



## **A STUDY ON CONSUMER BEHAVIOUR TOWARDS TWO WHEELER DEALERS IN COIMBATORE DISTRICT**

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### **ABSTRACT**

*Customer conduct is the investigation of when, why, how, and where individuals do or don't purchase an item. It incorporates components from humanism, brain science, social human sciences and financial aspects. It endeavors to comprehend the purchaser basic leadership process, both exclusively and in gatherings. It considers attributes of individual customers, for example, socioeconomics and behavioral factors keeping in mind the end goal to comprehend the necessities and needs of individuals. It additionally tries to evaluate impacts on the purchaser from gatherings, for example, family, companions, reference gatherings, and society as a rule. Shopper conduct thinks about depends on customer purchasing conduct, with the purchaser assuming three particular parts of client, payer and purchaser. This investigation endeavors to ponder the buyer conduct towards bike merchants in Coimbatore region.*

**Keywords:** *Consumer Behavior, Two wheeler Dealers, Consumer Motives.*

### **INTRODUCTION**

Consumer behavior is comparatively a new field of study which evolved just after the Second World War. The seller's market has disappeared and buyer's market has come up. This led to paradigm shift of the manufacturer's attention from product to consumer and specially focused on the consumer behavior. The transformation of marketing concept from mere selling concept to consumer-oriented marketing has resulted in buyer behavior becoming an independent discipline. The growth of consumerism and consumer legislation emphasizes the importance given to the consumer.

The heterogeneity among people makes understanding consumer behavior a challenging task to marketers. Hence marketers felt the need to obtain an in-depth knowledge of consumers buying behavior. Finally this knowledge acted as an imperative tool in the hands of marketers

**DR. C. K. MUTHUKUMARAN**

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to forecast the future buying behavior of consumers and devise marketing strategies to create long term consumer relationship.

### **Buyer Motives**

Purchaser has a rationale in acquiring a specific item. Thought process is a solid feeling, encourage, sense, want or feeling that makes the purchaser to settle on a choice to purchase. Purchasing intentions in this manner are characterized as those impacts or contemplations which give the drive to purchase prompt activity or decide decision in the buy of products or administration. These thought processes are for the most part controlled by monetary, social, mental impacts and so on.

### **Motives which Influence Purchase Decisions. Product Motives**

Product motives may be defined as those impulses, desires and considerations which make the buyer purchase a product. These may still be classified on the basis of nature of satisfaction:

- a) **Emotional Product Motives:** Emotional Product Motive are those impulses which persuade the consumer on the basis of his emotion. The buyer does not try to reason out or logically analyze the need for purchase. He makes a buying to satisfy pride, sense of ego, urge to initiate others, and his desire to be unique.
- b) **Rational Product Motives:** Rational Product Motives are defined as those impulses which arise on the basis of logical analysis and proper evaluation. The buyer makes rational decision after chief evaluation of the purpose, alternatives available, cost benefit, and such valid reasons.

### **ii) Patronage Motives**

Patronage motives may be defined as consideration or impulses which persuade the buyer to patronage specific shops. Just like product motives patronage can also be grouped as emotional and rational.

- a) **Emotional Patronage Motives:** Emotional Patronage Motives those that persuade a customer to buy from specific shops, without any logical reason behind this action. He may be subjective for shopping in his favorite place.



**Rational Patronage Motives:** Rational Patronage Motives are those which arise when selecting a place depending on the buyer satisfaction that it offers a wide selection, it has latest models, offers good after-sales service

### **OBJECTIVES OF THE STUDY**

- 1 To discover the shopper mindfulness level of bike merchants in Coimbatore area.
- 2 To recognize the elements impacting buyer purchasing conduct process.
- 3 To break down the effect of behavioral variables of shoppers on picking specific merchant

### **REVIEW OF LITERATURE**

**Leslie Lazar and Schiffman:** The authors suggested consumer behaviour as individual differs as from group. The family decision for a purchase decision is entirely different from individual decision making. The authors discussed various variables that affect consumer purchase decision. The book focused on family life cycle and various needs of consumer during different life stages. The family decision making process as a group decision making is elaborated and it is recommended to segment the market according to family need hierarchy.

**Bitta and Della:** The authors proposed that consumer behaviour studies play an important role in deciding marketing segments and marketing strategies. The authors recommended that consumer is often studied because certain discussions are significantly affected by their behaviour or expected actions. For this reason such consumer behaviour is said to be an applied discipline. Such applications can exist at two levels of analysis. Market segmentation, consumer decision making and buying behaviour is considered as core marketing activities in designing effective marketing strategies.

**Karunik and Schiffman:** The book highlights dynamic business environment is turbulent as never before and the service industry as promising as never before. In this era of intense competition companies understand the customer is the king in the market and success depends a lot on the efficiency of the managers in delivering the promised product or services. The responsibility lies on the organizations to develop a culture, ethics, responsibility, value and quality services should be offered to achieve higher level of customer satisfaction. Dynamic consumer behaviour is required to analyses various factors affecting consumer purchase decision directly or indirectly.

**Batra. S.K & Kazmi:** The book has described consumer decision making process, buyer's black box and importance of consumer behaviour studies for marketers in order to understand what satisfy the ultimate consumer. The book described vital characteristics of Indian

consumer and competitive advantages in Indian context for the marketers. The consumer decision process, buying roles and consumer black box are discussed in detail. The various steps evolving consumer decision making are linked with the life stages. Young buyers, women and children considered as uprising consumers groups as a part of competitive market situations.

## RESEARCH METHODOLOGY

The Research design adopted by the researcher is descriptive in nature. During the research, Convenience Sampling is used to collect data from the consumers. There are 128 respondents who have provided their views in this study. The primary data was collected from various consumers with the help of a well-structured questionnaire. Weighted Average and ANOVA was used for analysis of data.

## ANALYSIS AND INTERPRETATION

### 1. Weighted Average Mean

**Table 1.1 Factors for the Consumer Buying Behaviour**

Factors	HS	S	N	DS	HDS	Total	Mean Score
	5	4	3	2	1		
Services	42	47	37	2	0	128	4.00
	210	188	111	4	0	513	
Staff	48	40	40	0	0	128	4.06
	240	160	120	0	0	520	
Ambience	45	44	26	13	0	128	3.94
	225	176	87	26	0	505	
Location	40	31	32	12	13	128	3.57
	200	124	96	24	13	457	
Facilities	35	33	34	22	4	128	3.57
	175	132	102	44	4	457	
After Sales Service	40	46	42	0	0	128	3.98
	200	184	126	0	0	510	
Overall Satisfaction	49	28	51	0	0	128	3.98
	245	112	153	0	0	510	

(HS - Highly Satisfied, S – Satisfied, N- Neutral, DS – Dissatisfied, HDS - Highly Dissatisfied)

**Interpretation:** From the above table it is interpreted that staff members of dealers (4.06) have gained highest score and Location and Facilities (3.57) have been provided the least score by the consumers. Thus it clearly depicts that staff and their approach is given more weightage by the consumers than any other factors.

## 2. ANOVA

### ANOVA for factors influencing and age of respondents

#### Hypothesis:

**H0:** There is no homogeneity between the factors and age of the respondents.

**H1:** There is homogeneity between the factors and age of the respondents.

**Table 2.1 ANOVA for factors influencing and age of respondents**

Factors		Sum of Squares	Df	Mean Square	F	Sig.
Services	Between Groups	.441	3	.147	.191	.902
	Within Groups	95.613	124	.771		
	Total	96.055	127			
Staff	Between Groups	3.829	3	1.276	2.232	.088
	Within Groups	70.914	124	.572		
	Total	74.742	127			
Ambience	Between Groups	9.022	3	3.007	3.134	.028
	Within Groups	118.978	124	.959		

	Total	128.000	127			
Location	Between Groups	3.433	3	1.144	.688	.561
	Within Groups	206.184	124	1.663		
	Total	209.617	127			
Facilities	Between Groups	2.652	3	.884	.715	.545
	Within Groups	153.316	124	1.236		
	Total	155.969	127			
After sales Service	Between Groups	1.868	3	.623	1.003	.394
	Within Groups	76.937	124	.620		
	Total	78.805	127			
Overall Satisfaction	Between Groups	2.304	3	.768	1.275	.286
	Within Groups	74.688	124	.602		
	Total	76.992	127			

**Interpretation:** The table tells that the significance value is less than 0.05 for ambience and greater for all other factors. Thus, we conclude that homogeneity exists between all factors and age of respondents except for ambience of the two wheeler showroom

#### **ANOVA for factors influencing and Occupation of respondents**

#### **Hypothesis:**

**H<sub>0</sub>:** There is no homogeneity between the factors and occupation of the respondents.

**H1:** There is homogeneity between the factors and occupation of the respondents.

**Table 2.2 ANOVA for factors influencing and occupation of respondents**

Factors		Sum of Squares	Df	Mean Square	F	Sig.
Services	Between Groups	2.452	3	.817	1.083	.359
	Within Groups	93.603	124	.755		
	Total	96.055	127			
Staff	Between Groups	6.225	3	2.075	3.755	.013
	Within Groups	68.517	124	.553		
	Total	74.742	127			
Ambience	Between Groups	8.026	3	2.675	2.765	.045
	Within Groups	119.974	124	.968		
	Total	128.000	127			
Location	Between Groups	.345	3	.115	.068	.977
	Within Groups	209.272	124	1.688		
	Total	209.617	127			
Facilities	Between Groups	2.560	3	.853	.690	.560
	Within Groups	153.409	124	1.237		
	Total	155.969	127			
After sales Service	Between Groups	1.383	3	.461	.738	.531
	Within Groups	77.421	124	.624		
	Total	78.805	127			



Overall	Between Groups	2.492	3	.831	1.383	.251
	Within Groups	74.500	124	.601		
Satisfaction	Total	76.992	127			

**Interpretation:** The table tells that the significance value of staff and ambience is less than 0.05 and greater for all other factors. Thus, we conclude that homogeneity exists between all factors and occupation of respondents except for staff and ambience of the two wheeler showroom.

### CONCLUSION

The buying behavior of consumers in purchasing two wheelers involves several psychological factors. These factors govern the individual thinking process (like motivation, perception and attitude), decision-making steps involved in buying (decision making process), interaction of the consumer with several groups like friends, family and colleagues (group-oriented concepts), and selection of the brand and outlet depending on features and emotional appeal (marketing mix elements in a given environment). All consumers engage in shopping with certain fundamental decision-making modes or styles, including rational shopping and consciousness regarding brand and quality.

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