



## **A study on women's preference towards two wheelers with special reference towards Tiruppur district**

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### **ABSTRACT**

Women now drive the world economy. Women are the world's most influential consumers, and their impact on the economy is rising every year. Customer Perception remains a research topic of strong interest. By keeping in view that future non-refundable income of average household people will increase, so in future their demand and need both increases. The study was carried out to assess the amount of women's preference towards Two Wheeler Brands. The outcome of the study was based on 150 consumers selected from tiruppur city. The data required for the study have been collected through questionnaires and analysed by using statistical techniques as tools, such as Simple Percentage and Henry garrett ranking. The study pointed out that the women's preference towards two wheeler brands.

**Key Words:** Preference of Ladies over Two Wheeler, Brand Preference & Buying Behaviour

### **I. INTRODUCTION**

India has overtaken China to materialize the world's leading market for two-wheelers. Indian two-wheeler production is as old as 53 years .Until the middle of 80's there were only three major motorbike producers in India namely Rajdoot, Escorts and Enfield. The two-wheeler industry is perhaps mainly occurring place in terms of new models launched, upgraded products and innovative marketing techniques. Today the Indian two-wheeler markets in highly aggressive the numerous companies who offer anything and everything that consumer demands and that too at reasonable price. The Indian two-wheeler industry is conquered by three players,

Bajaj, Honda and TVS Suzuki, who account for 80 percent of the total two-wheeler 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.

### **OBJECTIVES**

To evaluate various factors that determine buying decision of women is over two wheelers.

### **SCOPE OF THE STUDY**

- This study reveals the preference of women over two wheelers.
- This study helps to find out the factors considered by the women's while purchase.
- The study also examines the advertisement impact over purchase of two wheelers by the women.
- The study creates a ground for future research in the similar field.

### **LIMITATIONS OF THE STUDY**

- The area of study is limited towards Tiruppur District; hence the results may not be true comparison from other geographical area.
- Structured questionnaire are based on the data collection, it may have disadvantages of not

being to probe deep into the respondents thoughts.

- The constraints of the sample respondents their convenient level of the timed may be cause and effort to deliver the opinion of the respondents.

## II. REVIEW OF LITERATURE

- M. Arutselvi (2011), in her paper entitled on, "A study on customer satisfaction towards TVS Bikes" in kanchipuram town, it has examined that the performance of SARADAS Auto Agencies for retaining the customers by their approved sales. The study has used descriptive research method and has adopted survey method for data collection. A sample of 130 respondents has been occupied for this study. The study has concluded that the sales of Saradas Auto Agencies for TVS two wheelers were superior because of the right approach of the group of genuine mechanics.
- Bijapurkar, Rama. (2013) Explores the field of consumerism in India and the strategies that are developed to satisfy the consumer. In this book, the author discussed about the surroundings in which consumers survive; the way they believe, their heterogeneous nature and their transformation. India being an rising market in the world, there are a lot of business opportunities. The author tries to educate the readers how to be ready to grasp these opportunities and use them. As an overall result of different changes, India is now in the third decade after liberalization. And he mentioned the structure of consumption and behavior of consumers in his book.

## III. RESERCH METHODOLOGY

### RESEARCH DESIGN

The present research starts with the problem definition, and in this case, it refers to a detailed study of women's preference towards two wheelers with special reference to tiruppur district.

### DATA COLLECTION METHOD

#### PRIMARY DATA:-

The primary data has been collected directly from the women's through questionnaire method.

#### SECONDARY DATA

These are data which are already collected and used by someone preciously. In this research review of literature, details of the industry are collected from the internet.

## SAMPLING SIZE AND TECHNIQUE

### Size of the sample

The population size is infinite and the sample size is 150.

### Sample design

The sampling technique used is convenience-sampling method. Convenience sampling (also known as Availability Sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

## QUESTIONNAIRE

The questions are arranged logical sequence. The questionnaire consists of a variety of questions presented to the employees for the response. Multiple choice questions, rating scale questions were used in constructing the questionnaire.

## STATISTICAL TOOLS USED

To analyze and interpret collected data the following statistical tools were used.

## SIMPLE PERCENTAGE METHOD

Percentage Analysis is the method to represent raw streams of data as a percentage (a part in 100%) for better understanding of collected data.

$$\text{Formula} = (\text{No.ofrespondents/ Total no. of respondents}) \times 100$$

## HENRY GARRETT RANKING

Garrett's ranking technique to find out the most significant factor which influences the respondent, Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Percent position} = 100 (R_{ij} - 0.5) / N_j$$

Where  $R_{ij}$  = Rank given for the  $i$ th variable by  $j$ th respondents

$N_j$  = Number of variable ranked by  $j$ th respondents.

## IV. DATA ANALYSIS

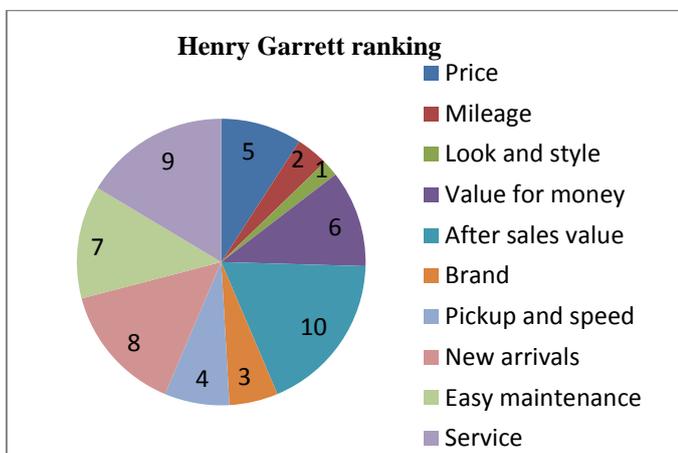
### Table no.1-Demographic factor analysis:-

Details of the respondents		No. of Respondents	Percentage (%)
Age Group	Below 18	34	22.7
	18 - 25	59	39.3

<b>(in Years)</b>	26 - 30	38	25.3
	Above 30	19	12.7
	<b>Total</b>	<b>150</b>	<b>100</b>
<b>Marital Status</b>	Married	83	55.3
	Unmarried	37	44.7
	<b>Total</b>	<b>150</b>	<b>100</b>
<b>Occupation</b>	Student	76	50.7
	Working women	26	17.3
	Business	19	12.7
	Home maker	29	19.3
	<b>Total</b>	<b>150</b>	<b>100</b>
<b>Income level</b>	Rs.10,000-20,000	57	38.0
	Rs.20,000-30,000	69	46.0
	Above 30,000	24	16.0
	<b>Total</b>	<b>150</b>	<b>100</b>

**Table no.2-Factors that influence buying decision-Henry Garrett Ranking:-**

S.No	FACTORS	MEAN SCORE	TOTAL SCORE	RANK
1	Price	824	4944	5
2	Mileage	953	8577	2
3	Look and style	1080	10800	1
4	Value for money	801	4005	6
5	After sales value	520	520	10
6	Brand	921	7368	3
7	Pickup and speed	883	6181	4
8	New arrivals	765	2295	8
9	Easy maintenance	783	3132	7
10	Service	710	1420	9



## V. FINDINGS

From the above table it is evident that “Price” ranked as no.1 with a total score of 4944,”Mileage” is ranked as no.2 with a total score of 8577, “Look and style” is ranked as no.3 with a total score of 10800, “Value for money” is ranked as no.4 with a total score of 4005, “After sales value” is ranked as no.5 with a total score of 520, “Brand” is ranked as no.6 with a total score of 921, “Pickup and speed” is ranked as no.7 with a total score of 6181, “New arrivals” is ranked as no.8 with a total score of 2295, “Easy maintenance” is ranked as no.9 with a total score of 3132, “Service” is ranked as no.10 with a total score of 1420.

## SUGGESTIONS

- The look and style of an vehicle some times does give desired satisfaction hence other factors also need to be considered by the user before purchase.
- The mileage of two wheeler depends upon the proper service hence periodical maintenance to done to attain good mileage.
- The pick, speed and price are the factors that an company need to be consider to increase the sales of two wheelers.

## CONCLUSION

This study focused on the Women preference towards two wheeler brands in tiruppur city. The study pointed out that women possess two wheelers for their convenience. This study has observed many factors that affect women buying behaviour. At the time of purchasing two wheeler women has different choice for two wheelers but the purchase decision depends on various factors like product attributes, price , credit facility and brand. Study concluded that scooty pep is the leading brand of two wheeler in tiruppur city followed by Hondadio and Vespa. This study helped the researcher to use theoretical knowledge and to gain useful insights about the importance of women perception.

## VI. REFERENCES

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