

A STUDY OF CONSUMER BUYING BEHAVIOUR TOWARDS TWO-
WHEELER WITH REFERENCE TO THE YOUTHS OF LUNGLEI



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CERTIFICATE

This is to certify that the dissertation entitled “A Study of Consumer Buying Behavior Towards Two-Wheeler with Reference to the Youths of Lunglei” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by ‘MC Zothanpuia’ under my supervision. He has fulfilled all the requirements laid down in the MZU regulations of Mizoram University. This dissertation is the result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

Date: 30.6.2021

Place: Lunglei, Mizoram

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DECLARATION

I, MC ZOTHANPUIA, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form basis of the award of any previous degree to me or to do the best of my knowledge to anybody else, and that the dissertation has not been submitted by me for any degree in any other University or Institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

Date:30.6.2021

Place: Lunglei, Mizoram

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Thank you,
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CHAPTER-I
(INTRODUCTION)

CHAPTER-I

INTRODUCTION

1.1 CONCEPTUAL FRAMEWORK

Two wheelers have played an essential role in rising growth of Indian automobile Industry. The automobile industry is the most profitable industry and the major factors influencing demand for two wheelers in India are – Increasing middle class population, Easy financing, Festivals and weddings, Weak Public transport, Convenience and ease of operating. The study aims to showcase factors like product attributes, resale value, mileage, advertisement and the personal factors upon which a company should work to create customer perception in a positive way to considerably influence the purchase decision.

1.1.1 Meaning and concept of consumer buying behaviour

Consumer behaviour is the study of when, why, how, and where people do or do not buy a product. It includes elements from sociology, psychology, social anthropology and economics. It attempts to understand the consumer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in order to understand the needs and wants of people. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. Consumer behaviour study is based on consumer buying behaviour, with the consumer playing three distinct roles of user, payer and buyer.

Consumer behaviour is comparatively a new field of study which evolved just after the Second World War. The seller's market has disappeared and buyer's market has come up. This led to paradigm shift of the manufacturer's attention from product to consumer and specially focused on the consumer behaviour. The transformation of marketing concept from mere selling concept to consumer-oriented marketing has resulted in buyer behaviour becoming an independent discipline. The growth of consumerism and consumer legislation emphasizes the importance given to the

consumer. The heterogeneity among people makes understanding consumer behaviour a challenging task to marketers. Hence marketers felt the need to obtain an in-depth knowledge of consumers buying behaviour. Finally, this knowledge acted as an imperative tool in the hands of marketers to forecast the future buying behaviour of consumers and devise marketing strategies to create long term consumer relationship. All the firms have started considering 'customer' as the 'king' and 'queen'. Interestingly, after the liberalization of India's economy, the market place is flooded with many new players including the host of MNC's resulting the availability of a greater number of brands in every segment of the market. On account of this, the customer has started being choicy about what to buy. Thus, all firms are becoming not only Customer focus but are also trying to build relationship with them. This is done by continuously updating knowledge, information and understanding of the customer needs and expectations, which is the study of consumer behavior.

Marketing starts with the consumers and ends with the consumer. Satisfaction of the consumers becomes the most important goal of a business enterprise. The effort to ensure consumer satisfaction lies in understanding the consumer, his likes dislikes, his expectations and motivation. An analysis of the consumer's behaviour in terms of consumer consumption patterns, consumer preferences, consumer motivation, consumer buying process and shopping behaviour is very much helpful to formulate a firm's marketing strategy. So, the ultimate objective of a business firm is to create a consumer who is said to be pivot around whom the entire business of a firm revolves. Thus, the marketing concept is consumer oriented and the emphasis is more on the consumer rather than on the product. The essence of modern marketing lies in building of profit along with creating meaningful value satisfaction for the costumers, whose needs and desires have to be coordinated with the set of products and production programmes. Therefore, marketing success an enterprise depends as its ability to create a community of satisfied consumers. All the business activities should be carried out in ways which are directed towards the satisfaction of the consumer needs. A consumer decision to purchase a particular brand of motor cycle consumers result to complex interplay of a consumer variables the starting point for the company provides the decision process marketing stimuli in shape of brand, promotion, price

and distribution strategy. The potential consumer along with other stimuli already exciting receives the marketing stimuli in the environment. The stimuli may be social, economic, cultural, technological and political in nature.

1.1.2 Consumer Motives

Consumer has a motive for purchasing a particular product. Motive is a strong feeling, urge, instinct, desire or emotion that makes the buyer to make a decision to buy. Buying motives thus are defined as those influences or considerations which provide the impulse to buy, induce action or determine choice in the purchase of goods or service. These motives are generally controlled by economic, social, psychological influences etc.

1.1.3 Buyer Motives

Purchaser has a rationale in acquiring a specific item. Thought process is a solid feeling, encourage, sense, want or feeling that makes the purchaser to settle on a choice to purchase. Purchasing intentions in this manner are characterized as those impacts or contemplations which give the drive to purchase promptly or decide decision in the buy of products or administration. These thought processes are for the most part controlled by monetary, social, mental impacts and so on.

1.1.4 Major Factors Influencing Buying Behaviour:

Consumer behaviour is affected by a host of variables ranging from personal, professional needs, attitudes and values, personality characteristics, social economic and cultural background, age, gender, professional status to social influences of various kinds exerted by family, friends, colleagues, and society as a whole. The combination of these factors helps the consumer in decision making further psychological factors that as individual consumer needs, motivations, perceptions attitudes, the learning process personality characteristics are the similarities, which operate across the different types of people and influence their behaviour. There are five major factors which influence the buying behaviour of consumer.

1) Marketing Mix Factors: Each component of the market mix—product, pricing, promotion and place of distribution—has a direct or indirect impact on the buying process of the consumers.

- i) **Product:** The special characteristics of the product, the physical appearance and the packaging can influence the buying decision of a consumer.
- ii) **Pricing:** The price charged on the product or services consumed by the consumer affect the buying behaviour of the consumers. Marketers must consider the price sensitivity of the target customers while fixing prices.
- iii) **Promotion:** The variables of promotion mix such as advertising, publicity, public relations, personal selling and sales promotion affect the buying behaviour of the consumers. Marketers select the promotion mix after considering the nature of the target audience.
- iv) **Place:** The channels of distribution and the place of distribution affect the buying behaviour of the consumers. The marketers make an attempt to select the right channel and distribute the products at the right place.

2) Personal Factors: The personal factors such as age, occupation, lifestyle, social and economic status and the gender of a consumer may affect the buying decisions of the consumers individually or collectively

- i) **Age factor:** The age factor greatly influences the buying behaviour. For example, teenagers prefer trendy clothes, whereas office executives prefer sober and formal clothing.
- ii) **Gender:** The consumer behaviour varies across gender. For example, girls prefer certain feminine colours such as pink, purple and peach, whereas boys go for blue, black and brown.
- iii) **Education:** Highly educated persons may spend on books, personal care products, and so on. But a person with low or no education may spend less on books and more on personal grooming products.
- iv) **Income level:** Normally, the higher the income level, the higher is the level of spending and vice versa. But this may not be the case in developing countries, especially in the rural areas.

- v) Status in the society: Persons enjoying higher status in the society spend a good amount of money on luxury items such as luxury cars, luxury watches, premium brands of clothing, jewellery and perfumes.

3) Psychological Factors: A person's buying behaviour is influenced by the psychological factors such as the following:

- (i) Learning: It refers to changes in individual behaviour that are caused by information and experience. For example, when a customer buys a new brand of apparels, and is satisfied by its use, then they are more likely to buy the same brand the next time. Through learning, people acquire beliefs and attitudes, which in turn influence the buying behaviour.
- (ii) Attitude: It is human tendency to respond in a given manner to a particular situation or object or idea. Consumers may develop a positive, or a negative, or a neutral attitude towards certain products or brands, which in turn affects their buying behaviour.
- (iii) Motives: A motive is the inner drive that motivates a person to act or behave in a certain manner. A marketer must identify the buying motives of the target customers and influence them to act positively towards the marketed products.
- (iv) Belief: A belief is a descriptive thought that a person holds about certain things. It may be based on knowledge, opinion, faith, trust and confidence. People may hold certain beliefs of certain brands/products. Beliefs develop brand images, which in turn can affect the buying behaviour.

4) Social Factors: The social factors such as reference groups family, and social status affects the buying behaviour. Social factors in turn reflect a constant and dynamic influx through which individuals learn different meanings of consumption.

- i) Reference groups: A reference group is a small group of people such as colleagues at workplace, club members, friends circle, neighbours, family members, and so on.

- ii) Family: The family is the main reference group that may influence the consumer behaviour. Nowadays, children are well informed about goods and services through media or friends circle, and other sources. Therefore, they influence considerably in the decisions of buying both fast moving consumer goods and durable items.
- iii) Roles and status: A person perform certain roles in a particular group such as family, club, organization, and so on. For example, a person may perform the role of a vice president in a firm and another person may perform the role of a marketing manager.

5) Cultural Factors: There is a subtle influence of cultural factors on a consumer's decision process. Consumers live in a complex social and cultural environment. The types of products and services they buy can be influenced by the overall cultural context in which they grow up to become individuals. Cultural factors include race and religion, tradition, caste and moral values. Culture also includes subcultures, sub-castes, religious sects and languages. 1.

- i) Culture: It influences consumer behaviour to a great extent. Cultural values and elements are passed from one generation to another through family, educational institutions, religious bodies and social environment. The cultural diversity influences food habits, clothing, customs and traditions. For example, consuming alcohol and meat in certain religious communities is not restricted, but in certain communities, consumption of alcohol and meat is prohibited.
- ii) Subculture: Each culture consists of smaller subcultures that provide specific identity to its members. Subcultures include sub-castes, religious sects (Roman Catholics, Syrian Catholics, Protestant Christians, etc.), geographic regions (South Indians, North Indians) and language (Marathi, Malayali, Gujarati).

1.1.5 An overview of Two-wheeler industry

The population of India was nearly thirty-six crores at the time of independence. The transport demand was comparatively less. The main transport means that was horse cart, bull cart, bicycle, train etc., these transport means that weren't quick and speed wasn't, the demand of those days. Because the infrastructure was terribly poor during this period in the country, transport was a bottleneck. Only some high financial groups of people were having private vehicles like automobile etc. Some high-class people started using scooters in 1950s. The middle category and poor people were using bicycles for transportation. The literacy level in India was also less during that time. Government created efforts to uplift the literacy level to boost the economic conditions of individuals. It had been sensible in sense of economic development of India. The population was increasing day by day and people began to migrate from rural areas to urban areas. The growth of boundaries of cities conjointly started, that created people to travel longer distances compared to earlier time. An economical and reasonable transport was required to satisfy out public necessities.

India emerged as the world's largest market for two wheelers in FY 17 overtaking China, as per a report in Economic Times. During the year, a total of 17.6 million two wheelers were sold in India as compared to 16.8 million units in China, according to sales data sourced from Society of Indian Automobile Manufacturers (SIAM) and China Association of Automobile Manufacturers. In addition to rising incomes and growing infrastructure in rural areas, the increase in women commuters is an important factor driving two-wheeler sales in India. Demand from e-commerce sector has also aided the growth in two-wheeler sales. On the other hand, the Chinese market for two wheelers has been on a decline over the past few years due to rapid growth in car sales as well as curbs on two wheelers using petrol in top cities.

1.2 REVIEW OF LITERATURE

This section discusses about various studies carried out on consumer buying behaviour of two-wheelers. Literature review helps in getting insight on the theories related to factor influencing the buying behaviour of consumers. This further helps in defining the problem statement and the objectives for this study. It also helps in identifying the variables and designing the research.

Laldinliana (2012), the prominence of promotion effort made by the marketers/Producers of these durable products is captured by the ranking of choicest buying factors, especially so with two wheelers as seen from the responses of more than a third of the household sample, pointing out promotion to be the main factor influencing their purchase.

Koti et al (2016) focuses on the study of consumers 'awareness, preferences and purchase decision of two wheelers in Rayalaseema region cities like Tirupati, Anantapur, Kadapa and Karnool. Also, the study aims to examine the influence of regions on consumer's perception on their preference, attitude, decision making and satisfaction. A survey was conducted and 400 completed questionnaires were used in data analysis; 100 in each four cities. The finding reveals that the perception of consumers towards the two-wheeler purchase decision differ widely. The study finds that "region" effect is an in substantial factor in two-wheeler users' evaluation. Other factors such as promotional schemes, Performance, utilitarian benefits, personal factors and value-added benefits were perceived by consumers in four cities as more important than regions. Thus, the overall findings of the study provide implications for marketers and manufacturers of two wheelers.

Joseph Antony and Dr. Siby Thomas (2017) conclude in their paper entitled "A study on factors influencing purchase intention of consumers towards two wheelers" that consumers influenced by economic factors, features, usage, brand image, aesthetics and social factors.

Kunta Somireddy (2018) made an attempt to identify the factors influence on the buying behaviour of two wheelers among the respected consumers in Hyderabad city. The respondents are taken from Hyderabad city, because of many of people most of people used two wheelers, with sample size 137 respondents and tested by percentages, ANOVA, and multiple regressions by using SPSS 20.0 Version. The results of the study shown that two wheelers' models and major factors like Reputed brand name, Price, Better look and style, good mileage and offer and schemes are high influence on consumer purchase behaviour.

Prof. Manisha Jagtap & Dr. Anand Deshmukh (2018) found in their study that the factors influencing the consumer buying behaviour are Brand Image, Showroom Services, Engine Capacity, Safety, New technology, Product design, Warranty period, Impact of peers, Driving Comfort, Mileage, Price and Engine Power. The research identified apart from the factors, consumer behaviour is also influenced by the need, purchasing power and the price of the two-wheeler. The researcher also analysed the reason behind the changes occurred in consumer buying decision over to another brand which are is due to problems faced with the existing brand and due to the desire of highly technological automobile and due to the change in the services offered by dealer before and after purchase.

1.3 RATIONALE OF THE STUDY

Consumer buying behaviour is an in-depth study and understanding consumer decision making process. It studies the factors and traits of individual consumer such as demographic and behavioural variable and to understand the need, wants and desire of the consumers. The two-wheeler industry in India has shown a steady growth over the past decade. Any organization needs to know the motives and reasons why the consumer differs in choice from each other in buying products and services. There is very high competition in various brands of two-wheeler in scooter category. By observation the switching demand from bike to scooter is growing these days, which pushes them to purchase scooter at high scale so based on the information from the various dealers and the different review of literature. Therefore, researcher is required

to analyse the factors and reasons of present consumer behaviour to purchase two-wheeler scooters.

In the recent past the two-wheeler market has rapidly eroded the market share of bikes in Lunglei. The scope of study is limited to the consumers of two-wheeler in Lunglei and findings needed by the marketers for new information useful in strategy and decision making. This paper emphasis and study the factors influencing buying behaviour of two-wheeler scooter and the main objective of the study is to find out the buying behaviour of consumers for two-wheeler, the main influences and the determinants of decisions.

1.4 STATEMENT OF THE PROBLEM

Customer satisfaction provides an indication of how successful the organization is providing products and/or services to the market place. Organizations need to retain existing customers while targeting noncustomers. So, to retain the customers for longer time the marketer has to know the customer satisfaction levels. There is very high competition in various brands of two-wheeler in scooter category. By observation the switching demand from bike to scooter is growing these days, which pushes them to purchase scooter at high scale so based on the information from the various dealers and the different review of literature. Therefore, there is a need is required to analyse the factors and reasons of present consumer behaviour to purchase two-wheeler scooters. This study emphases to study the research questions like what are the reasons for buying scooter in two-wheeler category. Thus, this study is conducted to identify what are the criteria that prospective customer takes into consideration before buying the motorcycles.

1.4 OBJECTIVES OF THE STUDY

The following are the main objectives of the study:

1. To identify the socio-economic characteristics of the respondents.
2. To find out the buying behaviour of consumers for two-wheeler, the main influences and the determinants of decisions.

3. To to find the level of satisfaction the customer has regarding the two-wheeler purchased by them.
4. To identify the factors which contribute to the satisfaction in the product (two-wheeler) purchased.

1.5 RESEARCH METHODOLOGY

1.6.1 Data collection

The data will be collected from both primary as well as secondary sources. Primary data will be collected from respective respondents. For collection of primary data, a structured questionnaire with open ended and close ended questions will be prepared for the respondents.

The secondary data is collected from various published and unpublished sources including Journals, Magazines, Publications, Reports, Books, Dailies, Periodicals, Articles, Research Papers as well as Web sites.

1.6.2 Sampling Method

The study is conducted in Lunglei which is the second capital of Mizoram. Random sampling method was adopted in this research. Here, random residents of Lunglei were chosen and each individual has the same probability of being chosen at any stage during the sampling process. The study is conducted by giving out questionnaires randomly to people living in Lunglei through Google forms link and among which 51 responses were received.

1.6.3 Data Processing

The collected data is processed by using Microsoft Word and Microsoft Excel and presented in frequency tables and percentages.

1.7 LIMITATION OF THE PROJECT

The following are some of the limitations of the project:

1. The respondents may not be very truthful to the questionnaire handed out to them and may reply with false information.
2. The study is conducted within a limited short time. Therefore, there is not enough time to cover more sample.
3. During survey some respondents may not give answer in proper manner.

1.8 CHAPTER PLAN:

These are the chapter plan for the study:

Chapter I: INTRODUCTION

1.1 Conceptual Framework

1.2 Literature Review

1.3 Rational of Project Study

1.4 Statement of the Problem

1.5 Objective of the Project

1.6 Research Methodology

1.7 Limitations of the Project

1.8 Chapter Plan

Chapter II: ANALYSIS AND INTERPRETATION OF DATA

Chapter III: RESULTS AND DISCUSSIONS

Chapter IV: CONCLUSIONS AND SUGGESTIONS

REFERENCE

APPENDIX

CHAPTER-II

(ANALYSIS AND INTERPRETATION)

CHAPTER - II

ANALYSIS AND INTERPERTATION

This chapter analyses the demographic background of the respondents. It also analyses the two-wheeler buying behaviour of the respondents.

2.1 DEMOGRAPHIC PROFILE

In this section, the researcher analysed the demographic profile of the respondents.

2.1.1 Age of the respondents

Table 2.1.1 indicates the age of the respondents. The respondents are classified into different age groups: the first age group is a representation of the respondents between 15 to 20 years, the second group represents 21 to 25 years, the third group consists of respondents between 26 to 30 years and the fourth group represents the age group above 30 years.

Table 2.1.1 Age of the respondents

Age	Frequency	Percentage
15-20	22	43.1%
21-25	24	47.1%
26-30	5	9.8%
Above 30	-	-
Total	51	100%

Source: Primary data

The table 2.1.1 reveals that 47.1% of the respondents are between the age group of 21-25 years. The second largest age group consists of 15-20 years which constitutes 43.1% and 9.8% respondents belong to the age group 26.-30 years.

2.1.2 Gender Distribution of the respondents

Table 2.1.2 indicates the gender of the respondents. The gender of the respondents is classified into two categories, viz., Male and Female

Table 2.1.2 Gender of the respondents

Gender	Frequency	Percentage
Male	34	66.7%
Female	17	33.3%
Total	51	100%

Source: Primary data

With regard to the gender composition among the respondents, it was found that 66.7% were male respondents and the remaining 33.3% were female respondents.

2.1.3 Educational qualification of the respondents

Table 2.1.3 shows the educational qualification of the respondents. The level of education is grouped into matriculate, higher secondary, under graduate and post graduate.

Table 2.1.3 Educational qualification of the respondents

Educational qualification	Frequency	Percentage
Matriculate	0	0
Higher secondary	8	15.7%
Under graduate	31	60.8%
Post graduate	12	23.5%
Total	51	100%

Source: Primary data

As shown in table 2.1.3, out of total 51 respondents, none of the respondents are matriculates, 15.7% respondents passing were passing higher secondary. The under

graduates constitutes 60.8% of the total respondents and 23.5% respondents are post graduates.

2.1.4 Occupation distribution of the respondents

Table 2.1.4 indicate occupation of the respondent. The occupations of the respondents are categorized as unemployed, student, entrepreneur and other profession.

Table 2.1.4 Occupation of the respondent

Occupation	Frequency	Percentage
Unemployed	2	3.9%
Student	41	80.4%
Entrepreneur	1	2%
Other profession	7	13.7%
Total	51	100%

Source: Primary data

As shown in table 2.1.4, among the respondents 3.9% respondents were unemployed, 80.4% respondents were students, 13.7% respondents were having another type of profession not mentioned in the table and only 2% was an entrepreneur.

2.1.5 Family income (Monthly)

Table 2.1.5 indicate Family income (Monthly) of the respondents. The family income of the respondents represents the income of the respondents and family members earned from all possible sources within a period of one month during the study period.

Table 2.1.5 Family income (Monthly)

Family Income (Monthly)	Frequency	Percentage
Below Rs 30,000	17	33.3%
Rs 30,000-60,000	17	33.3%
Rs 60,000-90,000	11	21.6%
Above Rs 90,000	6	11.8%
Total	51	100%

Source: Primary data

The table 2.1.5 reveals that 33.3% respondents, are having monthly income below Rs 30,000, another 33.3% respondents have monthly income between Rs 30,000 to Rs 60,000, followed by 21.6% respondents having monthly income between Rs 60,000 to Rs 90,000. The number of respondents having monthly income above Rs 90,000 constitutes 11.8% of the total respondents.

2.2 BUYING BEHAVIOUR

In this section, the researcher attempted to analyse the buying behaviour of the consumers towards two-wheeler.

2.2.1 Type of Two-wheeler owned

The table 2.2.1 indicates the two-wheeler currently owned by the respondents. The type of two-wheeler owned by the respondents is categorized into four groups: scooter, bike, moped and scooty.

Table 2.2.1 Type of two-wheeler owned by the respondents

Type of two-wheeler	Frequency	Percentage
Scooter	3	5.9%
Bike	15	29.4%
Moped	3	5.9%
Scooty	30	58.8%
Total	51	100%

Source: Primary data

Table 2.2.1 shows that most of the respondents have owned a scooty (58.8%), followed by bike (29.4%), and scooter and moped were owned by 5.9% each of the respondents.

2.2.2 Two-wheeler brand owned

The table below shows in the kinds of two-wheeler brand owned by the respondents.

Table 2.2.2 Kinds of two-wheeler brand owned

Two-wheeler brand	Frequency	Percentage
Hero	4	7.8%
Bajaj	1	2%
Honda	4	7.8%
Yamaha	18	35.3%
Royal Enfield	2	3.9%
Mahindra	4	7.8%
TVS	6	11.8%
Suzuki	12	23.5%
Total	51	100%

Source: Primary data

While assessing the brand of two-wheeler, it has been observed that out of 51 respondents surveyed majority (35.3%) own the brand Yamaha, followed by Suzuki (23.5%) & TVS (11.8%). Likewise, 7.8% each of the respondents own Hero, Honda and Mahindra respectively. Also, 3.9% respondents own Royal Enfield and 2% respondent own a two-wheeler of Bajaj brand.

2.2.3 Factors considered while purchasing two-wheeler by the respondents

The table 2.2.3 indicates the opinion of the respondents regarding their reason of purchasing the two-wheeler they owned is based on different component. The five-point Likert scale was used to specify the level of agreement to a statement by the respondents. They were “strongly agree”, “agree”, “neutral”, “disagree” and “strongly disagree”.

Table 2.2.3 Factors considered while purchasing two-wheeler

Factors	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Look & style	5 (9.8%)	26 (51%)	8 (15.7%)	12 (23.5%)	-
Riding comfort	9 (17.6%)	24 (49%)	15 (29.4%)	2 (3.9%)	-
Cheap maintenance	3 (5.9%)	26 (51%)	17 (33.3%)	5 (9.8%)	-
Engine pick up	7 (13.7%)	29 (56.9%)	12 (23.5%)	3 (5.9%)	-
Good Mileage	-	33 (64.7%)	13 (25.5%)	3 (5.9%)	2 (3.9%)
Availability of genuine spart parts	4 (7.8%)	32 (62.7%)	9 (17.6%)	5 (9.8%)	1 (2%)
Brand reliability	5 (9.8%)	34 (66.7%)	12 (23.5%)	-	-
Headlight good visibility	2 (3.9%)	21 (41.2%)	21 (41.2%)	6 (11.8%)	1 (2%)
Engine kill switch & electric start features	4 (7.8%)	21 (41.2%)	21 (41.2%)	5 (9.8%)	-
Innovative product feature like ASB, Led headlights, fuel injection engine, sensors, Bluetooth connectivity, etc	1 (2%)	21 (41.2%)	21 (41.2%)	8 (15.7)	-

Source: Primary data

While analyzing about the factors for purchasing two-wheeler by the respondents based on the “looks and style” it has been observed that out of 51 respondents, 51% respondents agreed, 23.5% respondents disagreed on the same,

15.7% were neutral and 9.8% strongly agreed. This shows that there is mixed reaction from the consumers of Lunglei with regards to choosing the two-wheeler based on looks and style only.

While analyzing about the factors for purchasing two-wheeler by the respondents based on the “riding comfort” it has been observed that out of 51 respondents, 49% respondents agreed, 29.4% were neutral, 17.6% strongly agreed and 3.9% respondents disagreed on the same. This shows that there is mixed reaction from the consumers of Lunglei with regards to choosing the two-wheeler based on riding comfort only.

While analyzing about the factors for purchasing two-wheeler by the respondents based on the “cheap maintenance” it has been observed that out of 51 respondents, 51% respondents agreed, 33.3% were neutral, 9.5% respondents disagreed and 5.9% strongly agreed on the same. This shows that there is mixed reaction from the consumers of Lunglei with regards to choosing the two-wheeler based on cheap maintenance only.

While analyzing about the factors for purchasing two-wheeler by the respondents based on the “engine pick up” it has been observed that out of 51 respondents, 56.9% respondents agreed, 23.5% were neutral, 13.7% strongly agreed and 5.9% respondents disagreed on the same. This shows that there is mixed reaction from the consumers of Lunglei with regards to choosing the two-wheeler based on cheap maintenance only.

While analyzing about the factors for purchasing two-wheeler by the respondents based on the “good mileage” it has been observed that out of 51 respondents, 64.7% respondents agreed, 25.5% were neutral, 5.9% respondents disagreed and 3.9% strongly disagreed on the same. This shows that there is mixed reaction from the consumers of Lunglei with regards to choosing the two-wheeler based on good mileage only.

While analyzing about the factors for purchasing two-wheeler by the respondents based on the “availability of genuine parts” it has been observed that out

of 51 respondents, 62.7% respondents agreed, 17.6% were neutral, 9.8% disagreed, 7.8% strongly agreed and 2% respondents strongly disagreed on the same. This shows that there is mixed reaction from the consumers of Lunglei with regards to choosing the two-wheeler based on availability of genuine parts only.

While analyzing about the factors for purchasing two-wheeler by the respondents based on the “brand reliability” it has been observed that out of 51 respondents, 66.7% respondents agreed, 23.5% were neutral and 9.8% of the respondents strongly agreed on the same. This shows that there is mixed reaction from the consumers of Lunglei with regards to choosing the two-wheeler based on brand reliability only.

While analyzing about the factors for purchasing two-wheeler by the respondents based on the “headlight good visibility” it has been observed that out of 51 respondents, 41.2% respondents agreed, another 41.2% respondents were neutral, 11.8% respondents disagreed, 3.9% strongly agreed and only 2% respondents strongly disagreed on the same. This shows that there is mixed reaction from the consumers of Lunglei with regards to choosing the two-wheeler based on headlight good visibility only.

While analyzing about the factors for purchasing two-wheeler by the respondents based on the “engine kill switch and electric start feature” it has been observed that out of 51 respondents, 41.2% respondents agreed, another 41.2% respondents were neutral, 9.8% respondents disagreed and 7.8% respondents strongly agreed on the same. This shows that there is mixed reaction from the consumers of Lunglei with regards to choosing the two-wheeler based on engine kill switch and electric start feature only.

While analyzing about the factors for purchasing two-wheeler by the respondents based on the “innovative product feature like ASB, led headlights, fuel injection engine, sensors, Bluetooth connectivity, etc.” it has been observed that out of 51 respondents, 41.2% respondents agreed, another 41.2% respondents were neutral, 15.7% respondents disagreed and only 2% respondent strongly agreed on the same.

This shows that there is mixed reaction from the consumers of Lunglei with regards to choosing the two-wheeler based on innovative product feature like ASB, led headlights, fuel injection engine, sensors, Bluetooth connectivity, etc. only.

2.2.4 My two-wheeler met the purpose of my purchase

Table 2.2.4 indicates the level of agreement of the respondents whether the two-wheeler met the purpose of purchase or not. The five-point Likert scale was used to specify the level of agreement to a statement by the respondents. They were “strongly agree”, “agree”, “neutral”, “disagree” and “strongly disagree”.

Table 2.2.4 My two-wheeler met the purpose of my purchase

Level of agreement	Frequency	Percentage
Strongly agree	5	9.8%
Agree	33	64.7%
Neutral	12	23.5%
Disagree	1	2%
Strongly disagree	-	-
Total	51	100%

Source: Primary data

While assessing whether the two-wheeler bought has fulfil the purpose of purchase it has been observed that out of 51 respondents, 64.7% respondents agreed, 23.5% respondents were neutral, 9.8% respondents strongly agreed and only 2% respondent disagreed on the same.

2.2.5 I am satisfied with the product (two-wheeler) I bought

Table 2.2.5 shows the satisfaction level of the respondents regarding the two-wheeler they bought. The satisfaction level of the respondents is categorized into five points. They are strongly satisfied, satisfied, neutral, dissatisfied and strongly dissatisfied.

Table 2.2.5 I am satisfied with the product (two-wheeler) I bought

Level of satisfaction	Frequency	Percentage
Strongly satisfied	4	7.8%
Satisfied	36	70.6%
Neutral	7	13.7%
Dissatisfied	3	5.9%
Strongly dissatisfied	1	2%
Total	51	100%

Source: Primary data

While analyzing whether the two-wheeler bought by the respondents were satisfied with their purchase of the product it has been observed that out of 51 respondents, 70.6% respondents were satisfied, 13.7% respondents were neutral, 7.8% respondents strongly satisfied, another 5.9% respondents were dissatisfied and only 2% responded they were strongly dissatisfied on the same. This shows that there is mixed reaction from the consumers of Lunglei with regards to the satisfaction level towards their two-wheeler purchase.

2.2.6 Factors which contribute to the satisfaction of the two-wheeler purchased by the respondents

The table 2.2.6 indicates the factors which contribute to the satisfaction of the two-wheeler currently owned or purchased by the respondents. It includes 10 factors which directly attributed to the satisfaction with the product purchased by the respondents. They are: riding comfort, smooth engine, availability of genuine parts, after sales services, good resale value, good mileage, brand royalty, good looks & design, tubeless tyres and it matches my figure.

Table 2.2.6 Factors which contribute to the satisfaction of the two-wheeler purchased

Factors for satisfaction	Frequency	Percentage
Riding comfort	29	56.9%
Smooth engine	28	54.9%
Availability of genuine spart parts	22	43.1%
After sales services	15	29.4%
Good resale value	10	19.6%
Good Mileage	5	9.8%
Brand royalty	15	29.4%
Good looks and design	20	39.2%
Tubeless tyres	9	17.6%
Matches my figure	14	27.5%

Source: Primary data

While analyzing riding comfort as the factor contributing to the satisfaction of the two-wheeler purchased by the respondents it was discovered that 56.9% of the 51 respondents said it contributes to the satisfaction of the product purchased.

When smooth engine was examined as a factor contributing to the satisfaction of the two-wheeler purchased by the respondents, it was discovered that 54.9% of the 51 respondents said it contributes to the contentment of the product purchased.

While analyzing availability of genuine parts as the factor contributing to the satisfaction of the two-wheeler purchased by the respondents it was discovered that 43.1% of the 51 respondents said it contributes to the satisfaction of the product purchased.

While analyzing after sales services as the factor contributing to the satisfaction of the two-wheeler purchased by the respondents it was discovered that 29.4% of the 51 respondents said it contributes to the satisfaction of the product purchased.

When good resale value was analyzed as a factor contributing to the satisfaction of the two-wheeler purchased by the respondents, it was discovered that

19.6% of the 51 respondents said it contributes to the contentment of the product purchased.

When good mileage was examined as a factor contributing to the satisfaction of the two-wheeler purchased by the respondents, it was discovered that 9.8% of the 51 respondents said it contributes to the contentment of the product purchased.

While analyzing brand royalty as the factor contributing to the satisfaction of the two-wheeler purchased by the respondents it was discovered that 29.4% of the 51 respondents said it contributes to the satisfaction of the product purchased.

While examining good looks and design as the factor contributing to the satisfaction of the two-wheeler purchased by the respondents it was discovered that 39.2% of the 51 respondents said it contributes to the satisfaction of the product purchased.

While analyzing tubeless tyres as the factor contributing to the satisfaction of the two-wheeler purchased by the respondents it was discovered that 17.6% of the 51 respondents said it contributes to the satisfaction of the product purchased.

When it matches my figure was studied as a factor contributing to the satisfaction of the two-wheeler purchased by the respondents, it was discovered that 27.5% of the 51 respondents said it contributes to the contentment of the product purchased.

CHAPTER- III
(RESULTS AND DISCUSSION)

CHAPTER III

FINDINGS AND DISCUSSIONS

Major Findings

This chapter finally highlights the findings of the study from the data collected from 51 respondents.

Demographic profile of the respondents

- 47 per cent of the respondents are between 21-25 years of age and 43.1 per cent are between 15-20 and above 26 are only 9.8 per cent which indicates that two-wheeler has more influence on the youth than the older ones.
- 66.7 per cent of the respondents are male while 33.3 per cent are female which may indicate that male has more interest on two-wheeler than female.
- 60.8 per cent of the respondents are having an educational qualification up to the under graduate level, while 15.7 per cent have completed higher secondary and post graduate by 23.5 per cent of the respondents.
- 80.4 per cent are students and 3.9 per cent unemployed, 2 per cent entrepreneurs and other professions done by 13.7 per cent of the respondents.
- 33.3% respondents, are having monthly income below Rs 30,000, another 33.3% respondents have monthly income between Rs 30,000 to Rs 60,000, followed by 21.6% respondents having monthly income between Rs 60,000 to Rs 90,000. The number of respondents having monthly income above Rs 90,000 constitutes 11.8% of the total respondents.

Buying behaviour of the respondents

- Most of the respondents have owned a scooty (58.8%), followed by bike (29.4%), and scooter and moped were owned by 5.9% each of the respondents.
- It has been observed that out of 51 respondents surveyed majority (35.3%) own the brand Yamaha, followed by Suzuki (23.5%) & TVS (11.8%). Likewise, 7.8% each of the respondents own Hero, Honda and Mahindra respectively.

Also, 3.9% respondents own Royal Enfield and 2% respondent own a two-wheeler of Bajaj brand.

- 51 per cent decide on the look and style for purchasing and also riding comfort by 49 per cent, 51 per cent agreed to cheap maintenance, engine pickup is also agreed to by 56.9 per cent. Good mileage, availability of genuine parts, brand reliability is agreed to by 64.7 per cent of the respondents as factor affecting decision for purchasing a two-wheeler.
- The findings on the factors which were considered by the respondents purchasing two-wheeler shows that there is mixed reaction from the consumers of Lunglei with regards to choosing the two-wheeler.
- While assessing whether the two-wheeler bought has fulfil the purpose of purchase it has been observed that out of 51 respondents, 64.7% respondents agreed, 23.5% respondents were neutral, 9.8% respondents strongly agreed and only 2% respondent disagreed on the same.
- While analyzing whether the two-wheeler bought by the respondents were satisfied with their purchase of the product it has been observed that out of 51 respondents, 70.6% respondents were satisfied, 13.7% respondents were neutral, 7.8% respondents strongly satisfied, another 5.9% respondents were dissatisfied and only 2% responded they were strongly dissatisfied on the same.
- Major factor which contributes to the satisfaction of the respondents include riding comfort, smooth engine, availability of genuine parts and good looks & design.

The majority of the respondents are male which may indicate the interest on two-wheeler are more for male than female and as also from the statements been agreed to by the respondents. And the majority of the respondents are below the age of 25 which may imply that there is more interest for two-wheeler on youth than on the elder ones. Most respondents are students which may indicate that youth have huge desires for good and advanced performance acquiring two-wheeler which may not be purchased due to lack of money or funds even if they want to as most respondents are

students. Students mostly own scooters and bikes for their daily transportation to their colleges and schools making them the majority respondents in the study.

In this world of short cuts and machines which facilitates human efforts, and make things easier, we become accustomed to doing things easier and faster, so there is a need, a huge need for transportation to be made quicker and thus two-wheeler plays a vital role for every family affording it. The reliability of the brand is also very important as reputation is earned and not bought. And good brands spread to the furthest availability making availability available for every man in area.

The forward pacing development in the technology era also has a huge influence for the two-wheeler brands, making their product smarter, with chips inserted in them, software interconnected with the users' smartphones and their two-wheeler. These developments may also have a huge influence and may earn interest on the customers so to keep up with the pace of development of the world.

CHAPTER - IV
(CONCLUSION AND SUGGESTIONS)

CHAPTER-IV

CONCLUSIONS AND SUGGESTIONS

CONCLUSIONS

The buying behaviour of consumers in purchasing two wheelers involves several psychological factors. These factors govern the individual thinking process (like motivation, perception and attitude), decision-making steps involved in buying (decision making process), interaction of the consumer with several groups like friends, family and colleagues (group-oriented concepts), and selection of the brand and outlet depending on features and emotional appeal (marketing mix elements in a given environment). All consumers engage in shopping with certain fundamental decision-making modes or styles, including rational shopping and consciousness regarding brand and quality.

It is advisable two-wheeler manufacturers to concentrate on youngsters. To get success in the industry, youngsters should be targeted through all the marketing activities. It is recommended that motorcycle companies should use segmentation strategies and for different models of motorcycle they should target some specific group of people. This specific attention helps in improving companies' performance. These companies can increase the sales by increasing sales promotional activities. It is recommended to all two-wheeler manufacturers to improve their product based on durability, pickup and improve the technology to reduce the maintenance cost to get more attention from customers specially job-oriented users because it reduces their time and provide comfort. It is also recommended that Manufacturers Company should make their product attractive.

The findings of this study have wider implications for marketing and advertising managers of corporate undertakings, which deal in frequently, purchased consumer goods. It is also important that these findings can be clearly and concisely communicated in terms of their potential value as an aid to strategy and tactical planning. Through this study various factors are identified which influence consumer buying behaviour namely type of two-wheeler, brand, looks & style, riding comfort,

cheap maintenance, engine pick up, good mileage, availability of genuine spare parts, brand loyalty, headlight good visibility, engine kill switch & electric start features and innovative product features. Also, the demographic variables such as age, gender, education, income and occupation were found to have significant influence on the buying behaviour of the youths in Lunglei.

Majority of the respondents were young and well educated. Furthermore, the female participation is no doubt lesser than the male respondents. There were only few female respondents under study. Most of the respondents were still pursuing their academic career and the average monthly income of the family of the respondents is between Rs 30,000 to Rs 60,000. The study also revealed that the most common two-wheeler owned by the respondents was a scooty which is followed by bike. Yamaha was the most preferred and owned brand of the respondents and next to it is Suzuki. The study further revealed that the most common factors which were considered by the respondents while purchasing a two-wheeler are brand reliability, good mileage, availability of genuine spare parts and engine pick up. There are still several factors which the respondents considered while purchasing a two-wheeler.

With regards to the fulfilment of purpose of purchase, the study showed that more than half of the respondents agreed that the two-wheeler they purchased has met the purpose of their purchase. Furthermore, the findings of the result shows that majority of the respondents were content with their purchase and the major factor which contributes to the satisfaction of the respondents include riding comfort, smooth engine, availability of genuine parts and good looks & design.

SUGGESTIONS

Suggestions

1. Most of the customers of two-wheeler companies are the age group of 21-25 years. So, it is suggested that the two-wheeler companies must keep their main focus on this age group.

2. According to gender composition among the customers, it was found that male customers are more in number. So, the two-wheeler companies must focus more the product which is suitable and preferable for male.
3. Most of the customers of the two-wheeler are Under-graduate and students. So, it is desirable that the company must try to produce the two-wheeler which are affordable at cheaper price.
4. All the manufactures of various brands should focus and strive to enhance quality in comport, performance, features and design of the scooter.
5. There is a high demand for two-wheelers especially scooty in Lunglei market because of the demographic and topographic profile of the city. The Marketers and dealers of various brands should emphasis on improving supply so as to meet the demand of consumers.

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APPENDIX 1: QUESTIONNAIRE
(ENGLISH)

APPENDIX

QUESTIONNAIRE FOR “A STUDY OF CONSUMER BUYING BEHAVIOR TOWARDS TWO-WHEELER WITH REFERENCE TO THE YOUTH OF LUNGLEI”

Note: This questionnaire is planned for completion of Bachelor of Commerce research work. Thus, the information provided by you will be kept confidential and used for academic purpose only.

1. Age

- A. 15-20 ()
- B. 21-25 ()
- C. 25-30 ()
- D. Above 30 ()

2. Gender

- A. Male ()
- B. Female ()

3. Educational qualification of the respondents

- A. Matriculate ()
- B. Higher secondary ()
- C. Under graduate ()
- D. Post graduate ()

4. Occupation of the respondents

- A. Unemployed ()
- B. Student ()
- C. Entrepreneur ()
- D. Other profession ()

5. Family income (Monthly)

- A. Below 30000 ()
- B. Rs 30000-60000 ()
- C. Rs 60000-90000 ()
- D. 90000 & above ()

6. Which two-wheeler you own currently.

- A. Scooter ()
- B. Bike ()
- C. Moped ()
- D. Scooty ()

7. Which two-wheeler brand do you owned?

- A. Hero ()
- B. Bajaj ()
- C. Honda ()
- D. Yamaha ()
- E. Royal Enfield ()
- F. Mahindra ()
- G. TVS ()
- H. Suzuki ()

8. I choose my two-wheeler based on look and style.

- A. Agree ()
- B. Disagree ()
- C. Not sure ()
- D. Strongly Agree ()
- E. Strongly Disagree ()

9. Riding comfort make me choose my two-wheeler.

- A. Agree ()
- B. Disagree ()
- C. Not sure ()
- D. Strongly Agree ()
- E. Strongly Disagree ()

10. The cheap maintenance cost is the reason I choose my two-wheeler.

- A. Agree ()
- B. Disagree ()
- C. Not sure ()
- D. Strongly Agree ()
- E. Strongly Disagree ()

11. The cheap why I choose my two-wheeler is because of its engine pickup.

- A. Agree ()
- B. Disagree ()
- C. Not sure ()
- D. Strongly Agree ()
- E. Strongly Disagree ()

12. I choose my two-wheeler because it gave good mileage.

- A. Agree ()
- B. Disagree ()
- C. Not sure ()
- D. Strongly Agree ()
- E. Strongly Disagree ()

13. I choose my two-wheeler because of its availability of genuine spare parts.

- A. Agree ()
- B. Disagree ()
- C. Not sure ()
- D. Strongly Agree ()
- E. Strongly Disagree ()

14. I choose my two-wheeler because of its headlight good visibility.

- A. Agree ()
- B. Disagree ()
- C. Not sure ()
- D. Strongly Agree ()
- E. Strongly Disagree ()

15. The engine kill switch and electric start features make me choose my two-wheeler

- A. Agree ()
- B. Disagree ()
- C. Not sure ()
- D. Strongly Agree ()
- E. Strongly Disagree ()

16. The innovative product features like ABS, Led headlights, Fuel Injection engine, sensors, Bluetooth connectivity. Etc. are the reason I choose my two-wheeler.

- A. Agree ()
- B. Disagree ()
- C. Not sure ()
- D. Strongly Agree ()
- E. Strongly Disagree ()

17. My two-wheeler met my purpose of purchase.

- A. Agree ()
- B. Disagree ()
- C. Not sure ()
- D. Strongly Agree ()
- E. Strongly Disagree ()

18. I'm satisfied with product (two-wheeler) I bought.

- A. Agree ()
- B. Disagree ()
- C. Not sure ()
- D. Strongly Agree ()
- E. Strongly Disagree ()

19. I'm satisfied because of: (tick more than one option that makes you satisfied your two-wheeler)

- A. Riding Comfort ()
- B. Smooth Engine ()
- C. Availability of genuine parts ()
- D. After sales service ()
- E. Good resale value ()

20. I'm satisfied because of: (tick more than one option that makes you satisfied for your two-wheeler)

- A. Riding Comfort ()
- B. Smooth Engine ()
- C. Availability of genuine parts ()
- D. After sales service ()
- E. Good resale value ()

- F. Good mileage ()
- G. Brand Loyalty ()
- H. Good looks and design ()
- I. Matches my figure ()