

A STUDY ON CONSUMER ATTITUDE TOWARDS THE BRAND IMAGE OF MOTOR BIKES THAT HAS AN IMPACT ON THEIR BUYING BEHAVIOR - WITH REFERENCE TO CHENNAI CITY.

Mr.V.Viswaprakash* Dr.K.Arunkumar**

*Research Scholar, Bharathiyar University, Coimbatore.

**Research Guide, Bharathiyar University, Coimbatore.

Abstract

In this study, the researcher was started to investigate the various determinants of Consumer buying behavior towards brand image of motorbikes in Chennai city. The aim is to analyze the level of transformation in technology and process of globalization results in an increase in motorcycle purchases. The aim is to evaluate the marketing strategies that has got altered from product oriented to customer oriented. Brand image plays a vital role in consumer buying behavior. In this study the researcher evaluate the consumer towards brand image of the motorbikes and the post purchase behavior of the consumer. And also find out who influenced them to buying behavior and find out the satisfaction level of their motorbikes which they own. In this study researcher use descriptive research design and research is limited to the Chennai city only.

Keywords: Attitude, Brand Image, Consumer, Post purchase, Preference.

INTRODUCTION

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. The study characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. This study is based on consumer buying behavior, with the customer playing the brand three distinct roles of user, payer and buyer. Research has shown that consumer behavior is difficult to predict, even for experts in the field. Relationship marketing is an influential asset for customer behavior analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. The current millennium has unfolded new business rules, the most significant of them being that past or experience in a given product market is no indicator for future success. Market leadership cannot be taken for granted because customer loyalty does not exist. The customer today has a much wider choice. India is the second largest producer of the two-wheeler in the world. The two wheeler segment contribute the largest volume all the segments in automobile industry in India. The country stands next to China and Japan in terms of production and sales respectively.

Domestic Market Share for 2014-15	
Passenger Vehicles	13
Commercial Vehicles	3
Three Wheelers	3
Two Wheelers	81
Grand Total	100

Source: www.siamindia.com/statistics.aspx?mpgid=8&pgidtrail=12

OBJECTIVE OF THE STUDY

- To study the behavioral factors of consumers towards brand image of motor bikes.
- To investigate the factors that could influence the consumers' buying behavior to purchase of motor bikes.
- To analyze which particular motor bikes have more image in the market.
- To find out the satisfaction of their motorbikes which they own.

REVIEW OF LITERATURE

Schoenbachler et al (2004) Building brand loyalty has become more important, yet more difficult to achieve in today's market place. 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. Recent developments have focused on the firms' decision of making the two-wheeler obsolete, either through the choice of durability (Waldman, 1996; Hendel and Lizzeri, 1999a) or the introduction of new products (Fudenberg and Tirole, 1998; Lee and Lee 1998). K Mallikarjun Reddy in his study on "consumer Behavior towards Two Wheeler Bikes" the study was conducted in Hyderabad and Secunderabad. In his study he has analyzed the consumer behavior with reference to select motor bikes like Hero Honda, Yamaha and TVS. His study has resulted that there is a heavy demand for Hero Honda bikes, majority of the respondents have felt that the bikes manufactured by Hero Honda are segmented towards youth. The Yamaha and TVS Bikes should improve their mileage capacity and technology. Manish jha, Rajeev sirohi, Suman madhan and shilpi Arora (2011) advertisement plays major role in consumer buying behavior.

RESEARCH METHODOLOGY

Primary Data

The primary data was collected through a structured questionnaire. The questionnaire was pre tested using SPSS. A sample of 210 respondents were selected for the present study from the Chennai city.

Secondary Data

The secondary data has been collected through various magazines, books and internet.

ANALYSIS OF INTERPRETATION

Table 1: Gender group of the respondents

S.No	Sex	Percentage
1	Male	78
2	Female	22
Total		100%

Inference : Above table shows that most of the respondents are male.

Table 2: Number of Respondents of Different Brands of Motorbikes

Brand Image	Total
Bajaj	30
Hero	30
Honda	30
Royal Enfield	30
Suzuki	30
TVS	30
Yamaha	30
Total	210

Inference : Above table shows that 30 respondents from each brands of motor bikes.

Table 3: Person Influenced for the purchase of Motorbikes

S.No	Persons	Number of Respondents	Percentage
1	Friends	91	43.33
2	Family Members	74	35.24
3	Relatives	29	13.80
4	Others	16	07.63
Total		210	100

Inference : Above table shows that 43.33% of the respondents purchase influenced by friends where 35.24% purchase because of family members, 13.80% respondents are influenced by relatives and 07.63% are influenced by others.

Table 4: Brand Image of the Motorbikes

Brand Image	Highly Satisfied		Satisfied		Neither Satisfied nor Dissatisfied		Dissatisfied		Highly Dissatisfied		Total
	R	%	R	%	R	%	R	%	R	%	
Bajaj	17	56.67	9	30.00	2	6.67	1	3.33	1	3.33	30
Hero	12	40.00	11	36.67	6	20.00	1	3.33	0	0.00	30
Honda	14	46.67	8	26.67	4	13.33	2	6.67	2	6.67	30
Royal Enfield	13	43.33	11	36.67	4	13.33	1	3.33	1	3.33	30
Suzuki	10	33.33	6	20.00	8	6.00	4	13.33	2	6.67	30
TVS	15	50.00	11	36.67	1	3.33	2	6.67	1	3.33	30
Yamaha	15	50.00	10	33.33	2	6.67	2	6.67	1	3.33	30
Total	96		66		27		13		8		210

Inference : From the above table it shows that 56.67 percentage of respondents highly satisfied with Bajaj brand where 3.33 percentage of highly dissatisfied about it. 40 percentage of respondents highly satisfied with Hero brand where no one consumer who highly dissatisfied about it. 46.67 percentage of respondents highly satisfied with Honda brand where 6.67 percentage of highly dissatisfied about it. 43.33 percentage of respondents highly satisfied with Royal Enfield brand where 3.33 percentage of highly dissatisfied about it. 33.33 percentage of respondents highly satisfied with Suzuki brand where 6.67 percentage of highly dissatisfied about it. 50 percentage of respondents highly satisfied with TVS brand where 3.33 percentage of highly dissatisfied about it. 50 percentage of respondents highly satisfied with Yamaha brand where 3.33 percentage of highly dissatisfied about it.

Table 5

S.No	Overall Satisfaction	Number of Respondents	Percentage
1	Highly Satisfied	104	49.5
2	Satisfied	67	31.9
3	Neither Satisfied nor Dissatisfied	25	11.9
4	Dissatisfied	08	3.8
5	Highly Dissatisfied	06	2.9
Total		210	100

Inference : Above table shows that majority of the respondents where satisfied with their brand they own.

CONCLUSIONS

From the above study the following conclusions can be drawn Most of the sample respondents use motorbikes. The influence of friends in the purchase of motor bikes plays a vital role when compared to family members, relatives and others. Bajaj stands in first position in terms of brand preference when compared to other motorbikes. Most of respondents are highly satisfied with their motorbikes they own. The main source of information to the most of the respondents is advertisements

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