

A study on consumer behavior towards the brand image of gearless two wheeler, in Ahmedabad city

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Abstract

This study is based on investigate the various determinants of consumer attitude towards brand image of gearless two wheeler in Ahmadabad city. In present era, consumer is the center point of all marketing activities and all market players are trying to hold their place in the mind of customers. Brand image plays a vital role in consumer buying decision. The purpose of the study is to analyze the factors that influence consumer preference for brand image of gearless two wheelers. Primary and secondary data were utilized for this study. Total 400 gearless two wheeler customers of Ahmadabad city were included for this study in order to find out factors which people evaluate before purchase a vehicle. 50 respondents were surveyed for pilot study with a structured questionnaire. For data analysis statistical techniques like percentage analysis, factors analysis and chi-square test were carried out. from the analysis it is revealed that Consumers two wheeler purchase are driven by different factors such as after sales service, price, availability of models, technology etc. study conclude that Honda two wheeler is leading brand of gearless two wheeler in Ahmadabad city followed by Hero ,TVS and Yamaha. Research has suggested that companies should introduce new models with latest technology which effecting customer preference. In order to understand the buyers opinion have to conduct these kinds of surveyed periodically.

Keywords: brand image, product preference, consumer attitude, factor analysis chi-square

Introduction

Consumer behavior is the study of how individual make decision to spend their available sources on consumption related items. The study characteristics of individual consumer such as demographics and behavioral variables in an attempt to understand consumer's wants. The study is based on consumer buying, with the consumer playing three distinct role of user, player and buyer for brand. Now a day, there are number of models available in the market. So it has become essential for marketers to make a detailed analysis of various aspects that impact on consumer to choose a particular brand in presence of competing brands.

Brand preference is nothing a measure of brand loyalty in which consumer will choose a particular brand in

many brands. Hence the analysis of brand preference is an important area for marketers to develop their marketing strategies regarding brands. The study aim to show case factors like mileage, resale value, after sales service, technology etc. plays role in buying decision.

OBJECTIVE OF THE STUDY

1. To investigate the impact of various factors influencing purchase decision of consumers for gearless two wheelers.
2. To identify the key factors influencing the respondents in choosing their brand of scooter.
3. To investigate which particular gearless scooters have more image in the market?

RESEARCH METHODOLOGY

- Primary data: primary data is collected through questionnaire. A sample of 400 respondents were selected for study from Ahmadabad city.
- Secondary data: secondary has been collected through journals, magazine, books and internet.
- Data analysis : chi-square test and percentage analysis

SCOPE OF STUDY

This study was conducted in Ahmadabad city and it was confined by present users of gearless two wheelers.

REVIEW OF LITERATURE

Dr.viajyalakhami, M.Shantha & S.Deepika (2015) has examined customer satisfaction level of selected brands of two wheelers by obtaining data's from uses of two-wheeler in Coimbatore city. The study showed that there is a clear cut relationship between brand preferred & gender of the respondents as per chi-square conducted at 1% level of significance. At the same time several personal factors like age group, educational qualification, occupation have no significant impact on brand preferred .The result indirectly indicate that there is no required of special segmentation of market for two wheeler. The result is not acceptable in case of level of income .the researcher has compared to different brand and by t- test it shows no significant difference owners of two brands. The expectations from consumers are more significant for future changes in the product.

Sheetal Soni &Abhishak Soni had investigated in their study regarding consumer behavior for preferring particular two wheeler brand at urban & rural area of Jodhpur district. in their study they found that factors like mileage, price, maintenance cost, and road condition influencing on rural as well as urban consumers brand

preference and satisfaction towards two wheeler .after that friends and spouse also play role in selecting brand of two wheeler

Dhanaajoy Datta (2010) there are many factors on which the buying behavior of the customers depends and these factors motivate them to purchase a two-wheeler. These factors include advertisement, word of mouth, references from family, friends, own experience, features, price, etc. The results of the survey done was that around 51% of the customers having two-wheelers fall in the age group of 20-30 years, while their income is below Rs. 5000. 64% people are unmarried and use Bajaj gearless two wheelers. In most of the cases, the motivation comes from friends (44%) and family (31%). People also search for installment plans and finance schemes before purchasing a gearless two wheeler.

Dr .R.Sudha (2014) in his study ‘‘A study on the brand preference of women towards two wheeler in Pudukkottai Town ‘‘ has found that the major factors which are influencing the purchase decision of women for two wheeler are mileage, color, design ,less weight, reasonable price, and comfort. The study refuels that 80% respondents are using it more than 5 years for them television and newspapers are most effective for promoting brand image. Study also describe that all of most respondents are completely satisfied with mileage and performance of two wheelers.

Nutan Sharma & Rajesh Mehtotra (2016)_ had studied on consumer perception towards major brand of two wheeler in Jaipur city and its impact on buying decision with special reference to hero , Honda, TVS and Bajaj. The study depicted that the purchase decision depends on various factors like product, attributes, price, credit facility and brand image. The study reveals that 90% users had given mileage the most importance in criteria of purchase. Price the second highest with 80% and service with 70% after that style, power and resale value were ranked four attributes. The result shows that hero motor crop is the leading brand in two wheeler market in Jaipur city followed by Honda, TVS and Bajaj.

DATA ANALYSIS

Table 1 show the Demographic status of respondents

Demographic Aspects		%
Gender	Male	49
	Female	51
Marriage status	Married	66
	Unmarried	34
	18-28 years	39

Age	29-38 years	30
	39-48 years	19
	Above 48	12
Education	Matriculate	12
	Intermediate	13
	Graduate	45
	Post graduate	30
Occupation	Students	2
	Employee	21
	Business	20
	Professional	28
	House wife	29

Interpretation: from the above table it can be stated that out of total respondents 51% were female customers show still female are dominant customers of gearless two wheelers. 39% are of the group 18-28 years.66% respondents are married. 45% have graduation qualification and 29% of respondents are house wife.

Table 2 show Sources of awareness of gearless two wheelers

Sr.no	Source of Information about Brand	%
1	Advertisement	45
2	Friends	22
4	Family members	16
5	Neighbor	3
6	Internet	4
7	Newspaper/magazine	10
8	Total	100

Interpretation: from above table it is clear that out of total respondents 33% are aware about vehicle through advertisement, 22% through friends, 16% through their family members, 3% through internet, and remaining 10% through newspaper and magazines.

Table 3 show the Proffered brand of gearless two wheeler

Sr.no	Brand preferred	%
1	Hero motor crop	26
2	Honda two wheeler	36
3	Yamaha two wheeler	3
4	Mahindra two wheeler	6
5	Tvs	12
6	Suzuki two wheeler	13
7	Kinetic	2
8	Other	2
9	Total	100

Interpretation: from above table it has seen that 36% respondents have preferred Honda two wheelers, 26% hero two wheelers, 12% have preferred TVs two wheelers, 13% have preferred kinetic two wheelers, 6% have preferred Mahindra two wheelers and remaining 7% have preferred other brands.

Table 4 show the Reason for preferring gearless vehicle

Sr.no	Opinion	%
1	Easy drive	52
2	More comfort	14
3	More storage capacity	13
4	Stress less drive	15
5	More safety	6
	Total	100

Interpretation: from the above it can be stated that in today, world easy drive seems to be most overriding factor while preferring gearless vehicle, 14% of respondents have preferred gearless vehicle due to more comfort, 13% have said more storage capacity, 15% have said stress less gearless vehicle.

Table 5 Show the valuable attributes you normally look while preferred brand of gearless vehicle

Sr.no	Attributes	%
1	Good mileage	12.75
2	Brand image	20.25
3	Vehicle cost	13.5

4	Quality service	20.5
5	Resale value	14.5
6	Availability of spare parts	18.5
	Total	100

Interpretation: from the above table it is clear that 13% of respondents are citing good mileage as the factor, 21% cited brand image as preferring brand, 14% said vehicle cost for choosing brand, 20% have said quality service, 14% said resale value, and other 18% of respondents have given reason availability of spare parts for preferring brand.

FINDING:

- 1- Analysis reveals that out of 400 respondents 51% are female which indicate that females are dominant customers of Ahmadabad city.
- 2- 39% of users are from age group of 18-28, and 66% are married which indicate that younger as well as married use more gearless two wheeler their convenient.
- 3- 45% graduate as well as professional persons are using more gearless two wheelers for more safety and less stress.
- 4- 55% respondents are aware the brand of two wheeler through advertisement in television and newspapers.
- 5- 20% of respondents are attracted by brand image, others 20% are attracted by quality service to their brand.
- 6- 36% of respondents are using Honda two wheelers because of good resale value and after sales service. Other 26% are using hero two wheelers and remaining 48% are using other brands' two wheeler.

CONCLUSION

This study has observed many factors that affect customer purchasing behavior. This study has also focused on market share of major gearless two wheelers brand in Ahmadabad city. At the time of purchasing two wheeler customer has different choice for two wheelers but purchase decision depends on various factors like product attributes, resale value, brand image, cost, after sale service etc. study conclude that Honda two wheeler is leading brand of gearless two wheeler in Ahmadabad city followed by hero ,TVS and Yamaha.

This study helped the researcher to theoretical knowledge and gain useful insights about the importance of customers brand preference.

FUTURE OF STUDY

Positioning the brand is the most difficult job in marketing strategy. Scooter sale is rising now a day. The new players are entering in to scoter segment. Dominant player are introducing latest features to their product line up to keep customers by side. Every year two wheelers companies introducing new models with latest technology which effecting customer preference and result to impact on purchase decision.

Reference

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