

Factors Influencing the Students Buying Behavior of Two Wheelers in Tirupur District

Dr. A. Valarmathi
Anna University Coimbatore,
Tamilnadu, India

Abstract:

This study is based to identify the factors that influence the buying behavior of two wheeler Bikes among students in Tirupur. To empirically prove that there is students influence in a purchase decision for two wheelers; simple percentage and factor analysis has been used in this study. And factor analysis yielded two factors which have been empirically proved that there is an influence on students purchase decision of two wheelers. Their two-wheeler purchases are driven by different factors such as after sales and service, Price and new models etc.

Keywords: Customer Satisfaction, buying behavior of students, two wheeler bike

I. INTRODUCTION

The field of consumer buying behaviour studies how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Understanding consumer behaviour and “knowing customers “is never simple. Customer may say one but do another. They may not be in touch with their deeper motivations. They may respond to influences that change their mind at the last minute.

The study of consumer behaviour is the study of how individuals make decision to spend their available resources (time, money efforts) on consumption related items. It include the study of what they buy, why they buy it, when they buy it, where they buy it, how often they it, and how often they use it.

Economic liberalization in India has opened the doors for a massive expansion in investment and production in the entire spectrum of industry. Along side of this substantial growth depending of the industrial structure, the age of high mass consumption also seems to be a foreseeable prospect. Thus, India was identified as one of the largest markets for consumption goods in Asia, next only to China. The 200 million strong middle class consumers in India have clearly sent a message to the world that their appetite for consumer goods is enormous by any standard (Rajni Chada 1996) Many successful organisations are thriving on the promise that customer satisfaction is not merely a means of avoiding legislation, but more positively it is the vital adjunct to effective marketing positioning and a cornerstone of continuing success. Fully satisfied customers generate success, while dissatisfied customers on the other hand are disloyal, vociferous in passing on their adverse experience and become generators of the complaints which fuel movements towards legal control. The insight gained from the consumer behaviour studies is always transforming the marketing situation. Thus, the study on consumer satisfaction essentially tries to answer the questions on what are the consumer perception of the product and which is indeed helpful in identifying the preference aspect of consumers. These data on consumer satisfaction / dissatisfaction give a guideline for the manufacturers to plan for the technological advancement (Keith Hunk.H 1977)

II. 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 fro the responses of more than a third of the household sample, pointing out promotion to be the main factor influencing their purchase.

III. OBJECTIVES OF THE STUDY

To find out the students' behavior for the purchase of two wheeler
To identify the factor which influences on students' decision?

IV. RESEARCH METHODOLOGY

- **Research design and sources of Data:** The study is descriptive in nature. It is based on both primary and secondary data. The primary data was collected by using a well structured questionnaire from 150 respondents

residing in and around Tirupur district by using the convenience random sampling method. Secondary data were collected from books, journals, magazines and from websites. The study was conducted for a period of five months from January – May 2015

➤ **Tools used for analysis :** The collected data were processed with the help of SPSS

1. Simple percentage analysis
2. Factor analysis

Table 1. age group

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below 20yrs	23	15.3	15.3	15.3
20-25 yrs	69	46.0	46.0	61.3
25-30yrs	32	21.3	21.3	82.7
30&above	26	17.3	17.3	100.0
Total	150	100.0	100.0	

Table 2. Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not studied	19	12.7	12.7	12.7
up to 12th	25	16.7	16.7	29.3
Under graduation	24	16.0	16.0	45.3
Post graduation	65	43.3	43.3	88.7
Others	17	11.3	11.3	100.0
Total	150	100.0	100.0	

Table 3. Family income level (per month)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 10000	48	32.0	32.0	32.0
10000-20000	35	23.3	23.3	55.3
20000-30000	29	19.3	19.3	74.7
30000 and above	38	25.3	25.3	100.0
Total	150	100.0	100.0	

Percentage analysis deals with the demographic factors such as age, education and family income level of the respondents. The table 1,2and 3 shows that out of 150respondents, 46% of the respondents belonged to the age group of 20-25 years, 65% of the respondents were educated up to Post graduation, 48% of the respondents earned a family income level (per month) <10000 respectively.

Table 4. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.552
Approx. Chi-Square		1417.216
Bartlett's Test of Sphericity	df	45
	Sig.	.000

Table 5. Communalities

	Initial	Extraction
Reputed brand name	1.000	.673
Better look &style	1.000	.829
Good mileage	1.000	.806
Pickup and speed	1.000	.687
Easy maintenance	1.000	.673
After sales service	1.000	.719
Price	1.000	.710
New models	1.000	.833
Value for money	1.000	.878
Offers and schemes	1.000	.784

Extraction Method: Principal Component Analysis.

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The table 5 shows that the Factor Extraction Process and it was performed by Principal Component Analysis to identify the number of factors to be extracted from the data and by specifying the most commonly used Varimax rotation method. In the principal component analysis, total variance in the data is considered. The proportion of the variance is explained by the 10 factors in each variable. The proportion of variance is explained by the common factors called communalities of the variance. Principal Component Analysis works on the initial assumption that all the variance is common. Therefore, before extraction the communalities are all 1.000. Then the most common approach for determining the number of factors to retain, i.e., examining Eigen values was done. Under “communalities”, “Initial” column can be seen that communality for each variable X^1 to X^{10} is 1.0 as unities were inserted in the diagonals of the correlation matrix. The c^2 represents the communalities column. This is the amount of variance a variable shares with all other variables being considered with all the variables to the extent of more than thirty four per cent. The importance of a given variable can exactly be expressed in terms of the variations in the variable that can be accounted for by the factor.

Table 6. Loading Of Factors Influenced By Two Wheeler Purchase Measurement Scale Items on Extracted Factors
Rotated Component Matrix^a

	Component	
	1	2
Reputed brand name	.401	-.716
Better look & style	.541	-.732
Good mileage	.616	-.653
Pickup and speed	.824	-.090
Easy maintenance	.664	.482
After sales service	.329	.782
Price	-.173	.825
New models	-.741	.533
Value for money	-.895	.277
Offers and schemes	-.875	.135
Eigan values	5.338	2.254
Variance (in %)	53.378	22.536
Cumulative Eigan values (in %)	53.378	75.914

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

The first factor has been named as new models influence since all the variables under this factor are directly related the each other, that is , “ Pickup and speed (.824)”, “ Easy maintenance (.664)”, “ Good mileage (.616)”, “ Better look & style (.541)”,. The second factor encompasses the variables, “Price(.825)”, “ After sales service(.782)”, “ New models(.533)”. These variables are primarily influenced the consumer to buying a product.

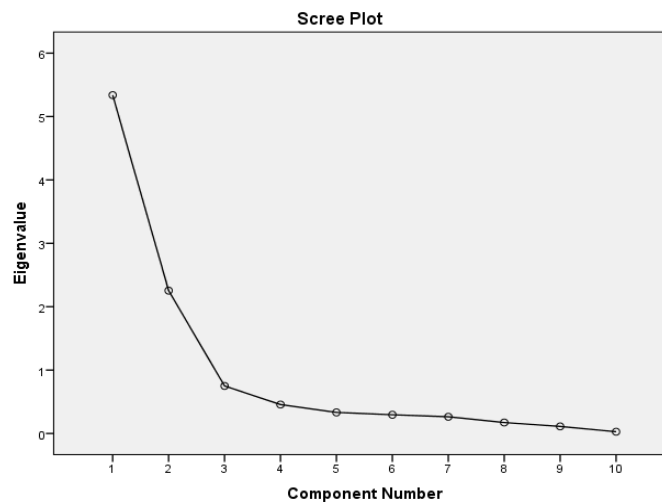


Figure 1

The scree plot is the diagrammatic representation of the total variance explained based on the variance in the Eigen values of the ten components using Principal Component Analysis. This chart states the high influence of the one factor based on their Eigen value is greater than one.

V. SUGGESTIONS AND CONCLUSION

Customers should be provided with better sales follow up, more service centers should be opened and Companies can introduce new and special discount schemes for students. The result shows that the Factors influencing the students buying behavior of two wheelers in Tirupur. It was found that regions have strong influence on Better look & style, Good mileage, Pickup and speed, Easy maintenance, after sales service, Price and new models of students buying behaviours. When making a two wheeler purchase decision, the personal factors and product characteristics are important for students' consumers in Tirupur. It can be concluded that our analysis provides important insight on the students' two wheeler users. Their two-wheeler purchases are driven by different factors such as after sales and service, Price and new models, etc. "Specifically satisfaction from the product of today will create a favorable confidence in future.

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