PREFERENCE AND SATISFACTION TOWARDS TWO WHEELERS WITH SPECIAL REFERENCE TO WOMEN CONSUMERS

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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 and satisfaction of women consumers over two-wheelers and the various aspects, which determines the purchase or buying behavior and to know the expectations of women consumers over two-wheelers. The sample size of the study was conducted in Tiruchirappalli city with 75 respondents through Non-Probability Random 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 TVS Scooty and most of the respondents prefer two wheelers due to convenient while driving 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 affaires.

Key words: Preference of women consumers over Two Wheelers, Buying Behavior, Attitudes & Expectations.

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Introduction:

The Indian two-wheeler industry is experiencing a major shift in its shape and structure. The established players in the industry are taking a hard look at their portfolio of products and are in the process of reshuffling them to meet the expectations of customers. The last few years have brought about a great change in the consumer preferences for two-wheelers. The market leaders of yester years are being driven to maintain their leadership position in the forthcoming years. Those who have had a great going in the last few years are fighting hard to retain their new supremacy. The two-wheeler industry is perhaps the most happening place in terms of new models launched, upgraded products and innovative marketing techniques. Today the Indian two-wheeler markets in highly competitive the numerous players who offer anything and everything a consumer demands and that too at affordable price. The Indian two-wheeler industry is dominated by three players, Bajaj, Honda and TVS Suzuki, who account for 80 percent of the total two-wheeler market. The other players including Kinetic motors, LML and others account for the remaining 20 percent of the market. The industry can be divided in to three broad segments: scooters, motorcycles and mopeds. In the scooters segment Bajaj in the market leader, Honda is the market leader in the motor cycles segment and in the segment of mopeds, TVS controls the major chunk of the market. Most Indian players in the two-wheeler industry had been into some kind of strategic alliance, technical collaboration or joint venture with foreign players.

Statement of Problem:

Women play a significant role in the domestic and socio-economic life of the society. The prominent role of women in decision-making is due to increasing literacy, self-confidence, the control on independent income, and a more playing significant role in the family. The increase in urbanization, higher disposal incomes, falling interest rates, and poor public transport lead to increase in the volume of two-wheelers. An individual chooses personalized transport, instead of public transport to a desired location in most of the situations. This study reports key findings from an interpretative study of women consumers' preference and satisfaction towards two-wheelers in Tiruchirappalli City.

Objectives of the Study:

- To study the preference and satisfaction of women consumers over two-wheelers.
- To study the various aspects, which determines the purchase or buying behavior
- To examine the expectations of women consumers over two-wheelers.

Review of Literature:

M. Arutselvi (2011), in her research paper entitled on, "A study on customer satisfaction towards TVS Bikes" in kanchipuram town, has analyzed the performance of SARADAS Auto Agencies for retaining the customers by their authorized sales. The study has employed descriptive research approach and has adopted survey method for data collection. A sample of 130 respondents has been taken for the study. 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 (2011) A critical analysis of consumers buying behavior two wheelers (observations pertinent to Ahmed Nagar city, Maharashtra. The main objective of the study focus on identify the most preferred two wheeler manufacturing companies, In two wheeler marketing, relationship with consumers is very important and their cannot be good relationship unless we understand customer preference well. Information was collected from a sample size of 200 respondents. The toll used in the study is just below 80% of the total two wheelers market in India which is dominated by Hero Honda with a market share of 59%. Scooter segment market share is about 18% which is lead again by Honda motorcycle and scooter India Pvt. Ltd., with a market share of 43%.

Anuj (2011), Analyzing the state of competition in India two wheelers industry. The main theme of the study wills customer love to be with two- wheeler. The information on a foresaid factors will help manufacturer determine its manufacturing and marketing strategies for sustaining and growth of the business. The study had found that the automobile industry in India in one of the largest in the world and one of the fastest growing globally. Finally they conclude that report divides two wheelers industry in segments on the basics of price and scooters have been treated as separate segment.

Duggani Yuvaraju and Durga Rao (2014) have made a study on, "Customer Satisfaction towards Honda Two Wheelers: A Case Study in Tirupati". The study has aimed to analyze the customer satisfaction of two wheelers. The study has found that 60 per cent of the respondents have come to know Honda Bikes through Advertisement media, 90 per cent of the respondents were completely satisfied with the mileage and performance of the bike, 73 per cent are satisfied with pick-up of the Honda Bike, 56 per cent of the respondents have attracted by the quality of the service. 50 per cent of the respondents are satisfied with the design of the bike, 54 per cent of the respondents have considered the price of the Honda, 60 per cent of the respondents have felt the explanation were "excellent." The study has concluded that there is a significant difference among the preferable factors such as, mileage, pickup, price and design.

Scope of the Study:

The scope of the study reveals the preference of women consumers over two wheelers. It confined with special reference to Tiruchirappalli City. 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 analyze 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.

Sample Size: In this research work, sample size is 75.

Sampling Area: The study was conducted in rural areas of Tiruchirappalli City were only limited population was chosen on Non-Probability Random Sampling Method.

Methodology:

Both primary and secondary data were used for the present study. For collecting the first-hand information one hundred respondents were chosen by Non-Probability Random Sampling Method. Secondary data have been collected from Websites, Books and Journals.

Limitation of the Study:

The study was restricted to 75 respondents in rural areas of Tiruchirappalli City. The data was obtained through questionnaire and it has its own limitations. The result would be varying according to the individuals as well as time.

Analytical Tools:

The following are the analytical tools applied for the analysis of the data collected:

- ✓ Percentage analysis
- ✓ Chi-Square test
- ✓ Analysis of Variance (ANOVA)

Table No. 1

Demographical Profile of the Respondents

Variable	Category	No. of Respondents	%
Age	<20 Years	10	13
	21-30 Years	25	33
	31-40 Years	32	43
	>41 Years	08	11
Marital status	Married	59	79
	Unmarried	16	21
Educational Qualification	Illiterate	03	04
	School level	19	25
	Under Graduate	45	60
	Post Graduate	08	11
Occupation	School student	05	07
	College student	15	20
	Working women	34	45
	Housewife	21	28
Income per month	Below 10,000	28	37
	10,001-20,000	33	44
	20,000-30,000	08	11
	Above 30,000	06	08
Size of the Family	Up to two	09	12
	3-4	61	81
	Above 4	05	07

Source: Primary Data

From the above table, it is clearly evident that majority of the respondents (i.e.) 43 percent are belong to 31 to 40 years of age group. 79 percent of the respondents are married. Majority of the respondents (i.e) 60 percent educational qualification is under graduate. Nearly half of the respondents (i.e) 45 percent are working women. 44 percent of the respondents' monthly income is between 10001 to 20000 and most of the respondents (i.e) 81 percent family size is between 3 to 4.

Table No. 2

Product Profile of the Respondents

Variable	Category	No. of Respondents	%
Preference of two-wheelers	Vespa	08	11
	Pleasure	07	09
	TVS Scooty	27	36
	Dio	19	26
	Fasino	10	13
	Electric bike	04	05
Buying place of Two wheelers	Used Vehicle Consultancy	22	30
	Showroom	43	57
	C2C Platform	10	13
Reasons for preferring the brand	Brand Image	12	16
	After Sale Service	14	19
	Convenient to Drive	26	34
	Better Mileage	23	31
Period of using two wheelers	Less than 2 years	36	48
	2 to 4 years	25	33
	Above 4 years	14	19

From the Table No. 2, it is clearly reveals that more than one-third of the respondents are preferred TVS Scooty two-wheeler. 57 percent of the respondents are purchased their vehicle from the showroom. Main reason for preferring the specific brand of two-wheeler is very convenient to drive and it is preferred by 34 percent of the respondents. Nearly half of the respondents (i.e) 48 per cent using the two-wheeler for the period of less than 2 years.

Table No. 3

Chi-Square Test Relationship between Income and preference of Two-wheelers

Factor	Calculated Value	Table Value	Degree of Freedom	Remark
Income	23.0201	24.996	15	Significance at 5% Level

Source: Primary Data

It is observed that the table that the calculated value of chi – square is less than the table value. Hence the null hypothesis is accepted and it is concluded that there is not significant relationship between income status and preference of two wheelers.

Table No. 4: ANOVA

Table showing Relationship between mode of payment and preference of Two-wheelers

Source of Variation	Sum of Squares	Degrees of Freedom	Means Square	F Ratio	5% F limit (or the Table value)
Columns	664	5	132.8	2.266	5.05
Rows	300	1	300	5.119	6.61
Residual	293	5	58.6		
Total	1257	11			

Source: Primary Data

It is observed above the table that the calculated value is less than the table value. Hence the null hypothesis is accepted and it is concluded that there is not significant relationship between mode of payment and preference of two – wheelers.

Suggestions

It is found in the research that engine power is one of the main concerns of the customer. It is suggested to increase the engine power so as to increase the satisfaction of the customer. It is suggested to improve the mileage of the vehicle for increasing the satisfaction level of the users. It is suggested to reduce weight of the vehicle so as to give safety and make convenience to women customer. Suspension of the vehicle can be improved by providing shake absorbers at the front as well as rear. Normally the seats are made narrow at the front and rear and broader at the center. The broader portion of the seats causes discomfort, so the center portion of the seat can be slightly reduced in breadth. Most of the highways are in dilapidated condition. Potholes are seen everywhere. Hence in order to have a safe and comfortable journey shake absorber should be in a strong and fine condition. It is found in the research that facility for charging a cell phone in some vehicles can be provided to help the riders. It is suggested that the level of the ground clearance can be increased in mostly two wheelers.

Conclusion

Customer's expectation and satisfaction are fulfilling by supplying them superior quality product at reasonable price. Customer preference to a large extend depends on the brand. Customers are annoyed of the mileage, resale value, easier to operate greater mobility, cheap spares and loan on installment facilities. Thus all the four companies, namely TVS motors limited, Honda motors company, Hero motors limited and Yamaha had technical collaboration with different Japanese auto giants, enjoyed good export potential, employed excellent quality control technique and overcome the tough time in the market by their innovative ability and efficiency. Keeping pace with the increasing demand two wheelers companies are factoring in the preferences 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, which are new and traditional technologies as well as creativity and artistry and continue to be a known, trusted on love brand.

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