Markets and consumers

Consumer behavior towards show-room services of two wheelers with reference to Cuddalore district

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Abstract: The study aims to find out the consumer behavior towards showroom service of two wheelers. A samples of 200 users selected randomly were studied. Standardized questionnaires were used to collect the data. The results reveal that users differ in consumer behaviour towards showroom services of two wheelers on the basis of satisfied random sampling. This study is made to describe the consumer satisfaction of two wheelers with respect to socio-economic characteristics as age, gender, occupation, family income, educational level and so on which is called descriptive study. The data were treated statistically using t-test, F-test and correlation. The result shows that students and employees are more satisfied about show room services. Demographic variables such as marital status, size of the family give significant effect related to show room services.

Introduction

"Consumer behaviour is that behaviour exhibited by people in planning, purchasing, and using economic goods and services. Consumer behaviour is an integral part of human behaviour and cannot be separated from it. In fact, the consumer behaviour is a subset of human behaviour. This does not mean that all human behaviour is consumption oriented. Consumer behavior refers to the total process by which individuals interact with their environment (Walters, 1974). "Consumer behaviour is the acts of individuals directly involved in obtaining and using economic goods and services, including the decision processes that precede and determine these acts" state Engel and Blackwell (1982). In the process of consumer behaviour, the deliberation relates to many variables and is aimed at solving consumption problems.

Review of literature

Loudon and Della Bitta (1984) "The Consumer behaviour is the decision process and physical activity which the individuals engage in evaluating, acquiring, using or disposing of goods and services". Keon (1984) in his study on the advertising images, brand images and consumer behaviour, has established the advertising effect occurred for existing brands. Wood and Wilson (1985) have analyzed how the consumer awareness of specific brands and advertising of brands affected consumer purchase intentions and consumer behaviour. Bajaj (1986) has analyzed the growth pattern of the two-wheeler industry. Lallin (1989) study of the consumer behaviour and price perception found that nearly 50% of consumers correctly identified the real status of the brand purchased, a proportion closely comparable to the percentage of consumers who could correctly recall the purchase price of the brand. Guinn and Faber (1989) compulsive buying appears too closely resemble other compulsive consumer behaviors in several ways.

Research methodology

Section below discusses subjects of the study, test materials and methods of data collection. A survey was conducted in a large-scale consumer, Cuddalore District, Tamil Nadu, in order to measure the consumer behavior towards show-room services of two wheelers. The researcher personally circulated the standardized questionnaires among the consumers of Cuddalore District. Sample size of the study that is selected from the sampling unit. Total estimated sample size is 1000 consumer from Cuddalore District. Using random sampling the samples were selected for the study. The data collected through questionnaires have been tabulated. By using the statistical tools, the data have been analyzed. Interpretations have been drawn based on the analysis.

Test material. After the reviews and the self reports of two wheeler consumers, the following variables were identified from this study. The variable, which influence the consumers behaviour, along with the use of two wheeler, were considered: consumer stress, emotional competence. These variable were considered as independent variables. Consumer sex, age, marital status and the number of dependent were included as demographic variables.

Method of data collection. The normative survey method is adopted. The survey method gathers data from relatively large number of cases at a particular time. It is not concerned with generalized statistics that result when data are abstracted from a number of individual cases. The survey should cover all the aspects of the subject selected for the study. These data may be gathered from survey of the entire population. At times, the survey describes a limited population, which is the only group under consideration. It involves a clearly defined problem and definite objectives. It requires expert and

imaginative planning, careful analysis and interpretation of the data gathered and logical and skillful reporting of the findings. There are different surveys. Survey deals with what is taking place at present. Methodology is the procedure adopted in an investigation. Methodology adopted enables the investigator to look at the amorphous data in a meaningful way. The method of the present study was determined on the basis of the nature of the problem selected. Objectives of the study and the data required for their realization. For collecting the necessary data the researcher go and approach the consumers directly and explained the purpose of the study. The investigator personally distributed the questionnaires to each member of the randomly selected sample. They were requested to answer the items in the booklet as per the instructions provided at the beginning of each questionnaire. Confidentiality of response was assured. The questionnaires were collected by the investigator from the consumers. The responses were scored as per the scoring key of the respective questionnaire. Then the results were tabulated, analyzed and discussed. Primary data were collected by conducting direct structured interview using questionnaire. All the respondents were asked the same questions in the same fashion and they were informed the purpose of study. The alpha value for this questionnaire is 0.342 and it is significant.

Analysis and interpretation

In order to test the significant relationship between age of the respondent and the model they used the following statistical result is used. It is inferred from the table that the age of the respondents is positively correlated with Yamaha and others brand. It is negatively correlated with TVS, Hero Honda and Bajaj. Age of the consumers with the opinion about the performance towards Yamaha and Hero Honda is statistically significant. So there is a significant effect.

TABLE 1. THE CORRELATION BETWEEN AGE OF THE RESPONDENTS AND THEIR OPINION ON THE PERFORMANCE OF VARIOUS TWO-WHEELERS

Model	Age r	t- Value	LS
Yamaha	0.061	2.1*	0.05
TVS	-0.0134	1.93	NS
Hero Honda	-0.138	1.96*	0.05
Bajaj	-0.006	0.21	NS
Others	0.053	1.90	NS

* Significant at 0.05 level.
Note: The age of the respondent and his opinion on the performance correspond.

TABLE 2. CORRELATION BETWEEN OPINION ABOUT SHOW ROOM SERVICE AND DEMOGRAPHIC VARIABLES

Demographic Variables	Show room service
Age	-0.029
Gender	-0.020
Marital status	0.091**
Number of dependent	-0.116**
Educational qualification	0.034
Birth place	0.060
Birth order	-0.138**
Professional	-0.080*
Name of location	-0.053
Size of member of family	0.060
Nature of family	0.140**

** Correlation is significant at the 0.01 level. * Correlation is significant at the 0.05 level

The Table 2 inferred correlation between show room service and human demographic variables. Result shows that there is a negative and significant correlation between number of dependent, birth order and professional with

show room service. But marital status and nature of family are positive and significantly correlated with show room service.

TABLE 3. FRIEDMAN TEST AND KENDALL'S CO-EFFICIENT OF CONCORDANCE TEST RESULTS REGARDING THE EXPECTED DESIGN FACTORS BY THE CONSUMERS FROM THE SHOW ROOM

Factors	Mean Rank	Assigned rank
Colour	3.88	1
Style	4.32	2
Road grip	5.11	3
Mileage	5.37	4
Engine sound	5.67	5
Breaking facility	5.81	6
Light and indicator	5.56	7
Electrical fitting	5.86	8
Structure of fuel tank	6.85	9
Capacity of fuel tank	8.70	10
Battery and horn performance	8.86	11
Chi square (df = 10)	2284.091	
Kendall W	0.032	
P	0.000	

Source: Primary sources

Note: There is an association between the expected design factors and consumers preference.

It is inferred from the Table 3, as per the ranking given by the respondents for the expected design factors of the colour ranked first which is followed by style, road grip and mileage. According to the Friedman test results, the respondent's ranking for expected design factor of the colour is significantly different at 5% level of significance. Since the Kendall's value (w) is moderate and significant. The findings of the study concluded that consumers assigned rank 1 for the color in the show room.

TABLE 4. FRIEDMAN TEST AND KENDALL'S CO-EFFICIENT OF CONCORDANCE TEST RESULTS REGARDING THE EXPECTED PROMOTIONAL FACTORS

Factors	Mean Rank	Assigned rank
Price	3.32	1
After sales service	3.48	2
Performance	3.21	3
Availability of spare parts	2.39	4
Pollution free	3.36	5
Fulfillment of safety norms	5.24	6
Chi square (df = 5)	1257.996	
Kendall W	0.044	
P	0.000	

Source: Primary sources

It is shows from the Table 4, as per the ranking given by the respondents for the expected promotional factors of the availability of spare parts ranked first which is followed by performance, price and Pollution free. According to the Friedman test results, the respondent's ranking for expected promotional factor of the Availability of spare parts are significantly different at 5% level of significance. Since the Kendall's value (w) is moderate. The results found that among the various factors consumers assigned 1st rank to the availability of spare parts.

TABLE 5. FRIEDMAN TEST AND KENDALL'S CO-EFFICIENT OF CONCORDANCE TEST RESULTS
REGARDING THE EXPECTED AFTER SALES SERVICE FROM THE SHOW ROOM SERVICE

Factors	Mean Rank	Assigned rank
Mileage	3.59	3
Maintenance cost	3.91	4
Noise control	3.54	2
Performance	3.14	1
Break condition	5.47	6
Speed	5.55	8
Engine	5.48	7
Delivery of two wheeler	5.33	5
Chi square (df = 7)	1278.612	
Kendall W	0.021	
P	0.000	
Source: Primary sources		

From the Table 5, as per the ranking given by the respondents for the expected after sales service from the show room service, consumers says the performance ranked first which is followed by noise control, mileage and Maintenance cost. According to the Friedman test results, the respondent's ranking for expected after sales service from the show room services, of the performance of the vertical are significantly different at 5% level of significance. So the result concluded that among the various factor, consumers expected performance (rank=1) after sales service from the show room service.

TABLE 6. SHOWING MEAN, SD AND T-VALUE OF RESPONDENTS OPINION ABOUT
SHOW ROOM SERVICE ON THE BASIS OF THEIR MARITAL STATUS

Marital Status	N	Mean	SD	t-value	LS
Married	478	47.50	5.89	2.88	0.01
Unmarried	522	48.60	6.25		

Note: There is a significant difference between respondents opinion about show room service on the basis of their marital status.

The above table shows the Mean, SD and t-value of respondent's opinion about show room service on the basis of their marital status. The calculated t-value (2.88) is statistically significant at 0.01 levels and hence the stated hypothesis is accepted. Therefore, results infer that the martial status groups differ in their respondent's opinion about show room service.

Limitation of the study

A simple random sampling technique was adopted in this study. In addition to the limitations related to the methods of data collection, this study also suffered from paucity of literature in quantitative form related to behavioral changes due to behaviour. Hence, the findings of this study could be used for further academic research.

Findings

Result shows that the ages of the respondents are positively correlated with Yamaha and others brand and negatively correlated with TVS, Hero Honda and Bajaj.

Result exhibits that five variables (age, professional status, personality, size of family and educational qualification) have significantly contributed for predicting the Availability of spare parts.

The researcher finding also identified that the respondent's ranking for expected design factor of the colour are significantly different.

Further, the survey exhibits that the respondent's ranking for expected promotional factor of the Availability of spare parts are significantly different.

The respondent's ranking for expected after sales services from the show room services of the performance are significantly different.

Results infer that the martial status groups differ in their respondents' opinion about show room service.

Conclusion and suggestion
for further research

From the analysis and findings of the study on consumer behavior, some suggestions are made which are essential for promoting the product. The observation and survey conducted suggest that all the consumers give importance to all factors relating to buying a vehicle. Majority of the customers rank their motor bike as best only on the basis of brand image. Therefore, companies have to give more concentration on improving the brand image of their product. The future research may also extend the study at state level and inter state district level.

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