

Influencing Factors on Purchase Decision of Women Two- Wheeler Users

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ABSTRACT

India is one of the largest manufacturers and producers of two-wheelers in the world. The Indian two-wheeler industry made a minute establishment in the early 50s when Automobile Products of India (API) started manufacturing scooters in the country. Scooters are popular for personal transport, partly due to being cheap to buy, easy to operate and convenient to park and store. The Indian two-wheeler industry has evolved over the last four decades, with value migrating from geared scooters to motorcycles, and now to automatic scooters, driven by changing customer preferences and availability of new products. The study identifies the factors influencing purchasing decision of women consumer towards the two-wheeler.

Key Words: Perception, Factors, Women, Two-wheeler. Purchase Decision

INTRODUCTION

The transition of women's status no doubt, brings about many healthy and welcome changes in society. Now women have come to accept all kinds of jobs and so the working women's responsibilities both in domestic activities like motherly, spousal, home management and in occupational assignments warrant proper time-management to accomplish satisfactory results almost every day. The scooter is a symbol of mobility, power in the hand of a woman. Now, women do not need to depend on anyone to take care of their mobility needs.

STATEMENT OF THE PROBLEM

The study is conducted to know more about "Factors influencing Purchase Decision of women Two- wheeler users with special reference to Mahabalipuram". The study

identifies the factors influencing purchasing decision of women consumer towards the two-wheeler. The study report deals with the analysis of customer perception conducted among women customer of two wheelers who purchased different models of two wheelers. The study thus seeks to collect the information from the respondents on the usage patterns and preference feature, what they feel about the product or if there is anything that the consumer do not like the product in this respect.

OBJECTIVES OF THE STUDY

1. To study factors influencing purchase decision of women consumers in study area
2. To understand the changes in travelling pattern of women in study area
3. To understand the perception of women towards purchase of two-wheeler.
4. To provide necessary suggestion and recommendations based on the study.

SCOPE OF THE STUDY

This study is conducted to analyze the perception of women consumers. The scope of the study extends to the following related aspects such as demographic characteristics of the respondents, the sources of information opted by the women consumer, the attributes of two wheelers preferred by the women two-wheeler users, the attitudes which create interest of purchasing two-wheeler, the factors motivate to take purchase decision and the level of satisfaction of the women consumers. Also, this study is confined to the Mahabalipuram in Tamil Nadu State. There are so many variables involved and each one is important on the marketers attempt to understand the women two-wheeler markets.

RESEARCH METHODOLOGY

Research methodology is a systematic approach to finding solutions under research methods. selection of research method used in the context of research study and explanations using a popular method in that research result are capable of evaluated.

RESEARCH DESIGN

Research design states that overall strategy adopted by researcher where by

overall components of the study are set in a logical way. The research design used in this research is "Exploratory Research."

DATA SOURCE

- ❖ **Primary Data:** These are the first-hand data and directly collected from respondents. And collected by administering questionnaire.
- ❖ **Secondary Data:** Apart from primary data secondary data is also collected secondary sources such as books academic report Internet etc. These are already collected information.

SAMPLING

- **Sampling size:** A sample of 100 women consumers having two-wheeler is taken for data collection.
- **Sampling Area:** The study will be conducted in Mahabalipuram Area.
- **Sampling method:** Convenience sampling.

TOOLS USED

- **Data Collection:** Primary data collected through questionnaire and secondary data through books, academic reports Internet etc.
- **Data presentation:** Data are well presented by using tables and diagrams.
- **Data Analysis:** Data analysis is done by percentage analysis, Weighted average method.

LIMITATIONS OF THE STUDY

- Lack of cooperation from the respondents.
- The study is limited to 100 respondents only.
- The study is conducted only in Mahabalipuram only.
- The time period is another limitation.

REVIEW OF LITREATURE

(Murugan, 2014) states that the perception of women consumers towards the two-wheeler purchase decision differ widely. The researcher finds that "region" effect is an in substantial factor in two-wheeler users' evaluation. Other factors such as promotional schemes, Performance, utilitarian benefits, personal factors and value-added benefits were perceived by women consumers in four cities as more important than regions. Thus, the overall findings of the study provide implications for marketers and manufacturers of women two wheelers.

(Amsaveni & Kokila, 2014) tries to identify the attributes playing prominent role in the buying behaviour of the working women while purchasing two wheelers. The main objective of the study is to comprehend the satisfaction level of working women towards two wheelers and to identify the quandary faced by them. The statistical tools like simple percentage, chi-square test, ANOVA, factor analysis was applied to realize the objectives of the study. The results divulge that majority of the respondents were satisfied with the vehicle they owned; the respondents expected performance, cost effectiveness, appearance, and re-sale value while purchasing two wheelers. The study also reveals that the respondents were facing tribulations like frequent breakdown and low mileage.

(Srinath, 2018) states that this study is an initiative to convert the compulsion into choice after studying the mass opinions based on a primary field survey. Three groups of women participated in the study as samples and the purposive sampling method was used; the women respondents were categorized into three categories: namely working women, students, and homemakers. The study indicated interesting results, signalling choice disparity. The impact is yet to set in, in a big way, and it is rather a challenge for marketing companies to convert the chance into choice in future by preparing appropriate plans to target more women users and persuade them to use two wheelers as a convenient mode of transport.

(Khan et al., 2019) reveals that of the total 89 women enrolled, 46.4% were mostly pillion riders, and 33% were mostly drivers. Only 19% were using helmet consistently, despite 93% owning it. Eighty-eight percent of the regular users were younger than 25 years, while 80% of the non-users were above 25 years. Even among regular drivers, 40% never wore helmet. Eighty-two percent of the non-users were merely casual despite knowing about its advantages. And conclude that Helmet use is very poor among women (both drivers and

pillion riders), despite working in hospital environment and owning helmet. Stricter enforcement of helmet law is needed, as education and knowledge per-se may not instil helmet use.

(Taru Saigal et al., 2020) examines travel behaviour of individuals differentiated with respect to gender, occupation and area using survey data collected from a city and a village in northern India. Doing this not only helps in analysing which section of the population produces the lowest carbon footprint but also in highlighting the existing difficulties faced by a certain section in choosing the most comfortable, the cheapest and the least polluting attitude towards every day travel. While the group of rural women comprises of the least frequent travellers, that of urban men make the most frequent travellers. Disparities are also observed in the mode of transport used by different sections. Urban housewives walk, rural housewives use public transport; students, irrespective of the area or gender use public transport; and a growing percentage of working people use motorized two-wheelers. Because women heavily depend on walking or using the public transport, this study points out at the need for an adequate walking infrastructure in the city along with safer and secured public transportation services for both urban and rural area. The demand for expansion of such facilities also caters to the need of curtailing carbon footprint in the region.

DATA ANALYSIS AND INTERPRETATION

TABLE 1: DEMOGRAPHIC VARIABLES OF THE RESPONDENTS

Age	No. of Respondents	Percentage
18-25 Years	18	18%
26-35 Years	25	25%
36-45 Years	24	24%
Above 45 Years	33	33%
Total	100	100%
Educational Qualification	No. of Respondents	Percentage
Below SSLC	12	12%
HSC	18	18%
Graduation	25	25%
Post-Graduation	19	19%

Professional Qualification	26	26%
Total	100	100%
Marital Status	No. of Respondents	Percentage
Married	53	53%
Unmarried	47	47%
Total	100	100%
Family Members	No. of Respondents	Percentage
1 Member	1	1%
2 Members	14	14%
3 Members	14	14%
4 Members	33	33%
5 Members	25	25%
More than 5 Members	13	13%
Total	100	100%
Occupation	No. of Respondents	Percentage
Business	18	18%
Professional	23	23%
Employee	28	28%
Home maker	19	19%
Students	12	12%
Total	100	100%
Monthly Income	No. of Respondents	Percentage
Less than 10,000	22	22%
10,001 - 20,000	11	11%
20,001 - 30,000	10	10%
30,001 - 40,000	12	12%
40,001 - 50,000	20	20%
Morethan 50,000	25	25%
Total	100	100%

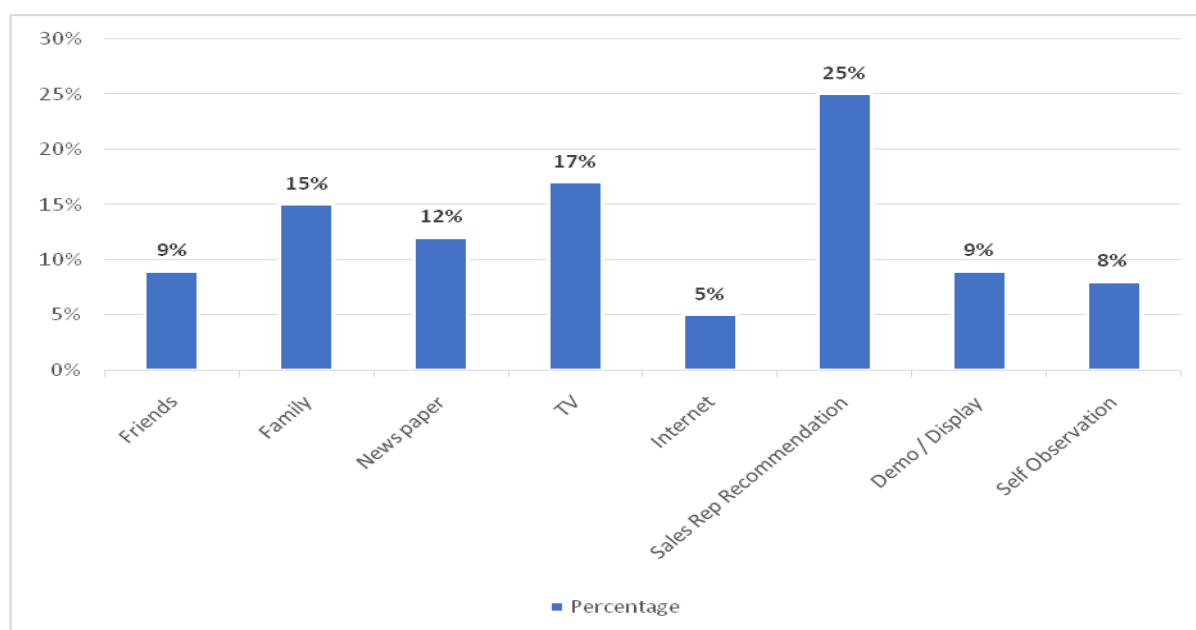
Source: Primary data

TABLE 2: SOURCE OF INFORMATION ABOUT THE PRODUCT

Source of Information About the Product	No. of Respondents	Percentage
Friends	9	9%
Family	15	15%
News paper	12	12%
TV	17	17%
Internet	5	5%
Sales Rep Recommendation	25	25%
Demo / Display	9	9%
Self-Observation	8	8%
Total	100	100%

Source: Primary data

CHART 1: SOURCE OF INFORMATION ABOUT THE PRODUCT



Source: Primary data

INTERPRETATION

Among the 100 respondents, 25% says that they got information about the product from sales representative and 17% got information from TV, 15% got from family, 12% from

newspaper, 9% from Demo and another 9% from friends and 8% from self observation and only 5% says that they got information about the product from Internet. So, sales representatives play a vital role in providing information about the product to consumers.

TABLE 3: FACTORS INFLUENCING FOR PURCHASING THE PRODUCT

Options	Weight	Rank
Current fashion and trend	4.33	I
Convenience	3.19	III
Window shopping	3.70	II
Lack of Public transport	2.52	IV
Traffic conditions of the locality	2.42	V

Source: Primary data

Working Note: Weighted Average Method = $(X_1 W_1 + X_2 W_2 + X_3 W_3 + \dots + X_n W_n) / N$

INTERPRETATION

Among the 100 respondents, majority people are purchase a product depended factor is Current Fashion and trend and were ranked first. Secondly ranked influencing factor is window shopping. Then convenience was ranked third, lack of public transport is ranked fourth and fifth rank provided to traffic conditions of the locality.

TABLE 4: FACTORS INFLUENCING CHOICE OF A PARTICULAR BRAND

Options	Weight	Rank
Uniqueness	4.33	I
Performance	3.19	III
Outlook	3.70	II
Economic Benefit	2.52	IV
Celebrity Endorsement	2.42	V

Source: Primary data

INTERPRETATION

Among the 100 respondents, majority people are purchase a product depended factor is Uniqueness and were ranked first. Secondly ranked influencing factor is Outlook. Then

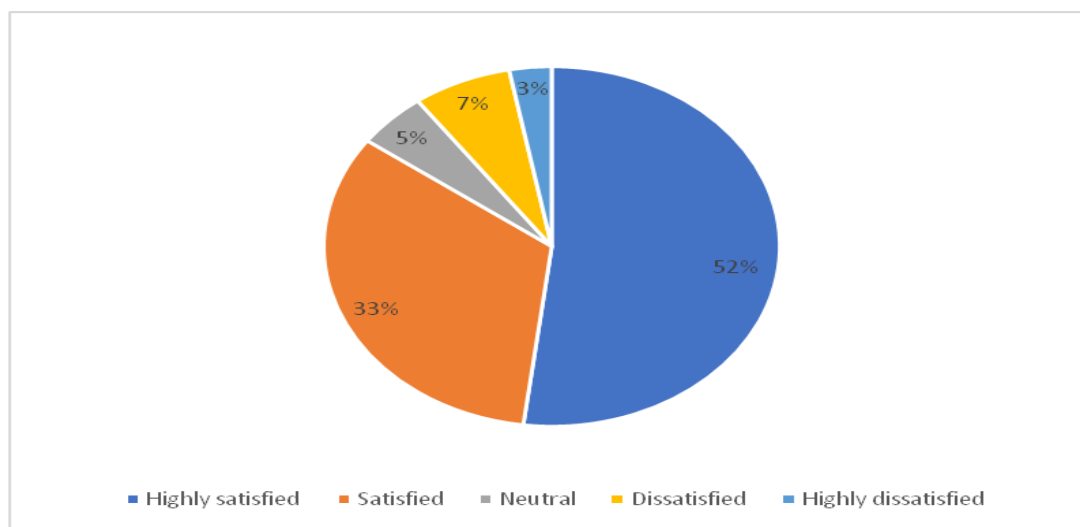
Performance was ranked third, Economic Benefit are ranked fourth and fifth rank provided to Celebrity Endorsement.

TABLE 5: LEVEL OF SATISFACTION TOWARDS THE PRODUCT

Opinion	No. of Respondents	Percentage
Highly satisfied	52	52%
Satisfied	33	33%
Neutral	5	5%
Dissatisfied	7	7%
Highly dissatisfied	3	3%
Total	100	100%

Source: Primary data

CHART 2: LEVEL OF SATISFACTION TOWARDS THE PRODUCT



Source: Primary data

INTERPRETATION

Among the 100 respondents, 52 % are Highly satisfied with the product while 33% satisfied, 7% dissatisfied, 5% neutral and only 3% are highly dissatisfied with the product they have chosen.

FINDINGS

- Most of the respondents are in the age group of more than 45 years.
- Most of the respondents having educational qualification Graduation and above graduation.
- 53% of the respondents were married, while 47% not.
- Most of the respondents having 3 and more than 3 members in their family.
- Only 12% of the respondents are students, 19% belongs to homemaker and rest belongs to Business, Professional and employee category.
- Most of the respondents having income more than 30,000 while 22% having Monthly income less than 10,000.
- Most of the respondents get information about the product from Sales representative.
- Current fashion and trend are the most influenced factor on consumers to purchase the product.
- Uniqueness is considered for choosing a particular brand.
- Most of the respondents are satisfied with the product while 10% having dissatisfaction with the product they have chosen.

SUGGESTIONS

- The two-wheeler companies must improve the advertisement to attract the consumers.
- While choosing the brand consumers not only depend on the uniqueness, they must also consider economic benefit and performance of the product.
- The companies must take adequate steps to collect feedback from the dissatisfied customers, to improve the performance by identifying the reason for dissatisfaction and take necessary measures to correct it.

CONCLUSION

Now, it can be concluded that the findings as stated above will be of great values to the marketers\advertisers of two-wheelers for shaping their future strategy. The increasing trend of two-wheeler purchases suggests that there are bright prospects for sale of women two-wheelers in the coming years. The two-wheeler manufacturing companies must identify customer taste and preference and based on that make necessary changes and introduce new features for their products there by tackle the opportunities.

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