

# CONTEMPORARY ISSUES IN COMMERCE



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## **DETERMINANTS OF TWO WHEELERS PURCHASE AMONG COLLEGE STUDENTS**

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### **Abstract**

The focal point of the present study is to identify the determinants of two wheelers purchase among college students and the necessary data is collected from the students studying in NGM College through by distributing the questionnaire. Convenience sampling method is adopted to select the 120 sample respondents. Simple percentage, Weighted average ranking, Friedman rank test and Chi-square test are utilized to process the data and draw inferences. From the study, it is ascertained that variables namely age, family income per month and level of awareness on various brands of two wheelers are found to have association with level of influence on two wheeler purchase.

**Keywords:** Two wheelers Purchase – Influencing Factors – College Students

### **Introduction**

Automobile is one of the largest industries in global market. Being the leader in product and process technologies in the manufacturing sector, it

has been recognized as one of the drivers of economic growth. During the last decade, well directed efforts have been made to provide a new look to the automobile policy for realizing the sector's full potential for the economy. As India's transport network is developing at a fast pace, Indian Automobile Industry is growing too.

Various types of vehicles are manufactured by the Automobile Industry and in particular Trucks, Buses, Cars, Defense vehicles and Two-wheelers. The importance of the two wheeler industry emerges from the fact that it serves the common man of India. The Two wheelers have become the most common, popular and a very important mode of transportation in India

The two wheeler segment in India has witnessed one of the most striking levels of growth in the automobile industry. The Indian two wheeler market has undergone significant renovation in recent times and stylish, fuel-efficient, and eco-friendly two wheelers are gaining popularity. In addition, the markets in Asia, Africa, Middle East, South America, and even parts of Europe are progressively emerging as new markets for the Indian two wheelers that indicate their enhanced stature and technological prowess. Vehicles are identified as means of logistics and conveyance, a dynamic of livelihood, and even an insignia of wealth and luxury.

India is the second largest two-wheeler manufacture in the world and largest manufacture in the in the world. Indian two-wheeler segment include in a range of vehicle such as the scooter-

geared and unguarded, moped and motorcycle. In India there are a three scooter manufactures, and three moped manufactures, Hero Honda, TVS, Bajaj Auto, Suzuki, Yamaha, etc. are leading manufacturer.

### **Review of Literature**

The studies carried out earlier with regard to the choice of two wheeler and the factors leading to purchase decision are reviewed in the following paragraphs.

Kannan and Suriyanarayanan (2016) in their study on "An observational study on Two Wheeler buying choice" reveals that service support after sales is the prime reason for the customer to prefer the particular company. Further, the study reveals that mileage is the major crux factor for choosing particular brand by the customer. Priyanka Jain (2015) in her study tries to measure the customers' satisfaction of two wheeler vehicles. The result shows that majority of the respondents are satisfied with the overall performance of Yamaha showroom and few customers are dissatisfied with mileage of the bike.

Valamathi (2015) in her study on "Factors Influencing the Students Buying Behavior of Two Wheelers in Tirupur District" reveals that after sales service, price and new models are the major factors leading to purchase decision of customers. Amsaveni and Kokila (2014) in their study on "A Study on Satisfaction Levels of Working Women towards Two Wheelers in Coimbatore, Tamil Nadu" discloses that majority of the respondents are satisfied with the vehicle they

owned. Further, the study reveals that the respondents expect performance, cost effectiveness, appearance and re-sale value while purchasing two wheelers. Also, the study observes that the respondents are facing troubles like frequent breakdown and low mileage. Ramana and Para Subbaiah (2013) carried out a study in Nellore district with a sample of 252 customers to understand the factors influencing purchasing decision of two wheelers. The study discloses that age, income, education and occupation are found to have association with brand being used. The factors like style, promotional offers, price, capacity of engine, fuel economy, service availability, maintenance cost and brand ambassador are the major influencing factor for buying decision.

Ronald Mani and Debasis Tripathy (2013) conducted a study to identify the factors influencing the purchase of two wheeler bikes in Uttar Pradesh. The study depicts that that Honda and Bajaj brands are preferable buying choice for the consumers. Sawant (2007) in his study stated that maintenance and mileage are the two important deciding factors in the purchase decision process. Also, he observes that the respondents found a big difference in price, suitability for women, mileage and resale value amongst various models available in the market.

### Statement of the Problem

The purchase decision is affected by a host of variables namely personal, professional needs, attitudes and values, personality characteristics, social, economic and cultural background, age, gender,

professional status to social influences of various kinds exerted a family, friends, colleagues and society as a whole. The combination of these factors helps the consumer in decision making. Further, psychological factors such as individual consumer needs, perceptions, attitudes, the learning process and personality characteristics are the similarities, which operates across the different types of people and influence their behaviour. In this backdrop, it is imperative to know the reasons for the buying the two wheelers, awareness on various brands of two wheelers and the determinants of two wheelers purchase.

### Objectives of the Study

The following are the objectives of the

- study.
1. To know the reason for buying the two wheelers
  2. To identify the respondents' awareness on various brands of two wheelers
  3. To ascertain the determinants of two wheelers purchase

### Hypotheses

In tune with the objectives of the study, the following null hypotheses have been framed to test the association with the selected variables. The null hypotheses are:

- Age does not associated with the level of influence on two wheelers purchase
- Gender does not associated with the level of influence on two wheelers purchase

- Educational qualification does not associated with the level of influence on two wheelers purchase
- Course of study does not associated with the level of influence on two wheelers purchase
- Family income per month does not associated with the level of influence on two wheelers purchase
- Number of earning members in the family does not associated with the level of influence on two wheelers purchase
- Source of awareness does not associated with the level of influence on two wheelers purchase
- Level of awareness on two wheelers purchase does not associated with the level of influence on two wheelers purchase

### Methodology

The present study is largely based on primary data which is collected from the students studying in NGM College through by distributing the questionnaire. The questionnaire contains questions relating to the socio-economic profile of sample respondents, reasons for buying two wheelers, awareness on various brand of two wheelers and determinants of two wheelers purchase. Necessary guidance was given to the respondents for filling up the questionnaire. The data needed for the study have been collected by way structural questionnaire in order to ascertain the determinants of two wheelers purchase. Of the total 140 questionnaires issued, 128 questionnaires are collected and out the 128 questionnaire collected, 120

questionnaires are taken for analysis because of incomplete information found in the eight questionnaires. Convenience sampling method is adopted to select the sample respondents. The main intent of the present study is to identify the determinants of two wheelers purchase among the NGM College students. The primary data collected were reformulated and consolidated into master table. Simple percentage, Weighted average ranking, Friedman rank test and chi-square test are utilized to process the data and draw inferences. Inferences have been made by comparing the calculated chi-square value with the respective table values. The results have been tested at one and five per cent level.

### Limitations of the Study

The data collected is primary in nature which is based on questionnaire and hence the results would bear all the limitations of the primary data. The students studying in NGM College alone are included in the study and hence the results of the study cannot be generalized to other areas.

### Summary of Findings

The findings of the study is presented in five sections namely, socio-economic profile of sample respondents, details of holding two wheelers, reason for buying two wheelers, level of awareness on various two wheeler brands and determinants of two wheeler purchases.

**(i) Socio-economic Profile of Sample Respondents**

- Most of the respondents belong to up to 20 years age group
- Majority of the sample respondents belong to under-graduate category
- Majority of the sample respondents belong to Commerce group
- Majority of the sample respondents' family income per month lies up to Rs.15,000
- Most of the respondents have one earning member in their family

**(ii) Details of Holding Two Wheelers**

- Majority of the respondents are holding Motor Cycle
- Most of the respondents came to know about two wheeler brands through their friends
- Majority of the respondents are using two wheelers for more than five years period
- Most of the respondents are preferred to pay readily on one time basis

**(iii) Reason for buying Two Wheelers – Weighted Average Ranking**

Weighted average rank analysis reveals that among the various reasons for buying two wheelers, 'necessity' is the prime reason for buying two wheelers followed by 'time saving', 'comfort', 'lack of transport facility', 'reduce travel expense' and 'luxury'.

**(iv) Awareness on Various Brands – Friedman Rank Test**

Friedman rank test disclose that among the various mean awareness value, 'Honda' is the prime brand which the respondents are highly aware followed by 'Hero', 'Yamaha', 'Royal Enfield' whereas the least awareness is found with 'Dukati' followed by 'KTM', 'Bajaj', 'Mahindra' and 'Suzuki'.

**(v) Determinants of Two Wheelers Purchase**

The determinants of two wheelers purchase is ascertained by applying Friedman Rank Test and Chi-square test.

(a) Friedman rank test shows that that among the various mean determinants value, 'brand name of the two Wheelers' is the most important determinant to purchase two wheelers followed by 'good mileage', 'good pick up and speed', 'driving comfort' and 'model of the two Wheelers' whereas the least determinant factor is found with 'availability of spare parts' followed by 'availability of latest facilities like sensor', 'provision of installment facilities', 'price of the two Wheelers', 'maintenance cost' and the like.

(b) Chi-square test reveals that among the eight variables selected for testing, three variables namely, age, family income per month and level of awareness on various brands of two wheelers are found to have association with level of influence on two Wheelers purchase

**Suggestions**

Based on the findings of the study, the following suggestions are framed.



- Newly established brands have to be advertised more as low level of awareness is associated with it
- Special focus may be given on the newly added features of the two wheelers as most of the respondents give less importance on this aspect
- Keeping sufficient number of spare parts may influence the buyer to purchase the two wheelers with utmost interest
- Price of the two wheelers and maintenance cost may be reduced so that more number of prospective buyers may be attracted to buy the two wheelers
- Further concentration on the following features of two wheelers is required namely brand name, mileage, pickup and speed, model of two wheeler, colour of the vehicle, safety of the two wheeler, appearance of the vehicle, etc. as these features acts as the major determinants of two wheeler purchase

### Conclusion

In recent years, the decision to purchase one specific brand of two wheelers is determined by many features added with it. Hence, it is never easy to say this is the specific reason to buy a particular brand of choice rather a number of features which attracts one to buy the specific brand of two wheelers. In this backdrop, the present has been undertaken with a motto to find the determinants of two wheelers purchase among College Students. From the study, it is observed that among the

various reasons for buying two wheelers, 'necessity' is the prime reason for buying two wheelers. Also, it is identified that among the various brands of two wheelers, 'Honda' is the prime brand which the respondents are highly aware and among the various determinants of two wheeler purchases, 'brand name of the two wheelers' is the most important determinant to purchase two wheelers. Further, it is ascertained that variables namely age, family income per month and level of awareness on various brands of two wheelers are found to have association with level of influence on two wheeler purchase.

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