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Factors Influencing On Consumer Buying Behaviour of Two Wheelers in Hyderabad City

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Abstract

The present study was an attempt to identify the factors influence on the buying behaviour of two wheelers among the respected consumers in Hyderabad city. The respondents are taken from Hyderabad city, because of many of people most of people used two wheelers, with sample size 137 respondents and tested by percentages, ANOVA, and multiple regressions by using SPSS 20.0 Version. The results of the study shown that two wheelers models and, major factors like Reputed brand name, Price, Better look and style, Good mileage and Offer and schemes are high influence on consumer purchase behaviour.

Keywords: Behaviour, Brand, Consumers, Mileage, Style, Two wheelers.

1. Introduction

Automotive Industry, globally, as well as in India, is one of the key sectors of the economy due to its strong forward and backward linkages. In a Global Competitiveness Survey of 104 countries, India ranked only 55th. To address this issue, Competitive landscape of the industry was developed using the Porter (1990) Diamond Framework by India Brand Equity Foundation (2006); Automotive Mission Plan 2006-16 and Automotive Mission Plan 2016-26 – A Curtain Raiser.

Two wheelers have played an essential role in rising growth of Indian automobile Industry. The automobile industry is the most profitable industry and the major factors influencing demand for two wheelers in India are – Increasing middle class population, Easy financing, Festivals and weddings, Weak Public transport, Convenience and ease of operating. The study aims to showcase factors like product attributes, resale value, mileage, advertisement and the personal factors upon which a company should work to create customer perception in a positive way to considerably influence the purchase decision

2. Review of Literature

Strebel, J., K.O'Donnell, and J.GMyers (2004), proposes that the probability of making a decision is significantly lower when consumers are frustrated with the pace of technological change. Sawant (2007) stated that maintenance and mileage were the two important deciding factors in the purchase decision process. It is also clear that the respondents found a big difference in price, suitability for women, mileage and resale value amongst various models available in the market.

R.Amsaveni, R.Kokila (2014) An organization should place emphasis on introducing new model in the society and manufacture vehicles that give a good mileage. Kumar (2006) identified that a majority of the rural consumers give more preference to the quality of the product in his research at rural India, which showed that the income level of the rural consumer is increasing, which also generates more consumption and purchasing power for the consumers.

Laldinliana (2012), the prominence of promotion effort made by the marketers/ Producers of these durable products is captured by the ranking of choicest buying factors, especially so with two wheelers as seen from the responses of more than a third of the household sample, pointing out promotion to be the main factor influencing their purchase

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Saraswathi S. (2008) analysed the Post-Sales Service customer satisfaction on 100 samples of various two-wheelers buyers of Hyderabad and Secunderabad. The study was presented in two parts: Part-I, on perception of customers on post-sale-service and Part-II, on ranking of respondents and satisfactory index on post-sale-service of two-wheeler automobile industry. Study found moderate mean values for some dimensions. Hence suggested manufacturers/ dealers to invest highly valuable service staff in the specific problem areas, i.e., specialised skills, satisfaction after the test ride and quality of service. Zamazalová (2008) mentioned the key factors that affect customer satisfaction and also used to measure customer satisfaction. These factors were product (in terms of its quality, availability etc.); price (convenient payment conditions and others); services; distribution; and image of a product, used for their product differentiation, getting competitive advantage, barriers for switching and providing satisfaction to the customers. Based on the thorough review of literature, there were evidences to show that product/ service quality, perceived value are strongly related to customer satisfaction and behavioural intentions in goods and services industry.

3. Objective

The objectives of the study are to realise the following

- To study the influence of two wheelers on demographic variables.
- To examine the influence of factors influence on purchase decision of consumer towards two wheeler.

4. Hypothesis

The following are the hypothesis designed with above objective

- HO¹.,There is no Significant Impact of two wheelers models on demographic variables on Demographical Variables of Respondents
- HO².,There is no significant influence of factors influence on purchase decision of consumer towards two wheeler.

Table-2: Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.089	1.796	4.803	3.007	2.675	.531	15
Item Variances	1.676	.159	2.812	2.643	17.578	.249	15
Inter-Item Covariances	.053	-1.034	2.802	3.836	-2.710	.211	15
Inter-Item Correlations	.032	-.653	1.000	1.653	-1.532	.070	15

Source: Authors finding

It is obvious the minimum and maximum mean, Range, and variance values for item means, item variances are positive. Maximum mean is witnessed for Item means is 4.803. Maximum variance is 2.812, maximum inter item covariance is witnessed is 2.802 and maximum inter-item covariance is found to be 1.000. In order to understand relationship between the different demographic variables like Age, Gender, Education, Occupation,

5. Research Methodology

- **Research Design:** Descriptive research
- **Sources of data:** The study is concerned with the two wheelers and consumer buying behaviour, based on that source of information Primary source of data was collected from the respondents through structured questionnaire and interviews. it was in order to collect data on factor influence on consumer buying behaviour. Secondary data is collected from various Journals, Periodicals such as Magazines, Business newspapers, and from subject related books and websites
- **Sample Size:** 137 Respondents From Hyderabad City
- **Data collections methods:** Data has been collected using structure questionnaire through customer survey method and personal interview of consumers
- **Sampling area:** Hyderabad city
- **Sampling Method:** Convenience sampling method has been used.
- **Statistical tools used:** ANOVAs, and Multiple Regression using SPSS 20.0.

6. Results and Discussions

To test the reliability of the data, Cronbach’s alpha test is conducted.

Table-1: Reliability Statistics

Cronbach'sAlpha	Cronbach's Alpha Based on Standardized Items	N of Items
.682	.521	15

Source: Author findings

From the Table 1, it shown that the questionnaire is tested for its reliability and presented the results here under. The questionnaire developed is pretested and validated through face validity as it was sent to a carefully selected sample of experts and it also has,a sufficiently good reliability score. The result given the value of the as **0.682**. It indicates that, the data has a high reliability and validity.

Summary Item Statistics: It is evident that the summary of the means, variances, covariance and inter-item correlations are presented in the following table

Income (in rupees), two wheelers, factor influence on consumer buying behaviour, mean, standard deviation, skewness and kurtosis are calculated and presented in the following table.

- i. **General profile of respondents:** The frequency distribution of demographic variables is presented in the following table.

Table-3: Respondents demographics and profile

Particulars	Classification	No of Responses	Percentage
Age	21-30	46	33.6
	31-40	70	51.1
	41-50	15	10.9

	51-60	6	4.4
Gender	Male	90	65.7
	Female	47	34.3
Education	Graduate	43	31.4
	Post Graduate	78	56.9
	Above Post Graduate	16	11.7
Occupation	Govt employee	32	23.4
	Private employee	49	35.7
	Business	18	13.2
	students	38	27.7
Monthly income, (in rupees)	Below 25000	20	14.6
	25001-40000	85	62.0
	40001-55000	27	19.7
	55001 and above	5	3.6
Total		n = 137	100%

Interpretation: The descriptive analysis of all the demographical variables is shown in the above Table, from that more than 51.1% of respondents in the group of 31-40 years and 33.6% of respondents in the group of 21-30 years, followed by 65.7% of the respondents belonged male and 34.3% of respondents belonged female, and,56.9% of respondents studied,PG and with followed 31.4% of respondents studied graduate, 35.7% of respondents working as a Private Employees, 27.7% are the students and,62% of respondents earned Rs.25,001-40,000 for month and 19.7% of respondents earned Rs.40,001-55,000 respectively.

ii. **ANOVA:** The analysis of variance (ANOVA) is used to determine whether there are any statistically significant differences between the means of two or

more independent (unrelated) groups. It is conducted in order in order to understand whether there is any significant difference in opinions of respondents on media exposure, media vehicles, media ads appeals and media strategy and the results are presented in the following table.

ANOVA is conducted in order in order to understand whether there is any significant difference in opinions of demographical respondents and advertisements, the results are presented in the following table

- **HO¹:** There is no significant impact of two wheelers models, on demographic variables on Demographical Variables of Respondents

Table-4: Anova

		Sum Of Squares	Df	Mean Square	F	Sig.
Age	Between Groups	2.054	4	.514	.803	.001
	Within Groups	71.604	112	.639		
	Total	73.658	116			
Gender	Between Groups	.673	4	.168	.852	.062
	Within Groups	22.114	112	.197		
	Total	22.786	116			
Education	Between Groups	1.085	4	.271	1.432	.000
	Within Groups	21.222	112	.189		
	Total	22.308	116			
Occupation	Between Groups	2.443	4	.611	2.044	.000
	Within Groups	33.471	112	.299		
	Total	35.915	116			
Monthly Income	Between Groups	3.837	4	.959	1.059	.002
	Within Groups	101.462	112	.906		
	Total	105.299	116			

Interpretation: In order to understand whether there is any significant difference in opinion of respondents towards two wheelers, with respect of the demographics i.e. Age, Gender, Education, Occupation and Income in rupees. It is observed that from the above table, the sum of the squares of the difference between means of different respondents ages and two wheelers, and the between groups variation 2.054 is due to interaction in samples between groups. If sample means are the close to each other. The Within variation 71.604 is due to difference within individual samples. The table also lists the F statistic.803, which is calculated by dividing the Between Groups Mean square by the Within Groups Mean Square. The Significance level of 0.001 is less than 0.05, so its

indicating that null hypothesis can be rejected. so age is influence on the two wheelers products. And followed with demographics like Gender, Education, Occupation and income status of between groups variations are.673, 1.085, 2.443, 3.837, and their Within group variations are 22.114, 21.222, 33.471, 101.462. F-Statistic values are.852, 1.432, 2.044 and 1.059 followed with significant level are 0.00, 0.00 and 0.002, all are less than 0.05. so its indicating that null hypothesis can be rejected, except gender (F=0012,p>0.05) indicating that null hypothesis can be accepted. So all the demographic variables are influenced by the E -banking service.

HO²: There is no significant influence of factors influence on purchase decision of consumer towards two wheeler

Table-5: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Reputed brand name	Between Groups	1.418	3	1.418	.830	.004
	Within Groups	196.394	113	1.708		
	Total	197.812	116			
Better look and style	Between Groups	17.360	3	17.360	13.233	.000
	Within Groups	150.862	113	1.312		
	Total	168.222	116			
Good mileage	Between Groups	7.146	3	7.146	3.502	.000
	Within Groups	234.666	113	2.041		
	Total	241.812	116			
Pickup and speed	Between Groups	1.452	3	1.452	.687	.002
	Within Groups	243.180	113	2.115		
	Total	244.632	116			
Easy maintenance	Between Groups	4.578	3	4.578	2.348	.068
	Within Groups	224.208	113	1.950		
	Total	228.786	116			
After sales and services	Between Groups	.623	3	.623	1.045	.071
	Within Groups	68.607	113	.597		
	Total	69.231	116			
Price	Between Groups	5.212	3	5.212	2.881	.002
	Within Groups	208.019	113	1.809		
	Total	213.231	116			
New models	Between Groups	5.102	3	5.212	2.801	.000
	Within Groups	218.019	113	1.809		
	Total	213.121	116			
Value for money	Between Groups	.273	3	.273	.830	.004
	Within Groups	134.257	113	1.167		
	Total	134.530	116			
Offer and schemes	Between Groups	1.418	3	1.418	13.233	.000
	Within Groups	196.394	113	1.708		
	Total	197.812	116			

Interpretation: In order to understand whether there is any significant difference in opinion of respondents towards factors influence on purchase decision towards two wheeler, with respect of the demographics i.e. Reputed brand name, Better look and style, Good mileage, Pickup and speed, Easy maintenance, After sales and services, Price, New models, Value for money and Offer and schemes. It is observed that from the above table, the sum of the squares of the difference between means of different respondents and Reputed brand name, and the Between groups variation, 1.418 is due to interaction in samples between groups. If sample means are the close to each other. The Within variation 196.394 is due to difference within individual samples. The table also lists the F statistic.830, which is calculated by dividing the Between Groups Mean square by the Within Groups Mean Square. The Significance level of 0.004 is less 0.05, so its indicating that null hypothesis can be rejected. so factor like Reputed brand name is influence on the consumer purchase decision. And followed with factors like Better look and style, Good mileage, Pickup and speed, Easy maintenance, After sales and services, Price, New models, Value for money and Offer and schemes. of between groups variations are 17.360, 7.146, 1.452, 4.578,.623, 5.212, 5.102,.273 and 1.418 their Within group variations are 150.862, 234.666, 243.180, 224.208, 68.607 and 196.394. F-Statistic values are 13.233, 3.502,.687, 2.348,

1.045, 2.881, 2.801,.830, and 13.233 followed with significant level are 0.04, 0.00, 0.00, 0.02, 0.068, 0.71, 0.002,0.00, 0.04, and 0.000, values are less,than 0.05. so its indicating that null hypothesis can be rejected. so factors influence on purchase decision towards two wheeler, but some factors like,Easy maintenance, After sales and services are not influence on factors not influence on purchase decision towards two wheelers.

iii. **Multiple Regression:** Multiple regression analysis is a set of statistical processes for estimating the relationships among variables. It is useful to learn more about the relationship between several independent or predictor variables and a dependent or criterion variable. it helps to understand how the typical value of the dependent variable (or 'criterion variable') changes when any one of the independent variables is varied, while the other independent variables are held fixed. It also helps to determine the overall fit (variance explained) of the model and the relative contribution of each of the predictors to the total variance explained

- **HO¹:There is no Significant Impact of two wheelers,on demographic variables on Demographical Variables of Respondents**

Table-6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.214 ^a	.421	.082	.629	2.316	.000 ^b

a. Predictors: (Constant), Demographical variables

R² value is found to be 0.421, meaning there by that 42% of the variation in dependent variable is explained by predictors. Since the F value is found to be significant, the

null hypothesis is rejected and alternative hypothesis accepted, meaning there by that there is a significant difference in the variation caused by predictors.

Table-7: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.119	.178		31.214	.000
	Age in years	.241	.221	.157	3.218	.000
	Gender	.179	.129	.235	4.914	.071
	Education	.251	.113	.231	.922	.001
	Occupation	.245	.126	.158	1.314	.005
	Income in rupees	.158	.124	.254	2.318	.000

a. Dependent Variable: Two wheelers

Source: Author findings

Interpretation: From the above table, it is evident that Education (0.251) is emerged as the most important demographical variables which is influence by two wheelers, and its significantly different from 0 because its p-value is less than 0.001, which is smaller than 0.05. Followed by the Occupation (.245), age (0.241) having high influenced by the two wheelers and Occupation is

significantly different from 0 because its p-value is 0.005, whereas gender is not statistically significant because its p-value (0.071) is more than 0.05.

HO²:,There is no significant influence of factors influence on purchase decision of consumer towards two wheeler

Table-8: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.364 ^a	.533	.094	.759	3.396	.000 ^b

a. Predictors: (Constant), a. Dependent Variable: RBN, BLS, GM, PS, EM, ASS,P,NM, VM, VS

R² value is found to be 0.533, meaning there by that 53% of the variation in dependent variable is explained by predictors. Since the F value is found to be significant, the

null hypothesis is rejected and alternative hypothesis accepted, meaning there by that there is a significant difference in the variation caused by predictors

Table-9: Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.791	.419		4.277	.000
	Reputed brand name (RBN)	.893	.980	1.413	.911	.004
	Better look and style (BLS)	.767	.871	1.225	.881	.000
	Good mileage (GM)	.433	.160	.184	.706	.002
	Pickup and speed (PS)	.238	.132	.064	.288	.004
	Easy maintenance (EM)	.211	.199	.354	1.059	.020
	After sales and services (ASS)	.189	.175	.165	.650	.017
	Price (P)	.322	.163	.150	.481	.001
	New models (NM)	.896	.157	.151	1.509	.004
	Value for money (VM)	.247	.131	.169	.382	.065
	Offer and schemes (VS)	.429	.523	.423	.652	.000

a. Dependent Variable: Purchase decision of consumers

The coefficient for new models (0.896) is significantly different from 0 because its p-value is 0.004, which is smaller than 0.05. The coefficient for Reputed brand name (0.893) is significantly different from 0 because its p-value is 0.004, which is smaller than 0.05. The coefficient for Better look and style (0.767) is statistically significantly different from 0 because its p-value is 0.000 definitely smaller than 0.05. The coefficient for Good mileage (0.433) is statistically significant because its p-value of 0.002 is smaller than 0.05.,The coefficient for Offer and schemes (.429) is statistically significantly different from 0 because its p-value is 0.000, which is smaller than 0.05.

Conclusions

The present study concluded that the factors influencing on consumer buying behaviour,of two wheelers in Hyderabad city, As for the results showed that 51.1% of respondents in the group of 31-40 years and 33.6% of respondents in the group of 21-30 years, followed by 65.7% of the respondents belonged male and 34.3% of respondents belonged female, and,56.9% of respondents studied,PG and with followed 31.4% of respondents studied graduate, 35.7% of respondents working as a Private Employees, 27.7% are the students and,62% of respondents earned Rs.25,001-40,000 for month and 19.7% of respondents earned Rs.40,001-55,000 and followed with factors like

Reputed brand name, Price, Better look and style, Good mileage and Offer and schemes are high influence on consumer purchase behaviour.

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