the respondents prefer the selected brand for the quality whereas 10.5% selected a two-wheeler considering reasonable price.

7.24 51.5% of the respondents use a the two-wheeler for more than two years. 19.4% have purchased the two-wheeler during the current year.

7.25 It is evident from the study that, 62.4% of the sample respondents purchase their two-wheelers from the dealer. Only 2.3% purchase them from exhibitions. The dealer is the first choice of preference.

7.26 Among the surveyed, 161 respondents prefer a particular dealer for buying a two-wheeler because of the reputation of dealer. Only 13% prefer the dealer who is close them.

7.27 Out of 300 respondents, 258 have purchased a new two-wheeler. Among 258 respondents, 75.9% have bought them by paying ready cash.

7.28 It is found that after purchasing the two-wheeler 84.5% of the respondents have got the free services available for them. Only 15.5% respondents have not availed of the free services.
7.29 A Majority of the respondents (36.7%) have availed the free service once in six months whereas 6.9% have availed the service once a month.

7.30 39.5% of the respondents have the opinion that the quality of the two-wheeler is good. However 28.3% of the respondents’ are just satisfied with the quality.

7.31 Out of the 300 respondents, 29.7% of father’s respondents used two-wheeler. Only 15% of the respondents use them exclusively.

7.32 It is found from the study that majority of the respondents (27.7%) travel up to 5km per day, only 19% of the respondents travel above 15km per day.

7.33 Out of the 300 respondents, 42 have pre owned two –wheelers. Among them, 45.2% have purchased second hand two-wheeler due to the lack of finance problem. Thus cost is an important deciding factor.

7.34 It is clear from the study that, 55% of the respondents used their same brand of two -wheeler for 1-5 years. 19.3% of the respondent used them for below one year.

7.35 Out of 300 respondents, 261 have not changed their two-wheeler. They are satisfied with their previous brand. Only 39 respondents have changed their two-wheelers due to dissatisfaction.
43.6% of the respondents have managed and used the previous brand of two-wheelers for one to two years with dissatisfaction. Only 23.1% have changed to new vehicles within one year due to dissatisfaction.

It is understood from the study that, the majority of the respondents ride the two-wheelers at the average speed. Only 10% ride at very high speed. Normally youngsters prefer to ride the two-wheelers at high speed.

All the respondents have insurance to their two-wheelers.

It is clear from the study that 55.3% of the respondents insured their vehicles with a public sector company and 44.7% are insuring their vehicles in private companies.

It is found that 71.3% of the respondents have license for their vehicle. But 28.7% of the respondents do not have license.

A majority of the respondents (50%) expected special training programme for riding two-wheelers.

It is understood that a majority of the respondents consume 5-10 litres of petrol per month for their vehicles. Only 8.3% consume above 15 litres per month.

It is understood that most of the respondents (64.7%) have a budget limit on petrol consumption.
7.44 It is found that a majority of the respondents (29.38%) have a budget limit between Rs.300 and Rs.400, whereas 29.4% have a budget limit between Rs.200 and 300.

ANOVA was applied to see whether there is significant difference between age, level of education, categories of women, occupation, and monthly income with the prestige of using two-wheelers and preference of favourite colour and saving of time. The following are the result based on Anova test:

7.45 There is significant difference between age group and saving of time by using two-wheelers.

7.46 There is no significant difference between the age group and the prestige of having two-wheelers.

7.47 There is significant difference between the age group and preference of favourite colours.

7.48 There is significant difference between the level of education and the prestige of owning the two-wheelers.

7.49 There is significant difference between the various categories of women and saving of time in using the two-wheelers.

7.50 There is significant difference between the various categories of women and prestige of having two-wheelers.
7.51 There is significant difference between the various categories of women and preference of favourite colours.

7.52 There is significant difference between the occupation and saving of time in using two-wheelers.

7.53 There is significant difference between the occupation and the prestige of having two-wheelers.

7.54 There is significant difference between the occupation and preference of favourite colours.

7.55 There is significant difference between the monthly income and prestige of using two-wheelers.

7.56 There is significant difference between the monthly income and the expectation of reasonable price.

The Chi-Square test was applied to see whether there is significant relationship between age, literacy, occupation, and family income, category of women in the family and the level of awareness. The following are the results based on Chi-square test.

7.57 There is no relationship between the age and the level of awareness among the respondents.

7.58 There is no relationship between the level of education and the level of awareness among the respondents.
7.59 There is no significant relationship between the various categories of women and the level of awareness.

7.60 There is significant relationship between the occupation and the level of awareness.

Factor analysis was used to find the important factors which influence the purchasing activities. The 20 variables in the data were reduced to a 6 factor model and each factor may be identified with the corresponding variables as follows.
<table>
<thead>
<tr>
<th>Statements</th>
<th>Factors name</th>
</tr>
</thead>
<tbody>
<tr>
<td>After-sales service</td>
<td></td>
</tr>
<tr>
<td>Availability of Spares</td>
<td></td>
</tr>
<tr>
<td>Less Maintenance cost</td>
<td>Easy maintenance</td>
</tr>
<tr>
<td>Loan facility available</td>
<td></td>
</tr>
<tr>
<td>Safety</td>
<td></td>
</tr>
<tr>
<td>Easy operation</td>
<td>Easy handling</td>
</tr>
<tr>
<td>Brake system</td>
<td></td>
</tr>
<tr>
<td>Space for luggage</td>
<td></td>
</tr>
<tr>
<td>Advertisement</td>
<td>Advertisement</td>
</tr>
<tr>
<td>Appeal and design</td>
<td></td>
</tr>
<tr>
<td>To reach the destination at right time</td>
<td></td>
</tr>
<tr>
<td>Manufacturers reputation</td>
<td></td>
</tr>
<tr>
<td>Seating Arrangements and Comfort</td>
<td>Structure of the two-wheeler</td>
</tr>
<tr>
<td>Height</td>
<td></td>
</tr>
<tr>
<td>Mileage</td>
<td>Engine performance</td>
</tr>
<tr>
<td>Pick up</td>
<td></td>
</tr>
<tr>
<td>Engine performance</td>
<td></td>
</tr>
<tr>
<td>Company image</td>
<td></td>
</tr>
<tr>
<td>Resale value</td>
<td>Price</td>
</tr>
<tr>
<td>Low price</td>
<td></td>
</tr>
</tbody>
</table>

Factor analysis for the person who motivated the buyers to purchase the two-wheelers were origin 16 variables and were reduced to a 5 factor model and each factor may be identified with the corresponding variables as follows.
<table>
<thead>
<tr>
<th>Statements</th>
<th>Factors name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper advertisement</td>
<td></td>
</tr>
<tr>
<td>T.V. Advertisements</td>
<td></td>
</tr>
<tr>
<td>Show Room Display</td>
<td>Advertisement</td>
</tr>
<tr>
<td>Demonstration</td>
<td></td>
</tr>
<tr>
<td>Warranty/Guarantee</td>
<td></td>
</tr>
<tr>
<td>Brand Images</td>
<td></td>
</tr>
<tr>
<td>Financial Assistance/Intuition</td>
<td>Company Images</td>
</tr>
<tr>
<td>Manufacturer’s Reputation</td>
<td></td>
</tr>
<tr>
<td>Dealer’s Reputation</td>
<td></td>
</tr>
<tr>
<td>Relative and Family Members</td>
<td></td>
</tr>
<tr>
<td>Friends Suggestion</td>
<td>Friends and relatives</td>
</tr>
<tr>
<td>Festival Season/Special Occasion</td>
<td></td>
</tr>
<tr>
<td>Personal Convenience</td>
<td></td>
</tr>
<tr>
<td>Peer group Influence</td>
<td>Experience</td>
</tr>
<tr>
<td>User feedback</td>
<td></td>
</tr>
<tr>
<td>Own intuition</td>
<td>Self interest</td>
</tr>
</tbody>
</table>
There are so many reasons for preferring the particular brand based on the model, style, quality, colour, fuel and the like. Like that there is a reason for changing and shifting the previous brand of two-wheeler due to dissatisfaction for various reasons. The results of the reasons are ranked by the method of Garrett’s ranking. They are as follows:

7.61 It is understood from the Garrett’s ranking technique that comfort, style, and status are the main and foremost advertisements attracting the respondents and motivate them to purchase two-wheeler.

7.62 It is observed from Garrett’s ranking technique that engine capacity, fuel efficiency system, and brake system are the main and foremost pre purchasing factors considered by the respondents.

7.63 It is seen from Garrett’s ranking technique that if the expected brand is not available the respondents prefer other brands based on the prominent display of an item, comments of friends and relatives and advertisement. These are the main and foremost reasons for the preference of other brands.

7.64 It is clear from Garrett’s ranking technique, that time saving, convenience, and no need to depend on others are the first and foremost reasons considered by the respondents for the use of two-wheelers.

7.65 It is understood from Garrett’s ranking technique that dissatisfaction with previous brand, to try a new brand and gaining social status are the main and
foremost important reasons which led the respondents to change the old model for a new brand model.

7.66 It is understood from Garrett’s ranking technique that poor pickup, obsolescence of technology and frequent repair are the first and foremost reasons which induce the respondents to switch from the old brand to a new brand.

7.4 SUGGESTIONS

The study is an attempt to explore the buying behaviour of women towards the purchase of automobile two-wheelers in Madurai district. The suggestions are as follows:

7.4.1 It is suggested that the company should try to improve the mileage capacity of TVS pep+ to improve the satisfaction of the present customers and to attract new buyers.

7.4.2 Since the major users of the scooter are between 20 and 30 years of age, the company may reduce the weight of the scooter and moped to some extent to attract the customers.

7.4.3 To ensure that a product finds a place in the minds of consumers, the manufacturers should position their products through sales promotional activities such as advertisement through the media.
7.4.4 Graduates and youngsters prefer to buy the new models with different facilities like charging their cell phones, and space for keeping their luggage.

7.4.5 Homemakers expect the space to keep the shopping bags and also expect a lengthy seat to carry the pillion rider.

7.4.6 The company should take measures to attract home maker as its target market for the Hero Honda Pleasure.

7.4.7 A majority of the respondents reported that they formed their expectations through the statements made by friends and relatives and therefore it would be beneficial if the extent of influence of such groups is studied. It may be found through closely studying the social interactions of the consumers.

7.4.8 Experts believe the main driver of the Indian two-wheeler market is the availability of two-wheeler finance on easy installments and reasonable interest rates. Most of the respondents also reported that due to the easy availability of finance they buy two-wheelers. So two-wheeler dealers should have tie-up arrangements with the authorized financial institutions to boost sales.

7.4.9 It is suggested that the companies take steps to cover the people of the entire segment

7.4.10 It is suggested that the manufacturers has to give effective advertisement for Hero Honda Pleasure, Bajaj Wave in order to raise the sales. Hero Honda Pleasures, Bajaj Wave were yet to reach women.
7.4.11 There is no ready stock with dealers and in showroom. The expected brand is not available at the correct time. Two or Three months are taken to supply the customer. So the manufacturing companies have to take necessary action to reach the customer at the proper time.

7.4.12 The respondents perceive that driving comfort and fuel economy are the most important features of the two-wheeler followed by the availability of spare parts and the price of the two-wheeler. So the manufacturers should design the product giving maximum weightage to these factors.

7.4.13 The study reveals that the middle class population has risen to total population. Hence the brand image and brand loyalty could be boosted by selling quality two-wheelers at a reasonable price to suit the needs of the middle income group.

7.4.14 India is witnessing significant changes in the economic and social status of women. Many women are now becoming educated and they pose a challenge in employment, once reserved for men. According to the observations made, it is stated by most of the female respondents that the automobile manufacturers should study the behaviour of women and should produce a two-wheeler exclusively for women.

7.4.15 Two-wheeler owners feel that the hospitality shown by the dealers is more during their visits to the places of dealers before and immediately after the purchase. But after some time they face problems with their dealers regarding after sales service.
Therefore, it is suggested that the services rendered or to be rendered should be properly explained, with friendly approach and reliability in service so to be further improved.

7.4.16 The Company must give free services to the buyer and to reduce the cost of maintenance.

7.4.17 The Company has to assure the customer of the resale value.

7.4.18 The Honda Activa customer feels that the back of the two-wheeler is huge. The manufacturer should modify the Activa model. A vast majority of the respondents felt the design of Honda Activa should be changed so as to attract the customers.

7.4.19 Some of the respondents felt that the price of the two-wheeler for women is high and it should be reduced so as to attract customers.

7.4.20 It is suggested that spare parts should be made available at reasonable price.

7.5 **TOPICS FOR FUTURE RESEARCH**

7.5.1 Buying behaviour of urban and rural women towards the purchase of two-wheeler- A comparison.

7.5.2 A study of post purchase behaviour of four-wheelers by women respondents.

7.5.3 A study on purchasing decision of women in automobile industry.

7.5.4 A study of evaluation of two-wheeler industries in India.
7.6 CONCLUSION

Successful companies now-a-days take an inside–out view of their business. They recognize the importance of continuous monitoring and adapting to the environment. They also spend more time with customers and watched competitors because the changes in environment of good opportunities for the marketers to improve. The modern market is highly competitive and transitional. The prominence gained by individual consumers in marketing decision making compels the marketer to look at and organize the component of marketing mix through the customer’s eyes. Hence buying behaviour research has come into existence. First, a company must decide what it can sell, how much it can sell, to whom it can sell and what approaches must be made to attract the targeted customers.

The women do not accept any product which does not give them complete satisfaction with regard to both mental and physical satisfaction. So it can be said that the modern market is consumer oriented and any products success or failure is determined only by the consumers. Marketers can effectively address women's needs, concerns and wants at each step of the purchase process.

Women buying behaviour research is an effective tool in marketing for all types of organization. It provides clues as to how to reach and serve the consumers more effectively. In order to achieve success in the market, the companies may adopt this methodology.
Thus, to achieve success in the market, it has become high inevitable to produce goods in such a manner that women preferred them. The women is the king around whom the entire marketing activity revolves. In the present era, women play a vital role in all fields. To conclude, women play a major role in taking purchase decision for two-wheelers.

To conclude, there are great opportunities and possibilities in the automobile sector. Players compete on various fronts namely pricing, technology, product design, productivity, after sale service, marketing and distribution.

Scooters and mopeds, have witnessed capacity additions in the last year and it will continue in the coming period. Over this period, only the scooter and moped segments are expected to witness higher demand vis-à-vis supply.

The marketers can do the needful based upon the personal environment. If this study is found useful by the marketers, Consumers and scholars, the researcher will feel happy for her contribution to the field.
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APPENDIX - A

A STUDY ON BUYING BEHAVIOUR AND AWARENESS OF WOMEN TOWARDS PURCHASE OF AUTOMOBILE TWO – WHEELERS IN MADURAI DISTRICT

INTERVIEW SCHEDULE

Researcher : S. Shamiul shabariya  Guide: Dr. M. Muthupandi

1 PERSONAL DATA

1. Age : Below 20 years □  20-30 years □
         30-40 years □  Above 40 years □

2. Marital Status : Married □  Unmarried □

3. Size of the family : Children □
                        Below 15 years □
                        Adult □
                        15 years and above □

4. Level of Education : Below SSLC □
                       SSLC/HSC □
                       Graduate □
                       Post graduate □
                       Others □

5. You belong to which category? : Student □
                                  Working woman □
                                  Home- maker □

6. Occupation : Agriculturist □
                Business woman □
                Government employee □
                Private Employee □
                Professional □
                Others (specify) □

7. Monthly Income : Below Rs 5,000 □
                    Rs 5,000-10,000 □
                    Rs 10,000 –15,000 □
                    Above Rs.15, 000 □
8. Type of family
   : Joint ☐ Nuclear ☐

II PRE – PURCHASE BEHAVIOUR

1. How long did you plan to buy?
   : One month ☐ Three months ☐
   Six months ☐ More than 6 months☐

2. Purpose for which did you buy the Two-wheeler?
   : For going to school/ college ☐
   Personal work ☐
   Office work ☐
   Business ☐

3. Who influenced you to purchase the Two-wheeler?
   : Family members ☐ Self-decision ☐
   Friends ☐ Relatives ☐
   Others ☐

4. Have you got any awareness before purchase?
   : Yes ☐ No ☐

5. If Yes, through which media
   : TV & Radio☐ Magazine ☐
   Dealers ☐ Friends and relatives ☐

6. What point did you consider most important?
   : Comfort ☐ Speed ☐ Price ☐

7. Your opinion about the advertising message?
   : Informative ☐ Educative ☐
   Dependable ☐ Misleading ☐
   Exaggerated ☐

8. What features of the advertisement attracted you most?
   (please rank them as 1,2,3…)
   : Power ☐ Durability ☐
   Comfort ☐ Style ☐
   Status ☐ Price ☐
9. Number of dealers visited by you before making the purchase from a particular dealer? : One ☐ 2 - 4 ☐ Above 4 ☐

10. What additional points did you consider while searching for the two-wheeler? (Please rank in order 1, 2, 3...): Engine capacity ☐ Brake system ☐ Fuel efficiency system ☐ After sales service ☐ Availability of spare parts ☐ Resale value ☐

11. Final decision to buy the two-wheeler is taken by whom? : Self decision ☐ Friends/relatives ☐ spouse ☐ Family members ☐ Children ☐

12. If your brand is not available do you go for other brand? : Yes ☐ No ☐

13. If yes (Please rank the factor as 1, 2, 3...): Based on low price ☐ Based on advertisement ☐ Based on prominent display of an item ☐ Based on the recommendation of the seller ☐ Based on friends and relative’s comments ☐

III POST PURCHASE BEHAVIOUR

1. State the frequency of use of the two wheeler : Regular ☐ Occasional ☐

2. How do you consider the need of the two wheeler? : Necessary ☐ Comfortable ☐ Luxury ☐
3. In what way your two-wheeler is useful, (please rank them in order 1,2,3…) : No need to depend others ☐
Destination can be reached quickly ☐
Convenient ☐
Time saved ☐
No need to wait for bus ☐
Reduces stress ☐

4. What type of two – wheeler you first owned? : Newly purchased ☐ Pre- Owned ☐
Got a gift ☐

5. For those who newly purchased the two-wheeler. If pre-owned (Skip to 25 ) :

6. Which brand do you have? : TVS ☐ Bajaj ☐
Hero Honda ☐ Kinetic Honda ☐
Others ☐

7. Why did you purchase this Particular brand? : For quality ☐
Reliability in service ☐
Past experience ☐
Reasonable price ☐

8. When did you purchase? : Current year ☐
Last year ☐
Two years before ☐

9. Where did you buy your two wheeler? : From dealer ☐
Company showroom ☐
Exhibition ☐
From Others ☐

10. Why did you buy from a dealer? : Reputation of the dealer ☐
Advice of family ☐
Advice of the friends and relatives ☐
Close with dealer ☐

11. Mode of payment made for purchase : Cash ☐ Credit ☐
12. If credit, how did you pay for buying two-wheeler?
   - Credit cards
   - Consumer loan
   - Instalment purchase
   - Hire purchase

13. Have you availed of all free services given?
   - Yes  □  No  □

13.1. If not why? …………  :

14. How frequent do you get your vehicle serviced?
   - Once in a month
   - Once in two months
   - Once in 3 months
   - 4 - 6 months
   - Above 6 months

15. Your opinion about the quality?
   - Excellent  □  Good  □  Satisfactory  □

16. Who are all other persons using this vehicle in your family?
   - Father  □  Son/daughter  □  Brother/Sister  □  Husband  □  Only self  □

17. What is the approximate total distance traveled by you per day?
   - Upto 5km  □  5 –10km  □  11-15km  □  Above 15km  □
18. Please rate your experience on the following from Vendor

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Details</th>
<th>Very Good</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Very Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Quality of service</td>
<td></td>
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<tr>
<td>2</td>
<td>Ability of Servicing People</td>
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<td>3</td>
<td>Response</td>
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<td>4</td>
<td>Charges</td>
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<td>5</td>
<td>Time of service</td>
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</tbody>
</table>

19. Why did you purchase a pre-owned two-wheeler?
   - Less price
   - Finance problem
   - To get driving experience in an old vehicle.
   - Others (specify)

20. How long do you use this Brand?
   - Below one year
   - 1 – 5 years
   - Above 5 years

21. Have you changed any of your two wheeler due to dissatisfaction?
   - Yes
   - No

21.1 If no, go to

22. If yes, how long do you managed to use your previous brand?
   - For 1 year
   - 1 – 2 years
   - More than 2 years

23. Reason for change (Rank 1, 2, 3…)
   - Dissatisfaction with previous brand
   - To try a new brand
   - Compulsion by family member
   - Gain social status
   - Easy availability of financial scheme
   - Advertisement
24. How long do you managed to use your previous brand?
   - For 1 year
   - 1-2 years
   - More than 2 years

25. Rank the reason for shifting from old one to new one:
   - Poor performance
   - Low mileage
   - Poor pickup
   - Obsolescence of technology
   - Frequent repairs
   - Poor road grip
   - Poor shock absorbers
30. You are giving much importance to the following points with reference to your two-wheeler:

<table>
<thead>
<tr>
<th>z</th>
<th>Particulars</th>
<th>SA</th>
<th>A</th>
<th>NO</th>
<th>DA</th>
<th>SDA</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Appeal and design</td>
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<tr>
<td>2</td>
<td>Company image</td>
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<td>3</td>
<td>Advertisement</td>
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<td>4</td>
<td>Low Price</td>
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<td>5</td>
<td>Mileage</td>
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<td>6</td>
<td>Resale value</td>
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<td>7</td>
<td>Less maintenance</td>
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<td>8</td>
<td>Loan facility available</td>
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<td>9</td>
<td>After sales service</td>
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<tr>
<td>10</td>
<td>Safety</td>
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<tr>
<td>11</td>
<td>Availability of spares</td>
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<tr>
<td>12</td>
<td>To reach the destination at right time</td>
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<td>13</td>
<td>Seating arrangements and comfort</td>
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<td>14</td>
<td>Height</td>
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<td>15</td>
<td>Space for luggage</td>
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<td>16</td>
<td>Brake system</td>
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<td>17</td>
<td>Easy operation</td>
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<td>18</td>
<td>Manufacturer reputation</td>
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<td>19</td>
<td>Pick – up</td>
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<td>20</td>
<td>Engine performance</td>
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</tbody>
</table>

Note: SA: Strongly Agree, A – Agree, NO: No opinion, DA : Disagree, SDA: Strongly Disagree
## IV AWARENESS AMONG THE USERS

1. What is the level of speed do you prefer?  
   - Low  
   - Average  
   - High  
   - Very high

2. Did you insure your two-wheeler?  
   - Yes  
   - No

2.1. If yes, in which company?  
   - Private insurance  
   - Public sector

3. Do you have license?  
   - Yes  
   - No

4. What is your suggestion to increase the awareness among general public and customer of two wheeler regarding riding?  
   - Organizing awareness programmes by the Company  
   - Organizing awareness programmes by other dealers  
   - Special training – educational programme for the rider  
   - Others please specify

5. State the average monthly requirement of petrol for you?  
   - Up to 5 litres  
   - 5-10 litres  
   - 10-15 litres

6. Do have any budget/ systematic plan regarding the expenditure on petrol per month?  
   - Yes  
   - No

7. If yes, what is the budget limit per month?  
   - Up to Rs. 50  
   - Rs.100-200  
   - Rs.200-300  
   - Rs. 300-400  
   - Above Rs.400 p.m.
8. Assess the value of following factors which is guided you to take purchase decisions.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Particulars</th>
<th>SA</th>
<th>A</th>
<th>NO</th>
<th>DA</th>
<th>SDA</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Own intuition</td>
<td></td>
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<tr>
<td>2.</td>
<td>Friends suggestion</td>
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<td>3.</td>
<td>Relative and family members</td>
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<td>4.</td>
<td>Users feedback</td>
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<td>5.</td>
<td>Peer group influence</td>
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<td>6.</td>
<td>Festival Season / Special occasion</td>
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<td>7.</td>
<td>Personal convenience</td>
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<td>8.</td>
<td>T.V. Advertisements</td>
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<td>9.</td>
<td>Newspaper advertisements</td>
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<td>10.</td>
<td>Show room Display</td>
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<td>11.</td>
<td>Demonstration</td>
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<td>12.</td>
<td>Dealers Reputation</td>
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<td>13.</td>
<td>Warranty/Guarantee</td>
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<td>14.</td>
<td>Financial assistance / Intuition</td>
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<td>15.</td>
<td>Manufacturer Reputation</td>
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<td>16.</td>
<td>Brand images</td>
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</tbody>
</table>
9. Opinion of women respondent about two-wheelers

<table>
<thead>
<tr>
<th>S.No</th>
<th>Variables</th>
<th>SA</th>
<th>A</th>
<th>NO</th>
<th>DA</th>
<th>SDA</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Saves time</td>
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<td>2</td>
<td>Prestige</td>
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<td>3</td>
<td>Convenient Driving</td>
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<td>4</td>
<td>Reasonable Price</td>
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<tr>
<td>5</td>
<td>Availability of favourite colours</td>
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</table>