

## WOMEN CONSUMERS' BRAND PREFERENCE OF TWO WHEELERS IN CHENNAI

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### Abstract

In India, the most common types of two-wheelers are electric two-wheelers, motorcycles, mopeds, and scooters. Several crucial elements that contribute to the desire for two-wheelers in India are their ability to navigate congested roads easily, their superior fuel efficiency, and their cost-effectiveness compared to three or four-wheeled vehicles. In addition, the growing urbanization, enhanced road infrastructure, and expanding number of female consumers are contributing to the increased demand for two-wheelers in India. The industry encounters numerous obstacles as well. Over the coming years, an increase in the number of people working from home and eliminating the need for commuting may have a negative effect on demand. Moreover, the rise in gasoline prices inside the nation may also serve as a limitation for market expansion, namely in the lower-priced, price-sensitive segment. The study primarily focuses on the respondents, who are female two-wheeler users. The objective of the study is to comprehend the diverse aspects that influence the purchase and choice of a particular brand of motorcycles. Additionally, it aims to determine the rationale for selecting these particular brands and analyze the demographic characteristics of the survey participants. A descriptive research study was conducted to gain a comprehensive understanding of the fundamental characteristics being examined. The study was expanded to include respondents from the city of Chennai, using a convenience sampling technique with a sample size of 180. A structured questionnaire was employed to gather primary data from the respondents. Data obtained from other publications and reports was used as secondary data. The gathered data was examined using SPSS software, employing various statistical techniques such as descriptive statistics and ANOVA, to make conclusion.

**Keywords:** Brand Preference, Two Wheelers.

### INTRODUCTION OF TWO WHEELER/ SCOOTER INDUSTRY

The Indian two-wheeler market witnessed a significant decline in 2020 as a significance of the COVID-19 pandemic resulting in several state-wise and national lockdowns in the country. In India, two-wheelers primarily include motorcycles, mopeds, scooters and electric two wheelers. Some of the key factors driving the demand of two wheelers in India include its ease of manoeuvring through congested roads, lower carbon emissions, higher fuel efficiency, and providing an economical mode of transportation in comparison to three or four wheeled vehicles. Furthermore, rising urbanization, improving road infrastructure, and increasing number of women consumers are also catalyzing the demand of two wheelers in India. (8)

The market, however, faces some challenges as well. Increasing work from home practice, which does not require people to travel to work may negatively impact demand over the next few years. Furthermore, increasing petrol prices in the country may also act as a restraint for market growth, particularly, in the entry level price sensitive category.

Overall, we expect the Indian two-wheeler market to revive from 2021 onwards and exhibit moderate growth during 2021-2026. (9) When we take a look at the two-wheeler sector performance in the Indian scenario the complex annual growth rate stands at 1.3%, and this is the cumulative growth depicted considering the data from the last 10 years i.e the financial year between 2012 to 2021. Considering the products that had a good run in the market during this tenure are the Scooter with a 6.4% CAGR, Moped flaunted a negative dip with -2.5% and overall the Motorcycle segment didn't quite find an Avenue for growth as it saw its CAGR in a very worsened state of 0.1% in the recently concluded decade. (6) Pandemic played a spoil part in numerous industries across the nation and globe. Although predictions made it clear that Post pandemic period will bring about a booster for the industry, the same was not evident in the statistical figure as it suggests the 2 wheeler Market of India saw its all-time low of -18% in the year 2020 despite a sharp diminish in the COVID effect, and the number currently stands at -13% and is anticipated to worsen as the year proceeds further owing to the rise of cases because of the advent of the mutant variant of virus in the Indian population.(7)

## REVIEW OF LITERATURE

(Mukesh B et al, 2018) This study is based on secondary data and aims to investigate the idea of customer-based brand equity and its associated components, with a focus on vehicle brands. Brand association, brand image, and brand attitude are statistically important components of brand equity in connection to vehicle brands, according to the literature, and lead to brand consideration and loyalty. (Madhav Mahajan, 2018) The corporation has used creative marketing methods to promote the product to a distinct market niche. Instead of focusing on television and magazine marketing, they organised rallies for their existing customers such as the "Good Wood Revival," "Escapade," "Reunion," and "One Ride," which instil excitement and enthusiasm in the public's imaginations about the Bullet. (Anil Mathur, et al) The research provided in this paper focuses on the relationship between life events, stress, and lifestyle changes, as well as changes in brand preferences. The data support the idea that brand preference shifts are the result of people adjusting to new life circumstances and changing their consumption habits in order to cope with stressful life transitions. Consumer research implications are also explored. (Senthilkumar CB, et al, 2020) The purpose of the study was to determine the level of consumer satisfaction with the Honda Activa in Chennai. The examination is based on important data gathered from 100 Chennai residents in an organised poll. The demographical profile of the respondents has emerged as a result of the rate research, but the satisfaction level of the respondents with Honda Activa has not.

## Statement of the Problem

In the modern business, it is very important to get the satisfaction from the consumers, which increase the volume of profit. So, only when the customers are satisfied with a particular product or services, they will consume again that particular service. Brand preferences play a curial role in the market. The suppliers have been considering the customers of different types of and extending their full-fledged service.

This study is fully focused on the consumer brand preference towards scooters. The importance of the study is to determine the value of the customer-based service of the suppliers of the scooter.

### **Objectives of the Study**

- To study the factors influencing women towards the brand preference of purchasing a two-wheeler/ scooters.
- To understand the relationship between the demographics and the influential factors making the purchase decision of a two-wheeler/ scooters.

## **RESEARCH METHODOLOGY**

### **Research Design**

The study is descriptive research. The variable used in the study on brand preference to a two-wheelers among women consumers in Chennai city.

### **Sampling Method**

Convenience sampling method is used to collect the data among the total women consumer 180 women consumer were selected to collect the data. The respondents include people from different homogeneous groups: Students, Private and Government Employees, Business Person and Unemployed. The respondents include people from different homogeneous groups: Students, Private and Government Employees, Business Person and Unemployed. The sample population included are therefore, from different age group, income group and occupation.

### **Data Collection Tools**

The questionnaire was used for collecting the data. This includes demographic, single choice, multiple choice, ranking and likert scale questions with 5 scales. The questionnaire measures impact of price, design, comfort, mileage, age group, occupation, etc on brand preference of scooters among women consumers.

### **Sources of Data**

Data has been collected using both Primary and secondary sources. Primary data is a collected through questionnaire, where secondary data is collected through past research, journal and websites.

### **Limitation of the Study**

- Time is the constraint that the research could not be carries out comprehensively the duration of the study was only for a short period of time
- The sample size was limited.
- As the study is also based on secondary data, there is possibility of unauthorized information.

## Data Analysis Methods

Data has been analysis through the statistical software SPSS. These tools are used for tabulation and calculation of the data collected from the field. Rank correlation, chi-square has been applied to find the result of the study.

## RESULTS AND DISCUSSION

### Demographic Profile of Respondents

The demographic profile of the respondents of this survey has been presented in table 1 as follows:

**Table 1: Summary of Demographic Variables**

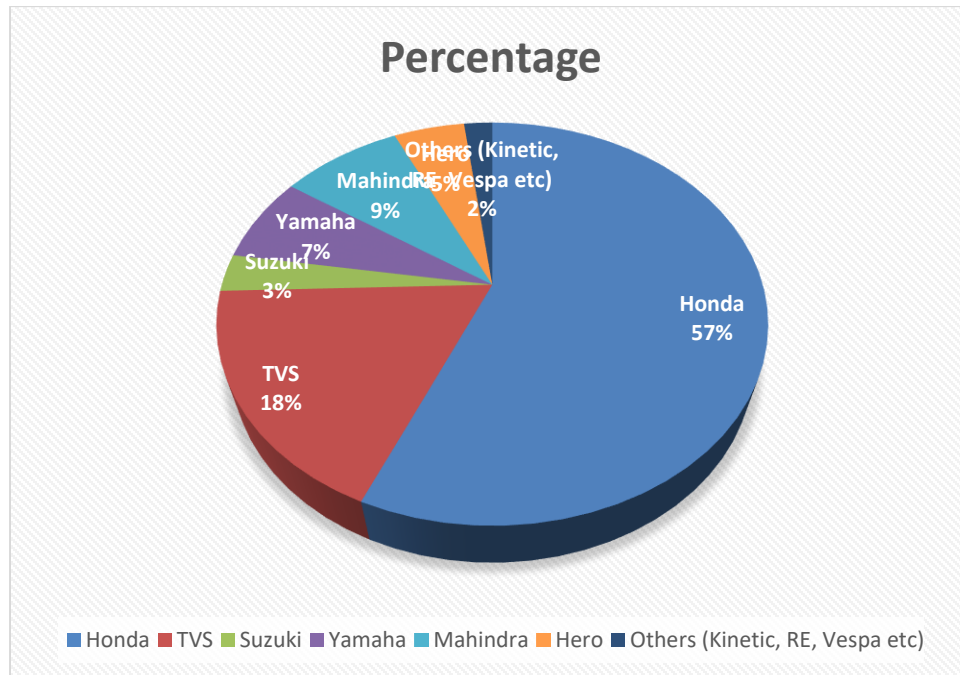
Demographic Variable		Frequency Distribution
Gender	Female	100%
Age Group	18- 25	19%
	26-35	71%
	36 and above	10%
Educational Level	School	9%
	UG	21%
	PG	65%
	Uneducated	5%
Occupation	Student	32%
	Government employee	10%
	Private Employee	41%
	Business	11%
	Others	6%
Family Income	<25000	5%
	25000 to 50000	24%
	51000 to 75000	41%
	>75000	30%

The table 1 infers the frequency distribution of the demographic profile of the respondents. All the respondents are female. Majority of the respondents are from the age group 26 to 35 years and the most of the respondents are private employees. Majority of the respondent's family yearly income is of the range Rs.51000 to Rs.75000.

### Descriptive Statistics

The purpose of this chapter is to analyze the data and convert it into meaningful information. The two basic descriptive statistics including mean and standard deviation have been analyzed in this section. The mean value indicates the average value. While the standard deviation measures the distribution of the scores around the mean.

**Chart 1: Distribution by Brand**



Among the 180 respondents surveyed majority of respondents prefer Honda(56.5%) followed by TVS(18%), Suzuki(3%), Yamaha(7%), Mahindra(8.5%), Hero(5%) and others(2%) respectively.

**Table 2: Preference of Brands while Purchasing a Two-wheeler**

Brands	N	Mean	Std. Deviation
Honda	180	3.17	1.898
TVS	180	2.02	1.423
Suzuki	180	3.46	1.533
Yamaha	180	3.77	1.392
Mahindra	180	4.42	1.436
Hero	180	5.41	1.684
Others (Kinetic, RE, Vespa etc)	180	5.79	1.738

Honda is found to be the most preferred brand by the respondents with a mean of 3.17, second most preferred brand is TVS with a mean of 2.02, the third preferred brand is Suzuki is with 3.46, followed by Yamaha is with a mean of 3.77, Mahindra brand is with the mean value of 4.42, Hero is with the value of 5.41 which is least preferred and other brands as mean value of 5.79 respectively.

**Table 3: Ranking of Attributes for Choosing One Brand over Other Brands Based on the Frequency Distribution**

Attribute	Percentage of Preference	Rank
Design preference	57%	1
Comfort	53%	2
Better Price	47.5%	3
Mileage & Efficiency	45 %	4
Brand Image	42 %	5
Maintenance cost	41.5%	6
Resale Value	40.5%	7
Engine capacity	36 %	8
Color	32.5%	9
Durability	24.5%	10
After sale service availability	15%	11
Size of Fuel Tank	13.5%	12

Table 3 shows the ranking of the attributes for choosing one brand over other brands by understanding the frequency distribution of the data of the respondents. There were 57% of the respondents had chosen the brand of scooter based on the design, followed by comfort, price mileage and brand image. This is considered to be the top 5 ranked attributes for the purchase of scooter. Then the least ranked attributes are maintenance cost, resale value, engine capacity, color, durability, after sale service and size of fuel tank respectively.

### Testing of Hypothesis:

**Table 4: Association between the Demographic Factors and the Attributes Contributing towards Choosing the Purchase of the Scooter.**

Top ranked attributes for choosing a scooter	Age		Occupation		Educational level		Income	
	P value	Result	P value	Result	P value	Result	P value	Result
Design preference	0.203	A	0.023	R	0.001	R	0.02	R
Comfort	0	R	0.21	A	0.002	R	0.001	R
Better Price	0.001	R	0.189	A	0.001	R	0	R
Mileage & Efficiency	0.004	R	0.014	R	0.004	R	0.039	R
Brand Image	0	R	0	R	0.21	A	0	R

**(Significance level – 5%, A – Hypothesis is accepted, R- Hypothesis is rejected)**

- There is an association between the age of the respondents and the attributes such as comfort, price, mileage & brand image and the non-significance is shown with the design preference of scooters.
- There is an association between occupation of the respondents and the attributes such as design, mileage & brand image and non-significance is shown with comfort and price.
- There is an association between the educational level of the respondents and the attributes such a design, comfort, price and mileage and shows non significance is shown with brand image.

- There is an association between the income level of the respondents and the attributes such as design, comfort, price mileage and brand image.
- Based on the inferences it is interpreted that the top ranked attributes of the purchase decisional factors show a high level of association with the demographic profile of the respondents.

## CONCLUDING OBSERVATIONS

The study concludes with the major factors that affect the brand preference of women consumers while purchasing a scooter. Hence the relevant factors are identified. The research comprises of all female respondents. The attributes which were highly preferred by the respondents for choosing one brand over the other brands based on the design, followed by comfort, price mileage and brand image. The study had found few least ranked attributes such as maintenance cost, resale value, engine capacity, color, durability, after sale service and size of fuel tank respectively, the two-wheeler brands may concentrate on the other factors for improving their sales by targeting the influential factors for the preference of brands of two wheelers/ scooters among the women customer base in the city. The demographic association with the top ranked influential factors shows an association which also supports the objectives of the study.

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