

“A STUDY ON BRAND PREFERENCE OF TWO-WHEELER THROUGH DESIGN THINKING AMONG WOMEN IN COIMBATORE CITY”

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ABSTRACT

The producers of Automobile products innovated a new thought of designing the two-wheelers in such a way to attract the women. Today most of the women prefer to travel through two-wheelers. A wide variety of two-wheelers of all category light-weighted, medium-weighted and heavy weighted vehicles have been introduced in the market. The objective of the study is to know the preference of ladies over two-wheelers and the various aspects, which determines the purchase or buying behavior and to know the expectations of ladies over two-wheelers. The sample size of the study was conducted in Coimbatore city

with respondents through convenient random 110 sampling method. The tools and techniques used were simple percentage, chi-square and ANOVA. The obtained result of the study that majority of the women prefer scooty pep+ and most of the respondents prefer two-wheelers due to smooth running and majority of the respondents have great impact on colour and model prefer the vehicle. New inventions and designs were introduced to meet the requirements of the current day affairs.

Key Words: Preference of Ladies Over Two-wheelers, Buying Behavior, Attitudes & Expectations

INTRODUCTION

Brand preference is the measure of brand loyalty in which a consumer will choose a particular brand in preference of competing brand but will accept substitute if that brand is not available. To analyse brand preference and loyalty, it is necessary to study both the consumer buying behaviour and after purchase behaviour. India is global major in the two-wheeler industry producing motor cycles, scooters and mopeds principally of engine capacities below 200cc. The two-wheeler industry in India has grown at a compounded annual growth rate of more than 15% during the last five years and Indian two

wheelers comply with some of the most stringent emission and fuel efficiency standards maintained worldwide. Indians prefer the two wheelers because of their small manageable size, low maintenance, and pricing and easy loan repayment. Motorized two wheelers are seen as a symbol of status by the populace. Therefore, marketing success an enterprise depends as its ability to create a community of satisfied consumers. All the business activities should be carried out in ways which are directed towards the satisfaction of the consumer needs.

EMPATHY

DesignThinkingStage	PotentialQuestions
Empathy	Howdotheshoppinginfluencethecustomertobuyattwo-wheeler?
	Whatwasthelevelofsatisfactionofconsumerusingonline purchaseoftwo-wheeler?
	Whichtechicalaspectwould youconsidermost?
	Whataretheproblems faced bycustomers usingtwo-wheeler?

STATEMENTOFPROBLEM

Women formulating world's half population are now a critical consumer segment for the marketers and business. In today's intensely competitive environment, company are constantly looking for ways to attract

consumers by having a better understanding ofchangingcustomerpreference.Thisstudyhasbe enconductedtofindthecustomerpreference of two wheelers among women.

DEFINEPROBLEMSTATEMENT

DesignThinkingStage	Interference
Define	1) Whataretheproblemsfacedbytheconsumerusing two-wheeler? 2) Whatarethesolutions tobeprovidedfor the problem facedbytheconsumerusingtwo-wheeler?

SCOPEOFSTUDY

The scope of the study reveals the preference of ladies over two wheelers. It confined with special reference to Coimbatore district. The vital purpose of the study has been conducted to identify the consumers evaluate their preferences and find out the factors in

which it decides the buying decision, and to analyse the expectation level of two wheelers. The study creates a ground for future research in the similar field and would similar inferences that could be analyzed.

OBJECTIVES

- To identify the factors that are influencing the buying behaviour of consumers towards different brands.
- To study the preference and perception of women in two wheelers.
- To analyse the satisfaction level of customers towards two wheelers.

LIMITATIONS

- The study was conducted in limited geographical areas; hence, the result may not be representative of the larger section of population.
- The study was undertaken by considering respondents in certain category of people.
- Accuracy of the project and conclusion is totally dependent on accuracy of data collection

RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. The methodology section answers two main questions, how was

the data collected or generated? How was it analysed?

TOOLS USED

- Percentage analysis
- Chi-square
- ANOVA

REVIEW OF LITERATURE

- **Duncan and Olshavslay (2014):** in a survey of 164 recent purchases of two wheelers showed that consumer belief about market place and their capabilities as consumer accounted for 50% of the variance in the extent of the external search. The types of the brand (domestic, foreign or local) considered by a consumer were found to be significantly related to the belief. The main objective of this research was to study the degree of relationship between market place related beliefs and pre purchase external information search behaviour.

- **Dilip Bam (2015):** in this article "the ambition - A powerful bike" has analysed the features of popular brand Hero Honda. He concluded that people looking for fuel efficiency to prefer this bike.

- **M. Arutselvi (2016):** in her research paper entitled on "a study on customer satisfaction towards TVS bikes" in Kanchipuram town, has analysed the performance of SARADAS auto agencies for retaining the customer by their authorized sales. The study has concluded that the

sales of SARADAS auto agencies for TVS two wheelers were good because of the right approach of a group of sincere mechanics.

- **Faiz Ahmed Shaikh (2017):** a critical analysis of consumer buying behaviour two wheelers. The main objective of this study focus on identifies the most preferred two-wheeler manufacturing companies.
- **Abdul karim B.A. (2018):** observed that comfort and convenience is the driving force for the purchase of two-wheeler. The study noted that over crowd is the major reason for avoiding the public transport.
- **Ranjith Kumar s. and snekalatha t. (2019):** Study on customers brand loyalty and satisfaction of Maruti car at erode district. 60% were using car for personal use, 34% purchased second hand cars, 56% choose to purchase directly from showroom.
- **Lakshmi N. and Lavanya D's (2020) :** work on consumer's preference for motorized two-wheeler among women in Udu malpet revealed that 67% purchased to add convenience in living. 31% purchased TVS scooty pep, 40 % motivated by quality factor. 63%

considered mileage as an important factor of purchase.

- **Sharma and Mehrotra (2021):** have conducted a study on “customer perception towards major brands of two-wheelers in Jaipur city and its impact on buying decision.” The study focuses on major two-wheeler brands Hero, Honda, TVS and Bajaj. Keeping in consideration that people have criteria of preference in the mind before they go to purchase a motorbike, the researcher has to summate some of the factors which people evaluate before the actual purchase.

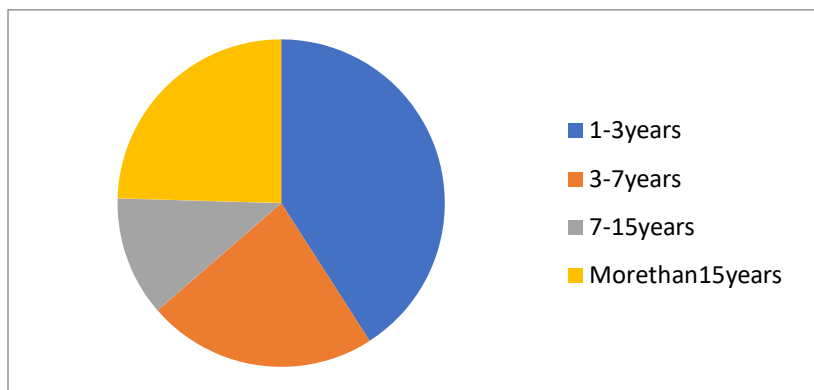
RESEARCH GAP

The research gap regarding two-wheelers among women pertains to the need for more in-depth studies and data collection on safety concerns, accessibility, training, social factors, policies, and environmental implications. Closing these gaps can lead to a safer and more inclusive environment for women using two-wheelers and inform relevant policies and initiatives.

1.1 Table showing period of usage of the two-wheeler.

Response	No of response	Percentage of response
1-3 years	45	50
3-7 years	25	36
7-15 years	13	18
More than 15 years	27	6
Total	110	110

CHART showing period of usage of the two-wheeler.



INTERPRETATION

From the table it is clear that 45% of the respondents use the two-wheeler for 1-3 years.

While 25% of them use it for 3-7 years. 13% use it for 7-15 years. Rest of the respondents 27% use it for more than 15 years.

showing what purpose that celebrity endorsement promote you to purchase two-wheeler

	Observed N	Expected N	Residual
yes	82	55.0	27.0
no	28	55.0	27.0
total	110		

TestStatistics

	CELEBRITY ENDORSEMENT
Chi-Square	26.509a
df	1
Asymp.Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 55.0

INTERPRETATION

The abovetable indicates that 82% of the respondent tells YES for the purchase of two-wheeler. 28% of the respondent tells NO for the purchase of a two-wheeler.

showing that satisfied with two-wheeler you purchased

	ObservedN	ExpectedN	Residual
yes	103	55.0	48.0
no	7	55.0	-48.0
Total	110		

TestStatistics

	SATISFACTION
Chi-Square	83.782a
df	1
Asymp.Sig.	.000

a. 0cells(.0%)haveexpectedfrequencieslessthan5.Theminimumexpectedcell frequency is 55.0.

INTERPRETATION

The above table indicates that 103% of the respondent tells YES to satisfied with the two-wheeler purchased and 7% tells NO to the satisfied with the two-wheeler purchased.

Tableshowingfinalpurchaseddecisionmakerinyourrelationcircle

Descriptive

	N	Mean	Std. Deviation	Std. Error	95% Confidence IntervalforMean		Minimum	Maximum
					Lower Bound	Upper Bound		
Familymembers	81	2.9136	1.42476	.15831	2.5985	3.2286	1.00	5.00
friends	16	3.3125	1.35247	.33812	4.0332	4.0332	1.00	5.00
Workgroups	4	3.5000	1.00000	.50000	1.9088	5.0912	3.00	5.00
neighbours	7	2.7143	1.60357	.60609	1.2312	4.1973	1.00	4.00
dealers	2	3.5000	.70711	.50000	-2.8531	9.8531	3.00	4.00
total	110	2.9909	1.39787	.13328	2.7267	3.2551	1.00	5.00

ANOVA

	Sum of Squares	df	MeanSquare	F	Sig.
Betweengroups	4.230	4	1.057	.532	.713
Withingroups	208.761	105	1.988		
total	212.991	109			

INTERPRETATION

The above table indicates that 81% respondent are receiving suggestions from their FAMILY MEMBERS.16% receiving suggestion from their FRIENDS.4% receiving suggestions from their WORK GROUPS.7% receiving suggestions from their NEIGHBOURS and 2% from their DEALERS.

Table showing influence media of advertisement

Descriptive

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
newspaper	30	1.4000	.93218	.17019	1.0519	1.7481	1.00	4.00
magazine	2	1.0000	.00000	.00000	1.0000	1.0000	1.00	1.00
television	32	1.4688	.91526	.16180	1.1388	1.7987	1.00	5.00
Online	31	1.6774	1.19407	.21446	1.2394	2.1154	1.00	5.00
others	15	1.3333	.61721	.15936	.9915	1.6751	1.00	3.00
Total	110	1.4818	.96481	.09199	1.2995	1.6641	1.00	5.00

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between groups	2.187	4	.547	.578	.679
Within groups	99.276	105	.945		
total	101.464	109			

INTERPRETATION

The above table shows that the 30% of respondent are influenced by ADVERTISEMENT. 2% are influenced by MAGAZINE.32% are influenced by TELEVISION. 31% are influenced by ONLINE. 15% are influenced by OTHERS.

FINDINGS

- Majority 45% of the respondents use a two-wheeler for 1 year to 3 years.
- Majority 82% of respondents are influenced by celebrity endorsement.
- Majority 103% of respondents are satisfied with the two-wheeler they have purchased.
- Majority 81% of respondents receive suggestions from their family members.
- Majority 32% of respondents know about the brand of two-wheeler through television.

SUGGESTIONS

On the basis of data collection for the purpose of study about the brand preference among women, I make the following suggestions.

1. Most of them considers mileage as an important factor because of the rising fuel prices. While taking purchasing decision. So, they expect a rise in fuel efficiency without affecting its performance.
2. The marketers have to consider performance of the engine. And to provide it between the price category of 50000-80000 for their two-wheelers to attract customers and make it an ultimate choice of value for money.

CONCLUSION

The research is helped to know the brand preference of different two-wheeler among women. The topic of brand preference on two-wheelers massively studied topic by the researchers. It is worth nothing that consumer preference is studied as part of the marketing and its main objective is to learn the

3. Female customers also expect some technical specification while selecting two-wheeler. So, the marketers need to concentrate on them for providing better convenience.
4. Marketing techniques and advertising channels should be concentrated to cater the interest of families in the society as they are the main influencer to make a purchase decision.

Online marketing and advertising should be given due importance as number of users of online media is increasing day by day. And it is the one of the main influencing media of advertising

organization chooses and buy the two-wheeler and factors such as their previous experience, price, brand name, on

which consumer base their purchasing decision. Now scooter is a smart choice for any woman who is looking for a convenient, affordable way to travel. Customer's expectation and satisfaction are fulfilling by supplying them superior quality product at reasonable price. Customer preference to large extent depends on the brand. Customers are annoyed of the performance, mileage, price, convenience, durability, resale value etc. keeping pace with the increasing demand two wheelers companies are factoring in the preference and special needs

of women while fine tuning their marketing strategies. All companies will duly satisfy the customer, by offering high quality products and services, while are new and traditional technologies as well as creativity and artistry and continue to be a known, trusted on love brand. A very brief conclusion to this project is that majority of the women prefer "HONDA ACTIVA" scooter. The major factor for purchase decision is the variety of functions provided by the brand.

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