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## A STUDY ON CONSUMER PREFERENCE TOWARDS TWO-WHEELERS IN KUMBAKONAM TOWN

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### ARTICLE DETAILS

Research Paper

### Keywords :

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### ABSTRACT

*In Tanjore district, Kumbakonam town was selected to study the consumer preference towards two-wheelers. It has become a daily routine for most of the people to spend one third of their time on the two-wheelers . Consumer preference towards two-wheelers specifies the choices, inclination and priorities that an individual prefer, when selecting a motor cycles. The main aim of the two-wheelers industry is to understand and cater to the consumer preferences in order to design and produce. Products that associate with market demand. In this study, the researcher makes an attempt to identify the factors influencing consumer decision making process and to identify competitive position of various brands of two-wheelers. And also, the researcher decided to give considerable points to develop market strategies, to improve existing models and introduce new features to endure in this cut throat competitive world.*

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## INTRODUCTION

India is the second largest manufacturer of two wheelers in the world. The Indian two-wheeler industry has come a long way since its humble beginning in 1948 when Bajaj Auto started importing and selling Vespa Scooters in India. Since then, the customers preference have changed in favour of motorcycles and gearless scooters that score higher on technology, fuel economy and aesthetic appeal, at

the expense of metal bodied geared scooters and mopeds. These changes in customer preferences have had an impact on the fortunes of players. The former leaders have either perished or have significantly lost market share, whereas new leaders have emerged. Within expanding market and entry of new players over the last few years, the Indian two-wheeler industry is now approaching stage of maturity. Previously, there were only a handful of two-wheeler models available in the country. In an evolving industry especially in emerging economies like India, it is extremely important to formulate optimal policies on competitions in order to promote both competition as well as growth.

### **OBJECTIVES OF THE STUDY**

- To identify the customers satisfactions level towards the preference of two-wheelers.
- To identify the factors which influence consumer decision making process.
- To identify the competitive position of various brands of two-wheeler in customer mind.

### **LIMITATIONS OF THE STUDY**

- Research work was carried out in Kumbakonam town only. The findings may not be applicable to the other part of the term.
- Shortage of time is also reason for in comprehensiveness.
- The finding of the study cannot be the generalized due to demographical different.

### **METHODOLOGY**

- Primary data i.e., collected for the first time. It is fresh and originally collected by the surveyor. The survey method has been to gather primary data.
- Secondary data were collected to support the topic from relevant books, websites and other reference materials.

### **SAMPLE SIZE**

A sample of 50 respondents was selected at random in Kumbakonam by using convenient sampling method.

### **HYPOTHESIS**

- ❖ There is no association between the age and two-wheeler company preferred.
- ❖ There is no association between the income and source of finance for purchasing two-wheeler.

## ANALYSIS AND INTERPRETATION

**TABLE NO. 1**

**DEMOGRAPHIC PROFILE**

		<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
GENDER	Male	37	74
	Female	13	26
	<b>TOTAL</b>	<b>50</b>	<b>100</b>
AGE	Below 25	16	32
	25 to 35	7	14
	Above 35	27	54
	<b>TOTAL</b>	<b>5</b>	<b>100</b>
OCCUPATION	Students	13	26
	Business people	9	18
	Private employee	12	24
	Government	7	14



	employee		
	Others	9	18
	<b>TOTAL</b>	<b>50</b>	<b>100</b>
INCOME	Less than 10000	4	8
	10000 to 20000	11	22
	Above 20000	24	48
	Non income	11	22
	<b>TOTAL</b>	<b>50</b>	<b>100</b>

Source: Primary data

- ❖ The majority of the respondents are male.
- ❖ The majority of the respondents are under the age group above 35.
- ❖ On the basis of occupation most of the respondents are students.
- ❖ On the basis of income, most of the respondents are under the Income group of above 20000.

**TABLE NO. 2**

**SOURCES OF FINANCE PREFERRED TO THE RESPONDENTS**

<b>SOURCE OF FINANCE</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
Bank loan	15	30
Finance company	23	24

Self-financing	12	46
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data

The table exhibits the source of finance preferred to the respondents. Among 50 respondents, 46% of the respondents purchased their two-wheeler by self-finance, 30% of the respondents purchased their two-wheeler by bank loan and 24% of the respondents purchased their two-wheeler by finance company.

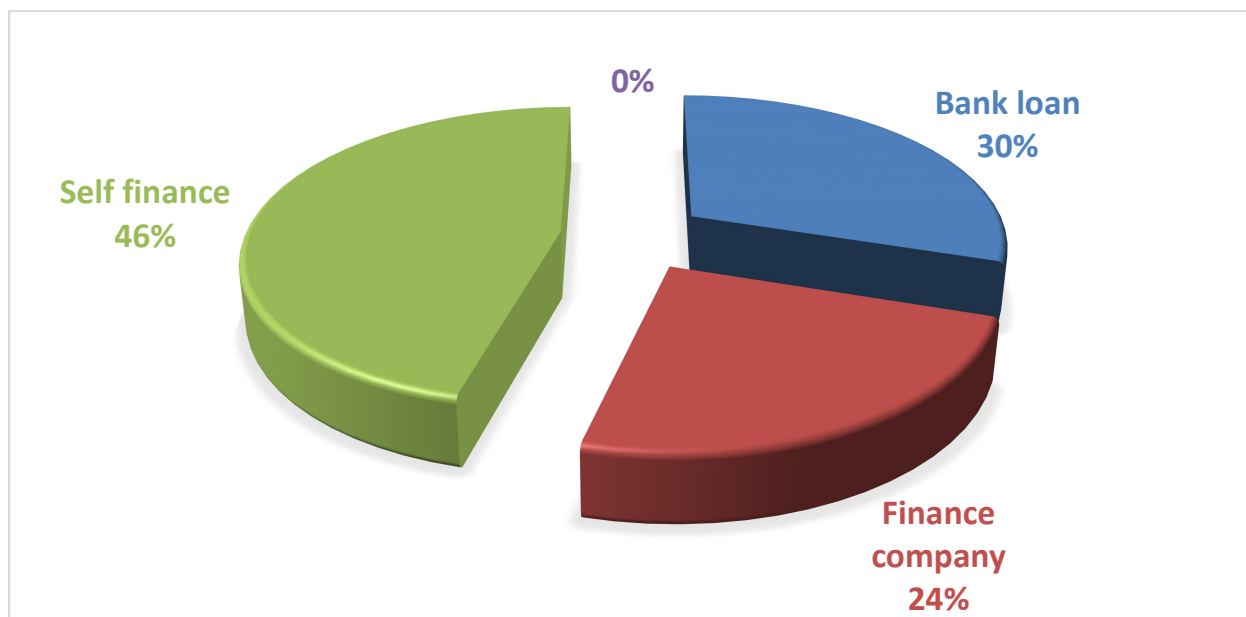


TABLE NO. 3

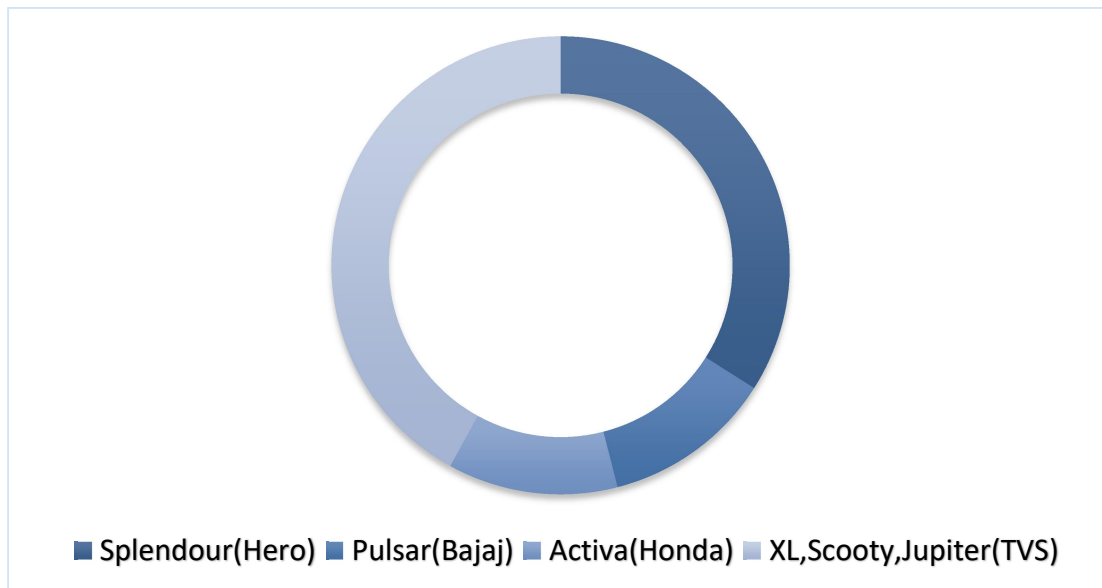
**MODEL OF THE BIKES OWNED BY THE RESPONDENTS**

MODEL	NO. OF RESPONDENTS	PERCENTAGE
Splendour (Hero)	17	34

Pulsar (Bajaj)	6	12
Activa (Honda)	6	12
XL, Scooty, Jupiter (TVS)	21	42
<b>Total</b>	<b>50</b>	<b>100</b>

**Source:** Primary data

It is observed that the majority (42%) of the respondents are having XL, Scooty, Jupiter (TVS) model bike.



**TABLE NO. 4**

**ATTRIBUTES LIKED BY THE RESPONDENTS IN THEIR BIKE**

LIKE ATTRIBUTES	OF	NO. RESPONDENTS	OF	PERCENTAGE
Luggage space		9		18

Pickup	5	10
Driving comfort	24	48
Fuel efficiency	8	16
Outlook	3	6
Resale value	1	2
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data

It observes that the majority (i.e.) 48% of the respondents are like of driving comfortability. 18% of the respondents like luggage space, 16% of the respondents like a fuel efficiency, 10% of the respondents like of pickup, 6% of the respondents are out look of their bike, 2% of the respondents are like resale value their bike.

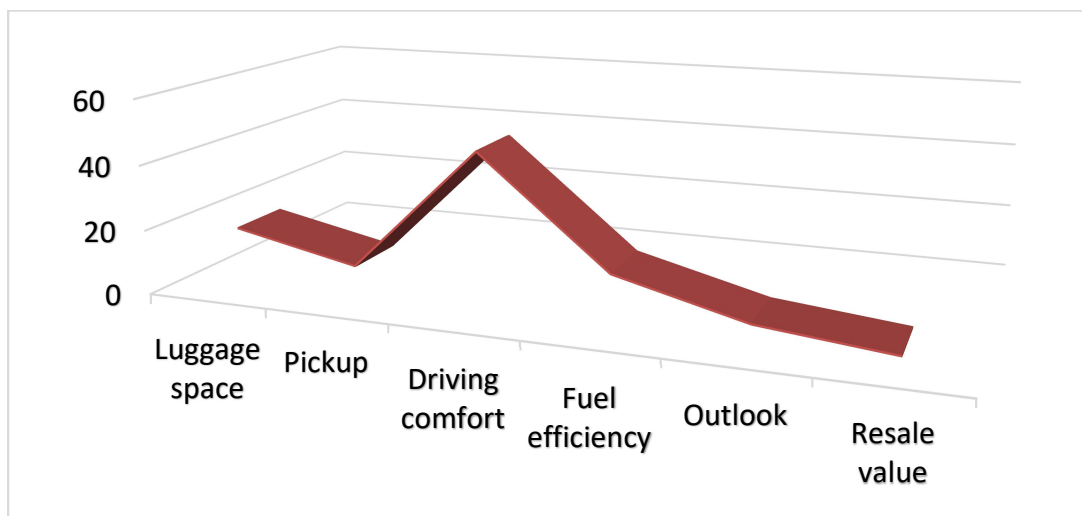


TABLE NO. 5

**PERIOD OF RESPONDENTS POSES THE BIKE**

IMPROVE THE ATTRIBUTES	NO. OF RESPONDENTS	PERCENTAGE
Mileage	22	44
Pickup	6	12
Look/Shape	14	28
Brand image	8	16
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Primary data

It is observed that the majority (i.e.) 44% of the respondents expects improvement in the mileage. 28% of the respondents expect to change look/shape, 16% of the respondents want to improve the brand image and 12% of the respondents are feels that pickup of their bike should be improve.

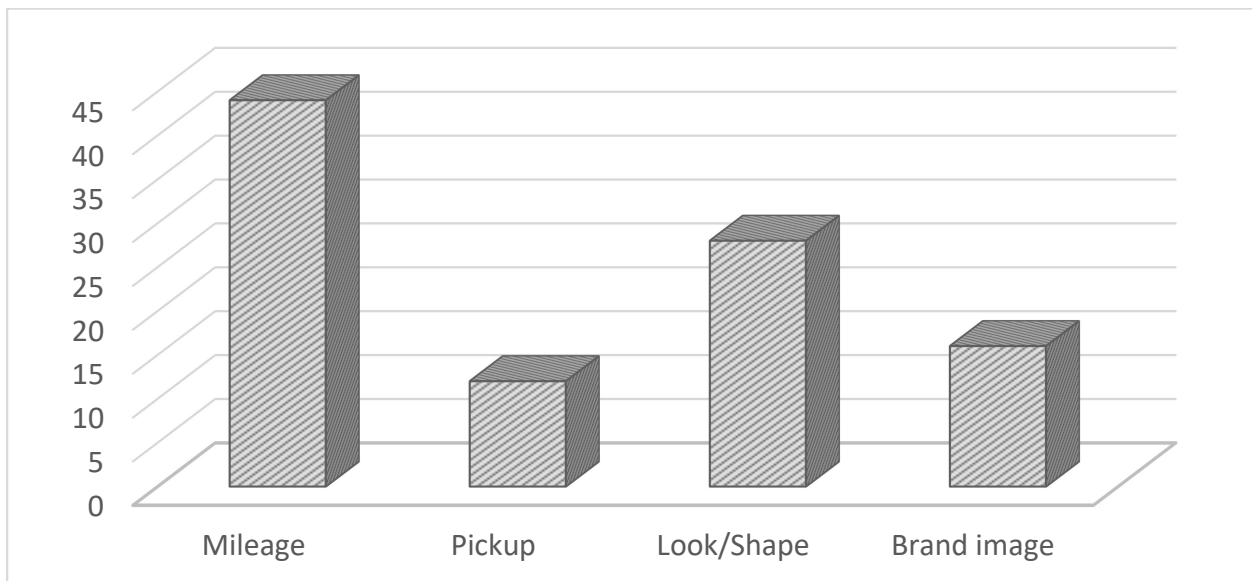


TABLE NO. 6

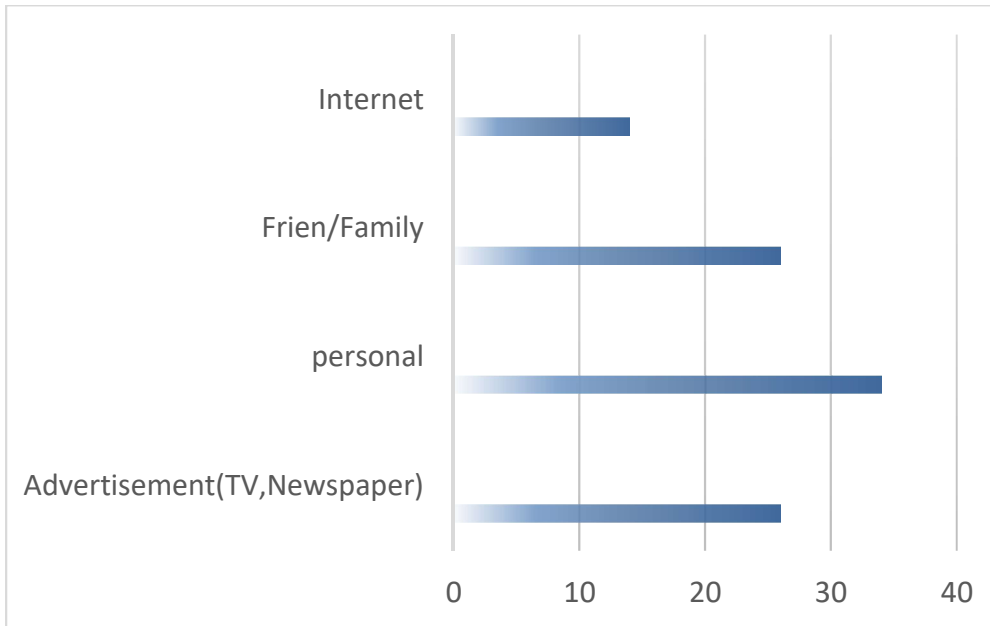
EFFECTIVE MODE FOR PURCHASING TWO-WHEELERS



<b>MODE OF SOURCE</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
Advertiisement (TV, Newspaper)	13	26
Persoal	17	34
Friend/Family	15	26
Inrernet	7	14
<b>Total</b>	<b>50</b>	<b>100</b>

**Source:** Primary data

34% of the respondents replies personal enquiry is the effective mode for purchasing two-wheeler, 26% of the respondents says friend/family is effective mode for purchasing, 24% of the respondents says advertisement (TV, Newspaper) is effective mode for purchasing, 14% of the respondents are says internet is the effective source for purchasing.



### HYPOTHESIS

#### NULL HYPOTHESIS

Let us take the hypothesis that there is no association between the age and two-wheeler company preferred.

<b>TWO-WHEELER COMPANY</b>	<b>HERO</b>	<b>BAJAJ</b>	<b>TVS</b>	<b>HONDA</b>	<b>OTHERS</b>	<b>TOTAL</b>
<b>AGE</b>						
Below 25	7	0	8	1	0	16
25 to 35	4	1	1	1	0	7
Above 35	6	5	12	4	0	27
<b>Total</b>	<b>17</b>	<b>6</b>	<b>21</b>	<b>6</b>	<b>0</b>	<b>50</b>

**By applying Chi-square test:**

	value	df	Asymp.Sig (2-sided)
Pearson chi-square	13.650	4	.008
Likelihood ratio	17.005	4	.002
Linear-by-Linear association	1.250	<b>1</b>	.263
N of valid cases	50		

Pearson chi-square value is 13.650 with Asymp sig (2 sided) of .008. As P value(Asymp sig) is less than 0.05, we reject the null hypothesis and conclude that there is an association between the age and the two-wheeler company preferred.

**NULL HYPOTHESIS**

Let us take the hypothesis that there is no association between the income and source of finance for purchasing two-wheeler.

<b>SOURCE OF FINANCE INCOME</b>	<b>BANK LOAN</b>	<b>FINANCE COMPANY</b>	<b>SELF FINANCING</b>	<b>TOTAL</b>
Less than 10000	3	1	0	4
10000 to 20000	5	4	2	11
Above 20000	4	7	13	24
Non income	3	0	8	11
<b>Total</b>	<b>15</b>	<b>12</b>	<b>23</b>	<b>50</b>

**By applying Chi-square test:**

	value	df	Asymp.Sig (2-sided)
Pearson chi-square	48.668	4	.000
Likelihood ratio	52.014	4	.000



Linear-by-Linear association	26.078	1	.000
N of valid cases	50		

Pearson chi-square value is 48.668 with Asymp sig (2 sided) of .000. As P values(Asymp sig) is less than 0.05, we reject the null hypothesis and conclude that there is an association between the income and source of finance for purchasing two-wheeler.

**FINDINGS**

- ❖ The majority of the respondents are male.
- ❖ The majority of the respondents are under the age group above 35.
- ❖ On the basis of occupation most of the respondents are Students.
- ❖ On the basis of income, most of the respondents are under the Income group of above 20000.
- ❖ Most of the respondents use their two-wheeler only for personal need.
- ❖ Majority of the respondents expects to raise the mileage capacity o two-wheeler.
- ❖ Majority of the respondents replies that if a new bike with good features are available than they are ready to change their bike.
- ❖ Finance company is the main source of majority of the respondent for purchasing their two-wheelers.
- ❖ By testing of the hypothesis, it is inferred that there is an association between age and the two-wheeler company preferred.
- ❖ There is higher significance relationship between the income and source of finance for purchasing two-wheeler.

**SUGGESTIONS**

- ❖ The two-wheeler companies can produce bikes with attractive colors.
- ❖ The two-wheeler companies should keep in mind the need of young generation and also go for different models satisfying the expectation of different age groups.



- ❖ Mileage capacity of the two-wheelers should be given more importance by each & every two-wheeler companies.
- ❖ Periodically survey can be made by the two-wheeler companies so as to improve the attributes of their bike as per customer requirements.
- ❖ Extra fitting charges of two-wheeler should be reduced.
- ❖ The companies should improve the life of spare parts such as chain bracket, clutch and gear, headlamps, etc.,
- ❖ Promotional activities should be carried out to increase sales.
- ❖ Safety and style should be increased.
- ❖ Price should be fixed reasonable compare that of their competitors.

## CONCLUSION

The two-wheeler companies are competitive one and the TVS company occupies the first position. The reasons for outstanding performance are smooth running, very good shock absorber and resale value. It has become a daily routine for most of the people to spend one third of their time on motor cycles. Therefore, the need of motor cycle will be ever wanted, so the motor bike companies can follow the suggestions given by the researcher in order to survive in the competitive world.

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## QUESTIONNAIRE

1. Name :



2. Gender : a) Male b) Female
3. Age : a) Below 25 b) 25 to 35 c) Above 35
4. Occupation  
a) Student b) Business c) Private employee  
d) Govt. employee e) Others
5. Income  
a) Less than 10000 b) 10000 to 20000  
c) Above 20000 d) Non income
6. Which brand of two-wheeler do you like?  
a) Hero b) TVS c) Yamaha  
d) Suzuki e) Honda f) Others, specify\_\_\_\_\_
7. Which company's two-wheeler do you have?  
a) Hero b) TVS c) Bajaj  
d) Suzuki e) Honda f) Others
8. Which one is your source of finance?  
a) Bank loan b) Finance company  
c) Self financing
9. Which model do you have?  
a) Splendour(Hero) b) Pulsar(Bajaj) c) Activa(Honda)  
d) XL, Scooty(TVS) e) Others, specify\_\_\_\_\_
10. Which attributes do you like most in your two-wheeler?  
a) Luggage space b) Pickup c) Driving comfort  
d) Fuel efficiency e) Resale value f) Outlook
11. For how long do you own a bike?  
a) 0 year-2 year b) 2 year-5 year  
c) 5 year- 7 year d) Above 7 year



12. Which attributes do you like to improve in your bike?

- a) Mileage                      b) Pick up
- c) Look/ shape                d) Brand image

13. Do you feel which mode of source is effective for purchasing a two-wheeler?

- a) Advertisement (TV,News paper)    b) Personal
- c) Friend/ Family                        d) Internet

14. Please give suggestions to improve your present brand.

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