

A Study of Consumer Preference Towards Two-wheeler's in Lawngtlai, Mizoram



*A report submitted to Department of Commerce, Higher and Technical Institute, Mizoram
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Submitted by: H. LALVENZELA

University Reg. No.: “2107074”

Prepared under the guidance and supervision of:

VANLALKIMLIANI

Assistant Professor, Department of Commerce

Higher And Technical Institute, Mizoram (HATIM)

HIGHER AND TECHNICAL INSTITUTE, MIZORAM

PUKPUI, LUNGLEI – 796691



CERTIFICATE


This is to certify that the dissertation entitled “A Study of Consumer Preference Towards Two-wheeler’s in Lawngtlai, Mizoram” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by H. Lalvenzela, Roll No. 2123BCOM014, IV Semester B.Com. He has fulfilled all the requirements laid down in the 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: 8th May, 2023

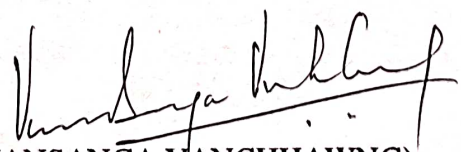
Place: Lunglei, Mizoram


(VANLALKIMLIANI)

Project Supervisor


(VANKHAWPUIMAWII PACHUAU)
HEAD
Department of Commerce
Higher And Technical Institute, Mizoram
Lunglei

Head, Department of Commerce


(VUANSANGA VANCHHAWNG)

Principal, HATIM
Principal
Higher And Technical Institute, Mizoram
Lunglei

DECLARATION

I, H.Lalvenzela , 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 to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

Date:

(H. LALVENZELA)

Place:

Student

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Thank you,

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CHAPTER-1

INTRODUCTION

1.1 CONCEPTUAL FRAMEWORK:

All the people on the earth are consumers; they purchase and consume different types of products according to their needs, preferences and purchasing power. The consumables may be various types of goods, durable goods, specialty goods, industrial goods or any services. The purchasing of product depends on one's perception, self-concept, cultural and social background, attitude, values, age, motivation, class, personality and there are other factors these may be internal and external which affect the consumer buying. People always consider the source or seller to buy the things which also depend upon the position in the society of the seller. In some societies, there is a lot of affluence and these societies can afford to buy in greater quantities and at shorter intervals. In poor societies, the consumer can barely meet his barest needs. It can be said that any person who buys goods and services from the market for his/her use is called as consumer.

1.1.1 Consumer behavior

Consumer Behavior is defined as "the behavior the patron displays in looking for, purchasing, using and evaluating product, services, and concepts that they expect can satisfy their desires." (Schiffman 2007) the study of Consumer Behavior doesn't solely mean that, what individuals consume, however, collectively studies the concept of who the customer is, however, usually they consume bound things, why they consume and in what conditions.

The definition of consumer behavior is given as "The behavior that customers show in looking for, purchasing, using, evaluating and confiscating product and/or services that they expect can satisfy their desires." (Rose, S. and Samouel, P., 2009). In an alternate word it is said that consumer behavior is the study of cluster, people, organizations and therefore, the method within which they use to pick out, secure, and lose product with the experiences, services or ideas to satisfy the wants and therefore, the impacts that these processes wear the patron and society.

1.1.2 Concept of Consumer Behaviour

- **According to Solomon (1995)**, consumer behavior consists of feelings, ideas, actions and customer experiences. Furthermore, consumer behavior has other environmental

factors such as advertising, costs and compliments. Consumer behavior could be a complicated model and a complex understanding to promote research.

- **According to Peter and Olson (2002)**, consumer behavior is simply described as the study of psychographic, social and physical actions once individual get, use and have merchandise, ideas, services and practices. Customer behavior is outlined as the process that involves physical activity and a higher cognitive process to obtain, evaluate, abuse and eliminate products and services.

1.1.3 Definition of Consumer Buying Behavior

It is the entire consumer choice test procedure in the context of ownership, use and your point of view on things, service, price and usage concepts. The model utility could be a relationship not only with the way buyers buy things like soap bars, music devices and automobiles; also refers to the use by consumers of raw materials, options and concepts such as consulting a doctor, visiting a court associated with entertainment, etc.

- **According to Howard and Sheth (1969)**, the style within which customers obtain models are influenced by criteria and outdoors. They said that the consumers' brains were a black box that would give stimulating aspects. These aspects will turn out notions within the brain that would be productive or non-productive. So, the customer can agree or refuse. This formulation is the premise for the stimulus reaction mechanism
- **According to Blackwell, R., Miniard, P. Engel, J. (2006)** "consumer behavior is that the actions and decision-making processes of people who buy products and services for private consumption".

1.1.4 An overview of Two Wheelers Industry

The overall two-wheeler market reached \$ 95 billion in 2016 and is expected to exceed \$ 127 billion by 2022. The growing demand for two-wheelers was supported by its relative convenience, high-powered fuel, direct maneuverability and lower emissions. Moreover, a growing number of companies launching new models completely different

regions, the trend of the expanding global two-wheeler market seems to be quite positive over the next five years.

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.

Growing demand for two wheelers within the country is attributed to increasing per capital financial gain levels, high fuel potency of two wheelers and simple finance choices accessible across the country. Moreover, straightforward mobility, lower emissions and launch of latest models by leading players are expected to more boost two-wheeler sales in Bharat throughout the forecast amount. A number of the most important players operative in Bharat two wheeler's markets embrace Hero Moto Corp Ltd., Honda motorbike, Scooter Bharat Pvt. Ltd, TVS Motor Company restricted, and Bajaj machine Ltd., among others.

1.1.5 Two-Wheeler Industry in India

In 2021, two-wheeler vehicles also made up the majority of vehicles in production in India, followed by passenger vehicles. There are many kinds of two-wheeler vehicles available in India, including scooters, motorcycles, and mopeds. As of 2021, the leading two-wheeler manufacturer in India was Hero MotoCorp. The manufacturer of the very popular Splendor motorcycle model is headquartered in India's capital New Delhi.

Two-wheeler domestic sales in India from financial year 2011 to 2022(in million units)

Characteristic	Vehicle sales in million units
FY 2022	13.47
FY 2021	15.2
FY 2020	17.42
FY 2019	21.18
FY 2018	20.2
FY 2017	17.59
FY 2016	16.46

FY 2015	15.98
FY 2014	14.81
FY 2013	13.8
FY 2012	13.41
FY 2011	11.77

In financial year 2022, two-wheeler sales in India saw a decrease from the previous years to 13.47 million units. The sales reached an all-time high as of 2019, when India's auto industry sold some 21 million units. This figure is almost double the 2011 sales, when just 11.77 million two-wheeler units were sold in India.

1.2 REVIEW OF LITERATURE:

Saravanan, Parchanatham & Pragadeeswarn (2009) in their study 'Consumer behaviour towards show-room service of the two-wheeler with reference to Cuddalore district' shows that the age of the respondents are positively correlated with Yamaha and other brand and negatively correlated with TVS , Hero Honda and Bajaj. Results exhibits that five variables (age, professional status, personally, size of the family and education) have significant contribute for predicting the availability of spare parts. The respondents ranking for expected after sale services form the show –room service of the performance are significantly different.

Shinde & Khamkar (2014) in their study 'Pre-purchase behaviour amongst the youth for the two-wheeler with special reference to Mumbai city' found out that most of the young individuals prefer bike that is aesthetically appealing and cost effective. At the same time those who prefer geared bikes, have majority two reasons, mainly better control and better aesthetics, while those who preferred non-geared bike were of the opinion that it is easy to ride non-geared bikes. most of young crowd wants the bikes which looks sporty, having decent mileage and which is available at decent price.

Poormina (2019) in his study ‘A study on customer perception of Yamaha two-wheeler with reference to Chennai city’ observed that 46 % of the customers are in the age group of 22-26 years and 41% are students and 44% of the customer accept the price and 41% of the customers says performance is good and majority of the customer says the mileage are good. And he found that the performance and mileage of Yamaha vehicle was good and it’s motivated the customers to buy a Yamaha vehicle.

Haralayya (2019) in his study ‘Customer satisfaction at M/S Sindol Bajaj Bidar’, found out that 28% of the customers are know the name of Bajaj through advertisement ,52% friends/relative, 12 % from social media and 8% from others. And he found that which factor affecting the customers to make a purchase decision in that 32% price effect the customers 32% brand image ,20% mileage ,14% power and other 2% style. And he found that 86% of customers receiving customer services reminder regularly and 14% of customers not receiving.

1.3 RATIONALE OF THE STUDY:

Consumer behavior has become very important for businesses. Consumer behaviour refers to the study which analyzes how consumers make decisions about their wants, needs, buying or act with respect to a product, service or organization. It is very critical to understand the behavior of consumers to analyze the behavior of potential consumers towards a new product or service. It is also very useful for companies to identify opportunities which have not yet been met.

1.4 STATEMENT OF THE PROBLEMS:

The demand of two-wheelers is increasing day by day. Similarly, the preferences of the consumers are also changing from time to time. A number of companies are manufacturing two- wheelers of various kinds to suit the everchanging consumers’ preferences. Which may be fixing the price at below other companies’ price, improving quality than other’s product, introduction of the latest technology, high mileage picks up, styles etc. The development of two-wheeler mainly depends on the customer satisfaction. Therefore, the present study focused on the study of consumer preference toward two-wheeler in Lawngtlai Town.

1.5. OBJECTIVES OF THE STUDY:

- 1) To find out the satisfaction level of the customers towards their two wheelers.
- 2) To find out the reasons for buying two wheelers.
- 3) To identify their expenditure towards their two wheelers.
- 4) To provide suggestion if any

1.6 RESEARCH METHODOLOGY:

1.6.1 Scope of the study

This study focuses on the town of Lawngtlai. One of the eleven districts serving as the state capital of Mizoram, India, is Lawngtlai. The district is bordered on the north by the district of Lunglei, on the west by the country of Bangladesh, on the south by the country of Myanmar, and on the east by the district of Siaha. The district encompasses 2557.10 km². The district's administrative centre is located in Lawngtlai Town. According to the 2011 census, there were 1,17,894 people living in the Lawngtlai district, including 60,599 men and 57,295 women.

1.6.2 Sample size

For the purpose of the study 70 respondents were selected as sample by using convenient sampling method. Out of 70 sample 62 respondents were willing to participate and share their opinions regarding the topic.

1.6.3 source of data collected

In order to gather primary data for the study, a structured questionnaire was created and sent via Google Form. Secondary data was gathered using websites, publications in journals, and article articles.

1.7 LIMITATIONS OF THE STUDY:

1. The study is solely based on the responses of 62 respondents.
2. There is not enough time to interview more respondents. The results and interpretation would have more significance and impact if it could include more responders.

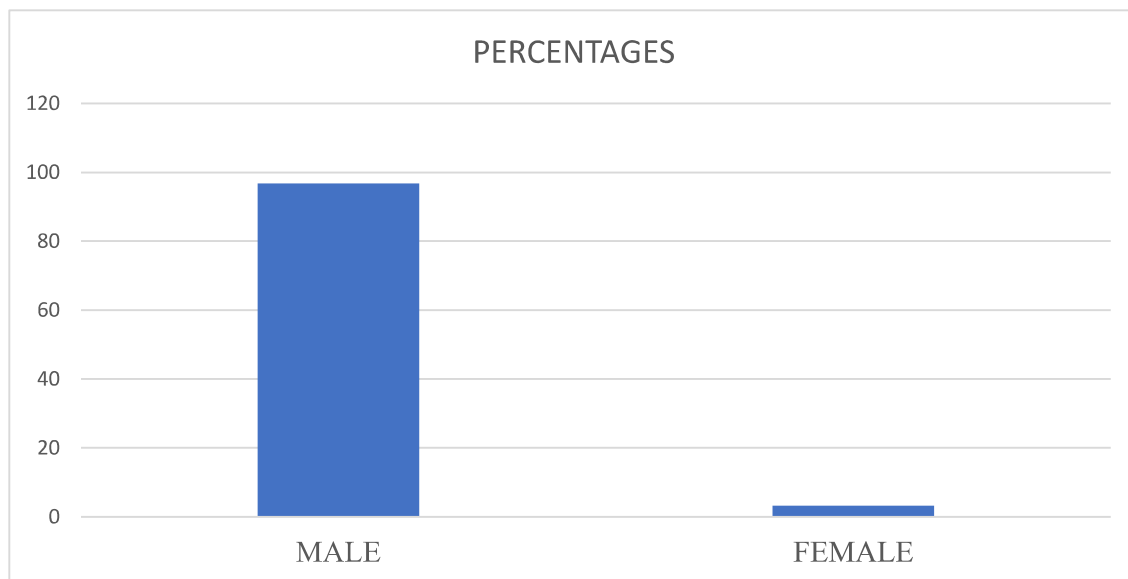
CHAPTER-2

DATA ANALYSIS AND INTERPRETATION

Table 2.1 Gender

Gender	Percentage (%)
Male	96.77
Female	3.23

Figure 2.1 Gender



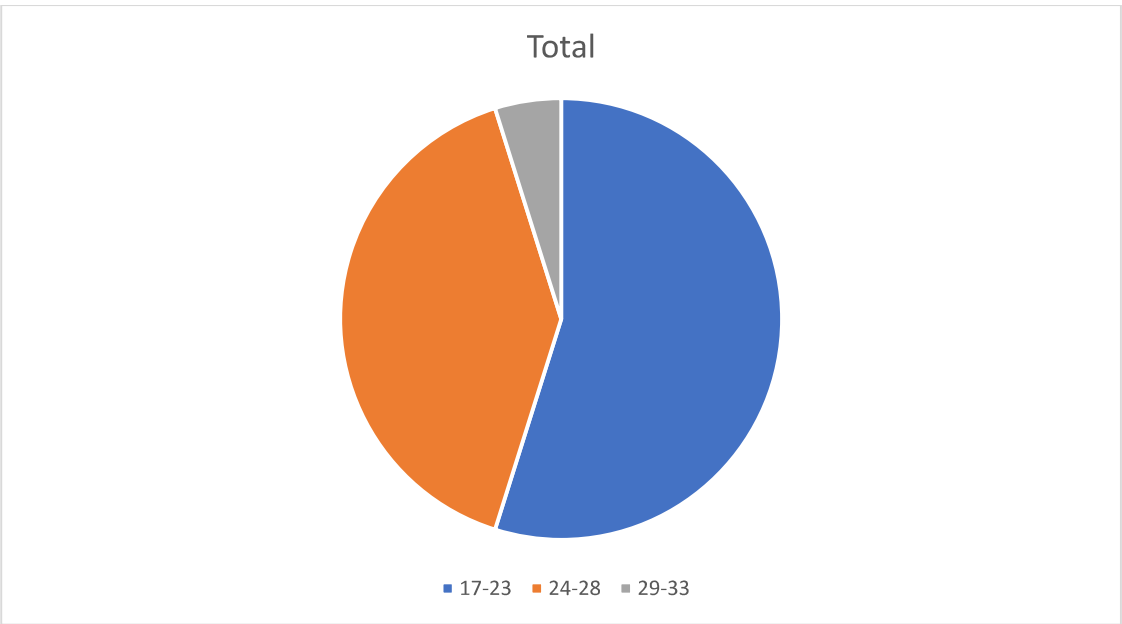
Interpretation

Table 2.1 and Figure 2.1 shows that out of 62 respondents 96.77% were male and 3.23% were female.

Table 2.2 Participation of age group

Age group (in years)	N0. Of respondents
17-23	34
24-28	25
29-33	3

Figure 2.2 participation of age group



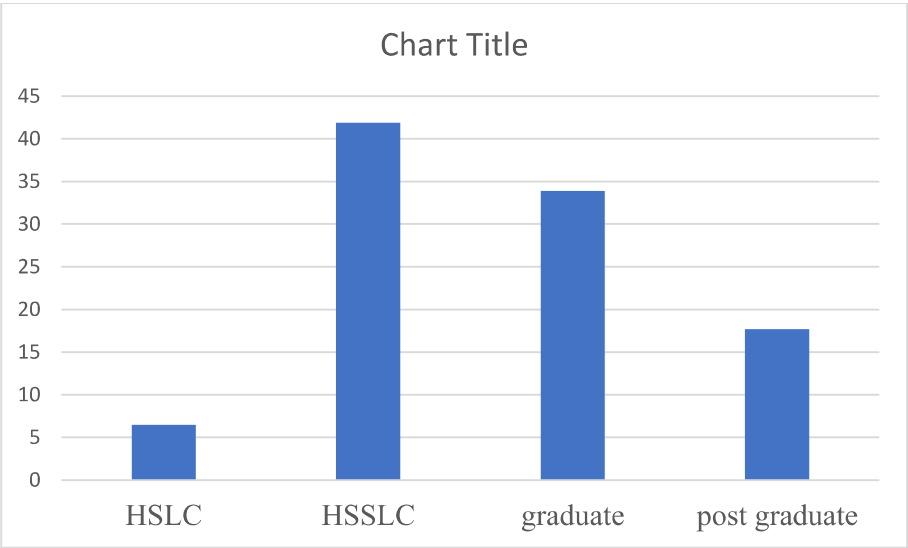
Interpretation

According to Table 2.2 and Figure 2.2, 34% of respondents are between the ages of 17 and 23; 25% are between the ages of 24 and 28; and 3% are between the ages of 29 and 33.

Table 2.3 Education qualification

Qualification	Percentage (%)
HSLC	6.5
HSSLC	41.9
Graduate	33.9
Postgraduate	17.7

Figure 2.3 Education qualification



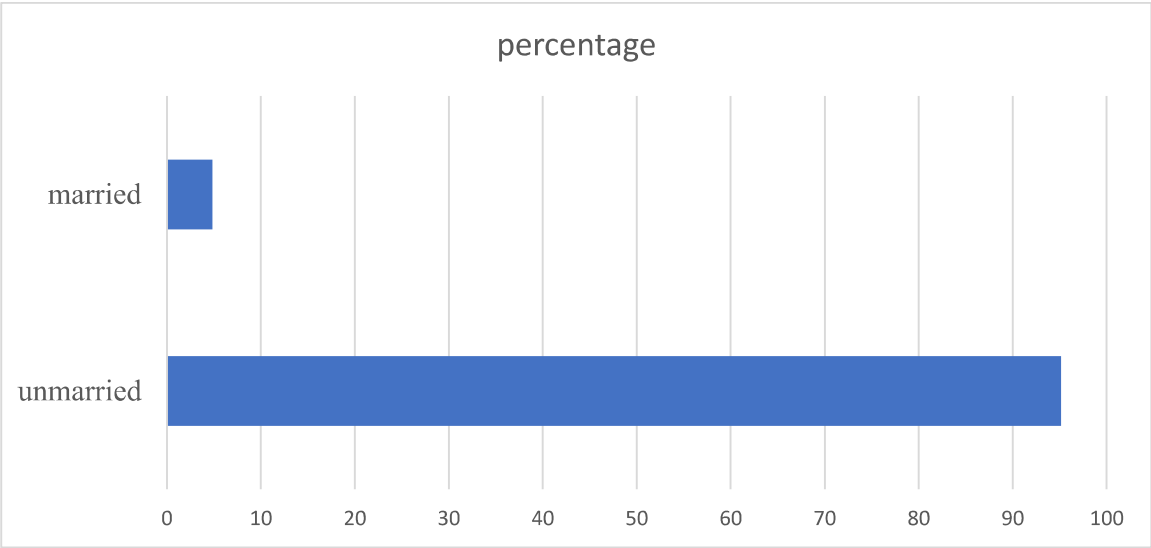
Interpretation

The respondents' levels of education are displayed in Table 2.3 and Figure 2.3. 33.9% of responders are graduates, 6.5% are HSLC, 41.9% are HSSLC, and 17.7 are postgraduates.

Table 2.4 Marital status

Marital status	Percentage (%)
Married	4.84
Unmarried	95.16

Figure 2.4 Marital status



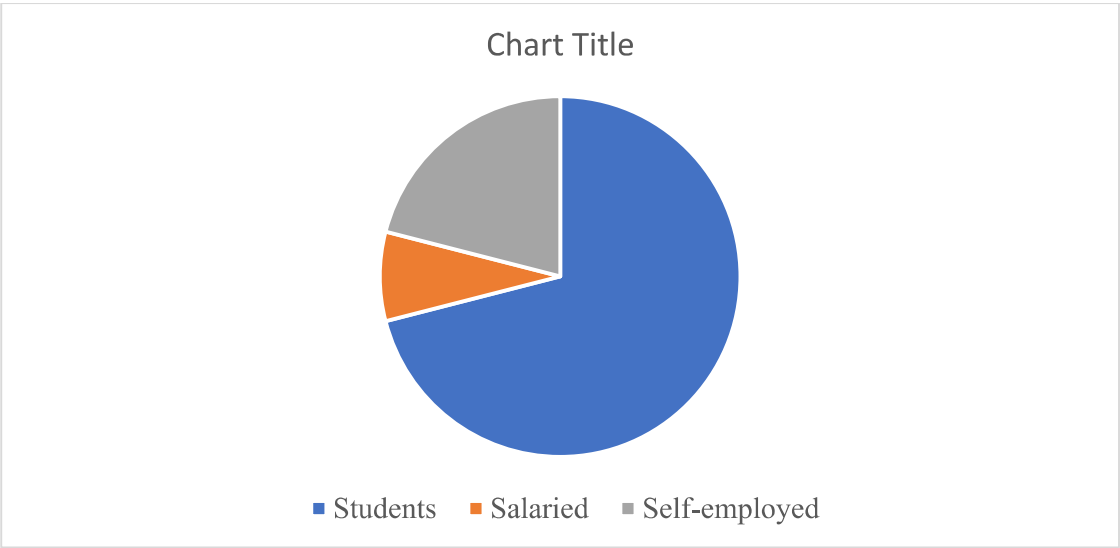
Interpretation

Table 2.4 and Figure 2.4 stows the marital status of the respondents. 4.84% of the respondents were married and 95.16% were unmarried.

Table 2.5 Occupation

Occupation	Percentage (%)
Students	71
Salaried	8
Self-employed	21

Figure 2.5 Occupation



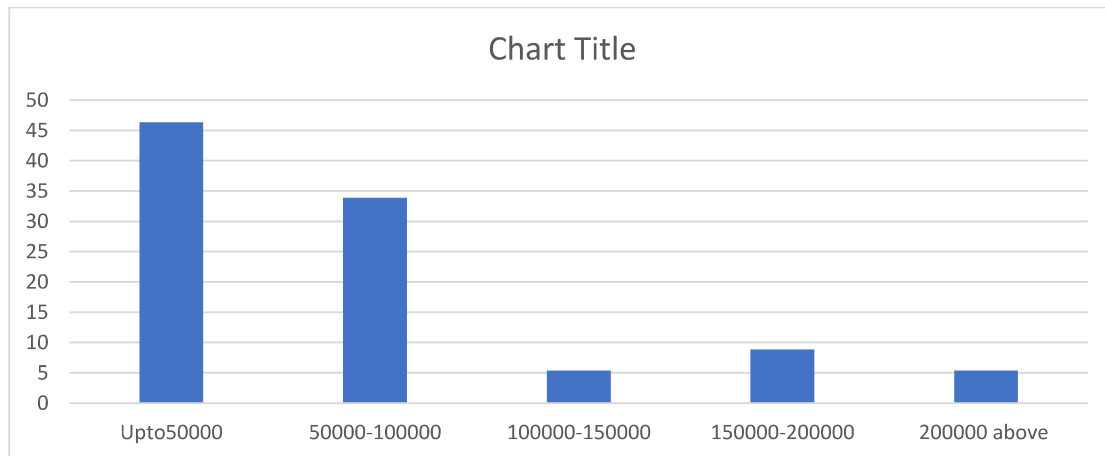
Interpretation

Table 2.5 and Figure 2.5 show the occupation of the respondents. 71% of the respondents are students and 8% are salaried personnel and 21% are self-employed.

Table 2.6 Monthly income of the respondent family

Income of the family	Percentage (%)
Upto50000	46.4
50000-100000	33.9
100000-150000	5.4
150000-200000	8.9
200000 above	5.4

Figure 2.6 Monthly income of the respondent family



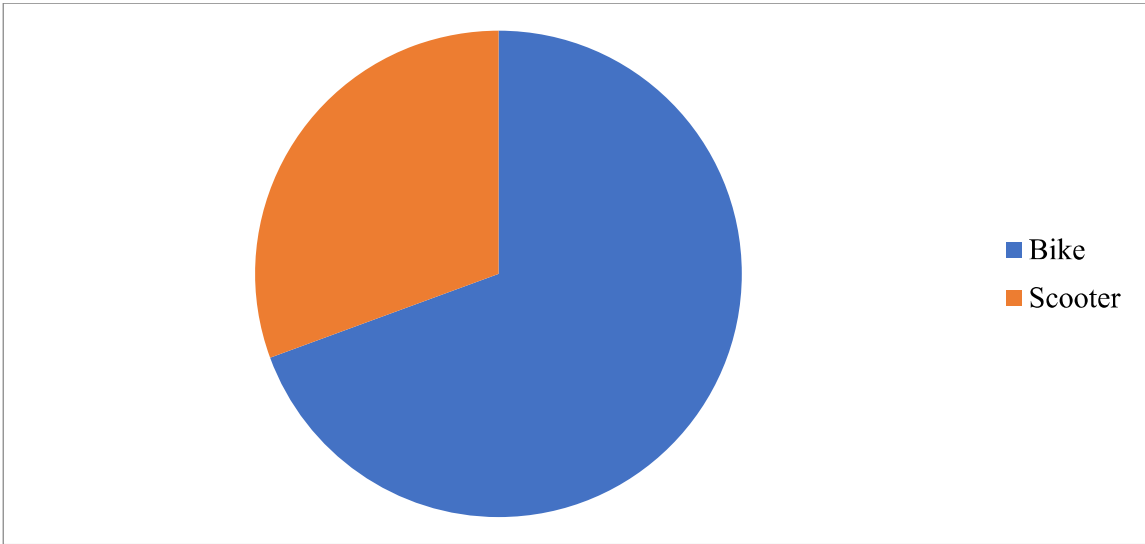
Interpretation

The respondent family's income is depicted in Table 2.6 and Figure 2.6. 46.4% of the respondent families' household income is less than Rs 50000, 33.9% of their household income is in the range of Rs 50000–100000, 5.4% of their household income is in the range of Rs 100000–150000, 8.9% of their household income is in the range of Rs 150000–200000, and 5.4% of their household income is over Rs 200000.

Table 2.7 Type of two-wheeler

Type of two-wheeler	Percentage (%)
Bike	69.4
Scooter	30.6

Figure 2.7 Type of two-wheeler



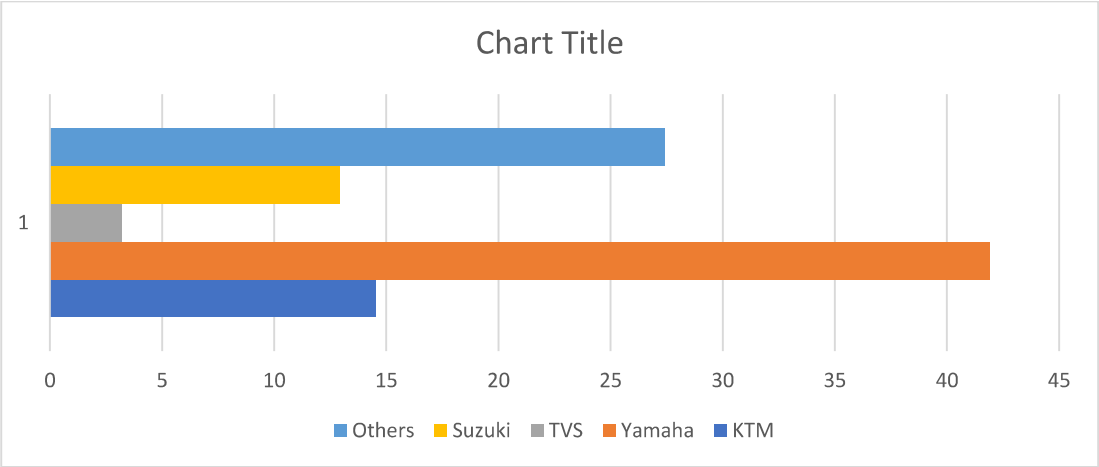
Interpretation

The type of the two-wheeler is shown in Table 2.7 and Figure 2.7.30.6% of respondents have a scooter, compared to 69.4% of respondents who own a bike.

Table 2.8 Brand

Brand	Percentage (%)
KTM	14.5
Yamaha	41.9
TVS	3.2
Suzuki	12.9
Others	27.4

Figure 2.8 Brand



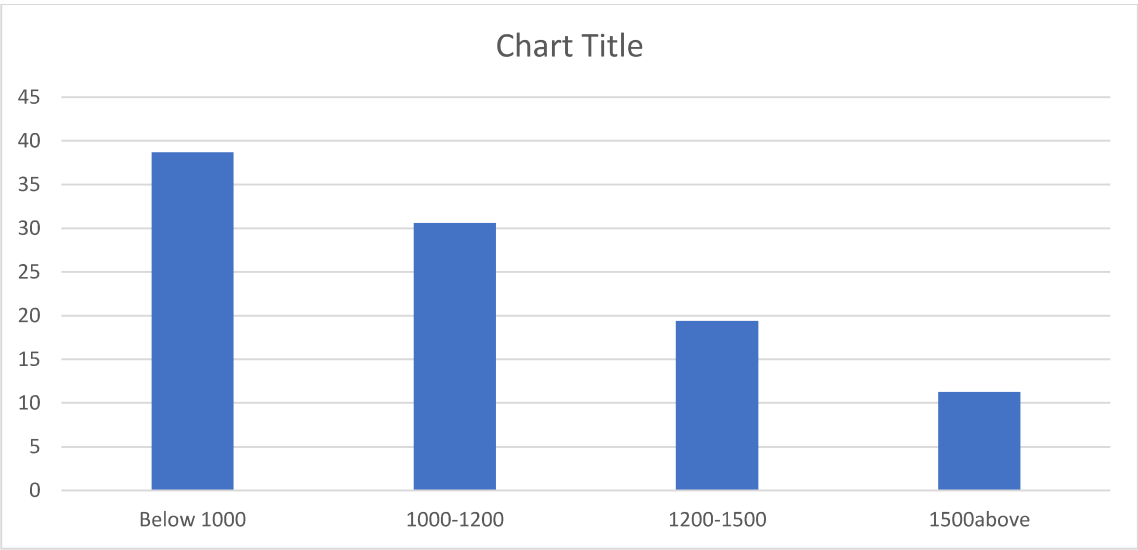
Interpretation

The brands of the two-wheelers the respondents own are displayed in Table 2.8 and Figure 2.8. 14.5% of the respondents own shares in the KTM company, whereas 41.9% own shares in the Yamaha company, 3.2% own shares in the TVS company, 12.9% own shares in the Suzuki company, and the remaining 27.4% own shares in other companies.

Table 2.9 Monthly expenditure for fuel:

Expenditures for fuel	Percentage (%)
Below 1000	38.7
1000-1200	30.6
1200-1500	19.4
1500 above	11.3

Figure 2.9 Monthly expenditure for fuel



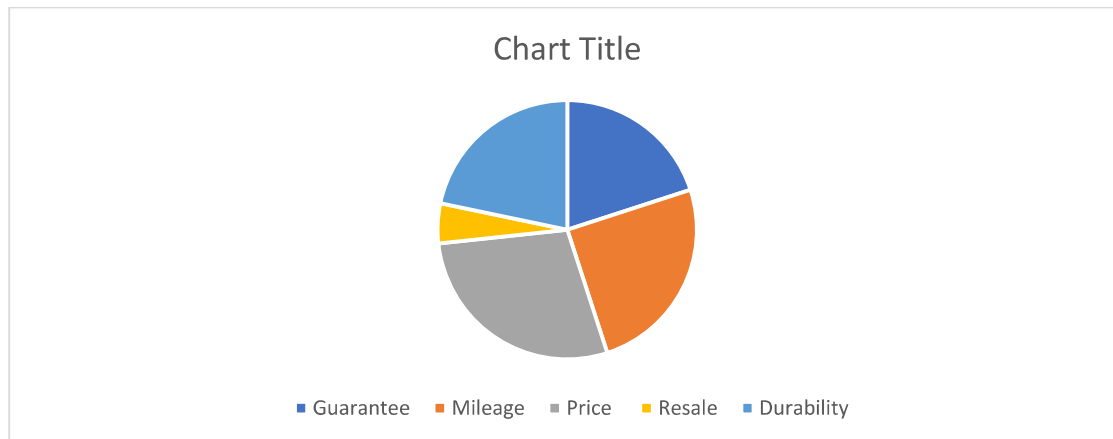
Interpretation

The monthly cost of fuel is shown in Table 2.9 and Figure 2.9.38.7% of respondents reported using less than Rs 1000 in petrol per month, 30.6% reported using between Rs 1000 and \$1000 in fuel per month, 19.4% reported using between Rs 1200 and \$1500 in fuel per month, and 11.3% reported using more than Rs 1500 in fuel per month.

Table 2 .10 Reason for choosing the two-wheeler

Reason of choosing	Percentage (%)
Guarantee	20
Milage	25
Price	28.3
Resale value	5
Durability	21.7

Figure 2.10 Reason for choosing the two-wheeler



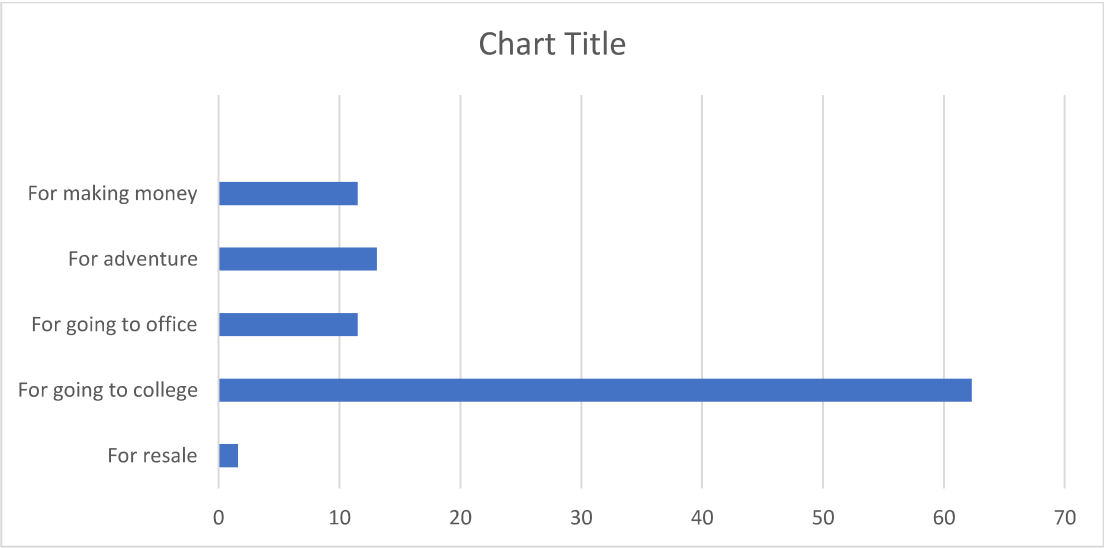
Interpretation

Figure 2.10 and Table 2.10 illustrate the rationale behind the two-wheeler choice. Twenty percent of respondents said they chose their two-wheeler because of the warranty, twenty-five percent said they did so because of the mileage, twenty-eight percent said they did so because of the price, five percent said they did so for the purpose of resale, and twenty-seven percent said they did so because of the durability.

Table 2.11 Purpose of buying

Purpose of buying	Percentage (%)
For resale	1.6
For going to college	62.3
For going to office	11.5
For adventure	13.1
For making money	11.5

Figure 2.11 Purpose of buying



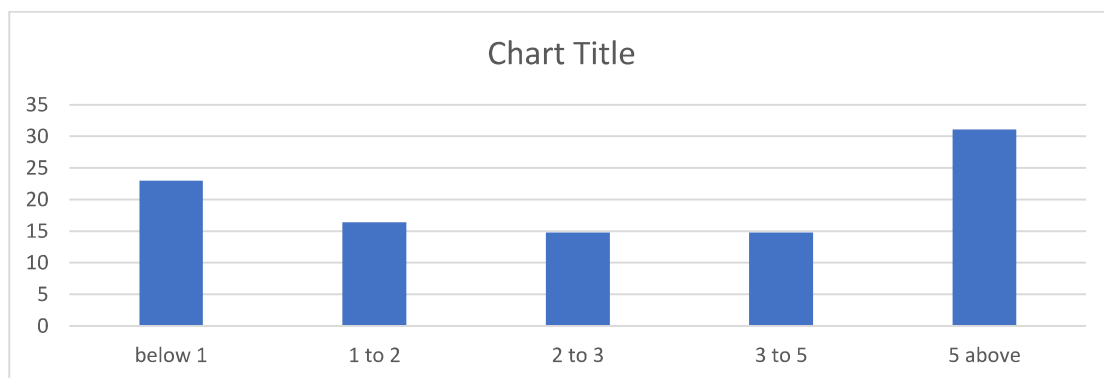
Interpretation

Figure 2.11 and Table 2.11 display the two-wheeler's intended use. 13.1% of respondents buy their two-wheeler for adventure, 1.6% of respondents buy their two-wheeler for resale, 62.3% of respondents buy their two-wheeler for going to college, 11.5% of respondents buy their two-wheeler for going to the office, and 11.5% of respondents buy their two-wheeler for making money.

Table 2.12 Experience

Experience (in years)	Percentage (%)
Below 1	23
1-2	16.4
2-3	14.8
3-5	14.8
5 above	31.1

Figure 2.12 Experience



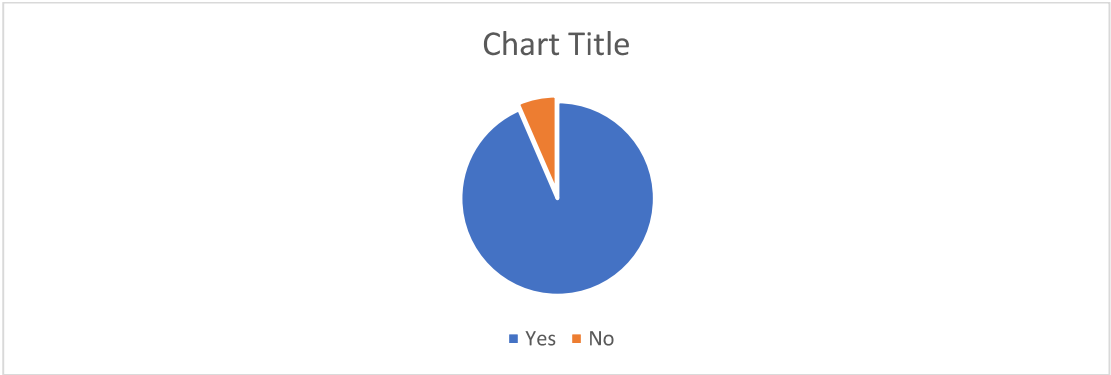
Interpretation

Figure 2.12 and Table 2.12 display the respondents' experiences. 23% of the respondents said they had owned their two-wheeler for less than a year, 16.4% said they had owned it for between one and two years, 14.8% said they had owned it for between two and three years, 14.8% said they had owned it for between three and five years, and 31.1% said they had owned it for more than five years.

Table2.13 Are you satisfied with the two-wheeler you have

Satisfaction	Percentage (%)
Yes	93.5
No	6.5

Figure 2.13 Are you satisfied with the two-wheeler you have



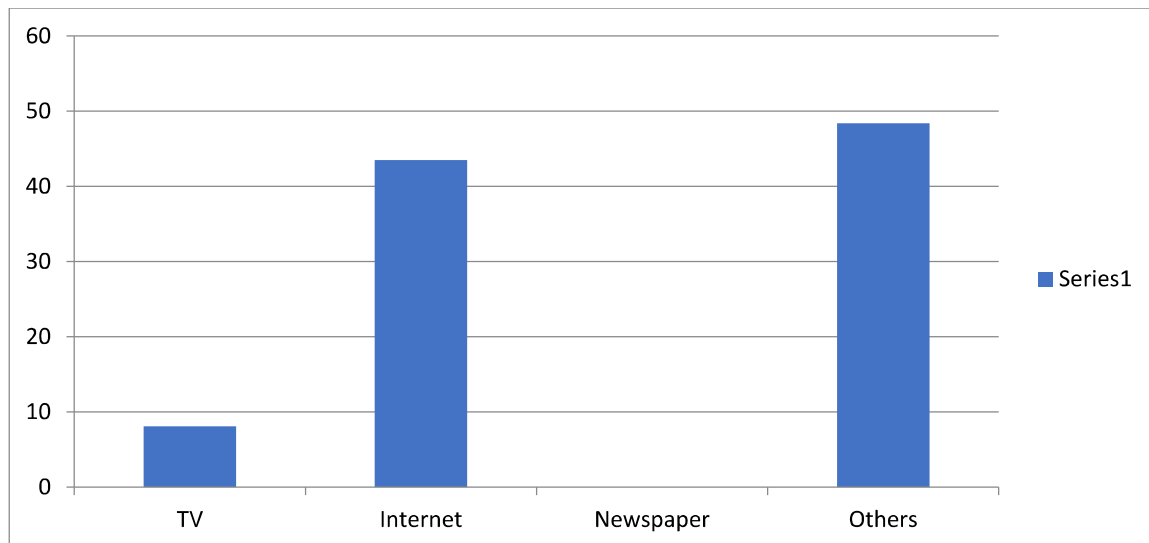
Interpretation

The respondents' level of satisfaction is shown in Table 2.13 and Figure 2.13. 6.5% of respondents are dissatisfied with their two-wheeler, compared to 93.5% of respondents who are.

Table 2.14 Through which media you came to know about your two-wheelers

Media	Percentage (%)
TV	8.1
Internet	43.5
Newspaper	0
Others	48.4

Figure 2. 14 Through which media you came to know about your two-wheelers



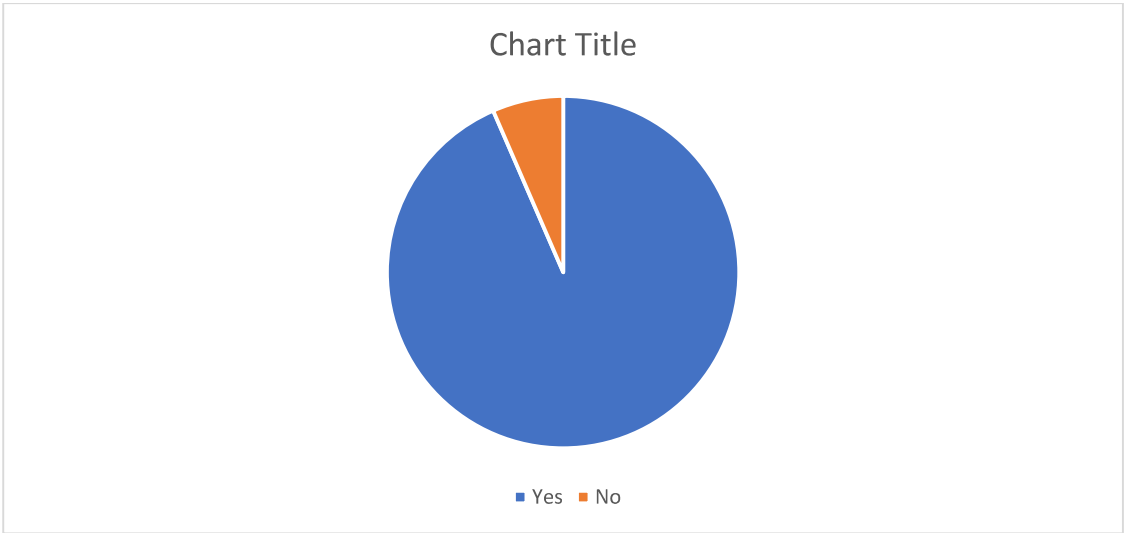
Interpretation

Figure 2.14 and Table 2.14 display the media they used to learn about their two-wheelers. 8.1% of respondents said they had knowledge from TV, whereas 43.4% of respondents had knowledge from the internet, none from newspapers, and 48.4% had knowledge from other sources.

Table 2. 15 Do you recommend other to buy the two-wheeler you have

Recommendation	Percentage (%)
Yes	93.5
No	6.5

Figure 2.15 Do you recommend other to buy the two-wheeler you have



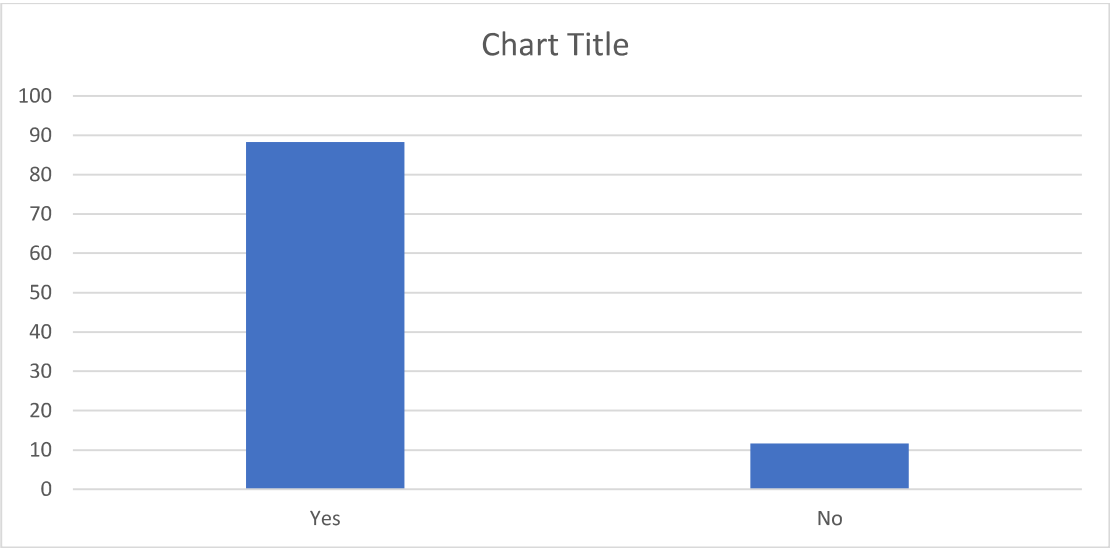
Interpretation

The two-wheeler they own is what they advise the other to purchase, as shown in Table 2.15 and Figure 2.15. 93.5% of respondents said they would advise others to purchase their two-wheeler, while 6.5% said they would not.

Table 2.16 Will you consider any technical aspects while selecting the two-wheeler

Technical aspect	Percentage (%)
Yes	88.3
No	11.7

Figure 2.16 Will you consider any technical aspects while selecting the two-wheeler



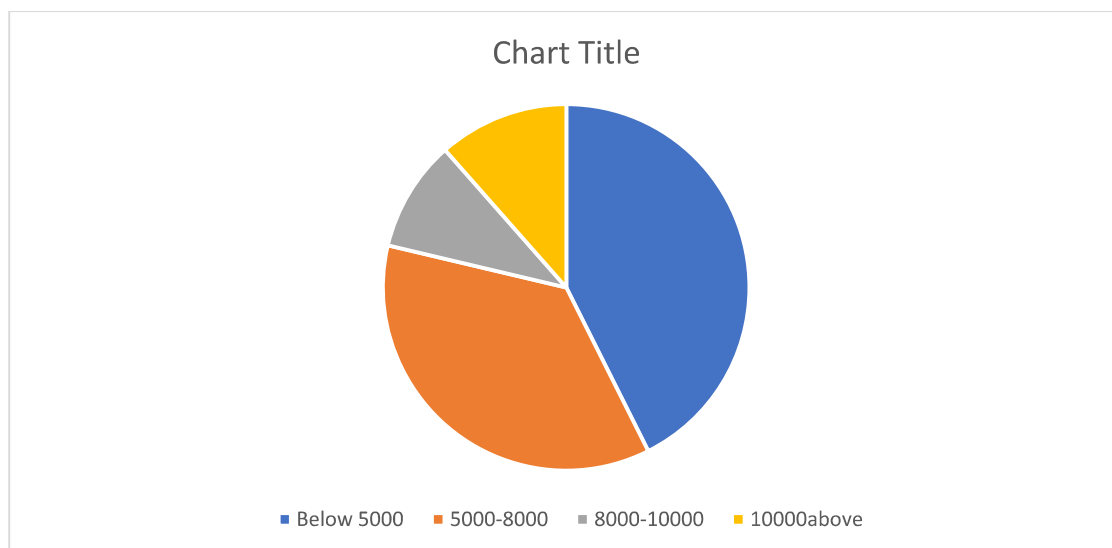
Interpretation

They will take into account any technical considerations when choosing the two-wheeler, as shown in Table 2.16 and Figure 2.16 The majority of respondents, 88.3%, answer "yes," while only 11.7% respond "no."

Table 2.17 In one year how much you spent for servicing

Expenditure for servicing in one year	Percentage (%)
Below 5000	42.6
5000-8000	36.1
8000-10000	9.8
10000above	11.5

Figure 2.17 In one year how much you spent for servicing



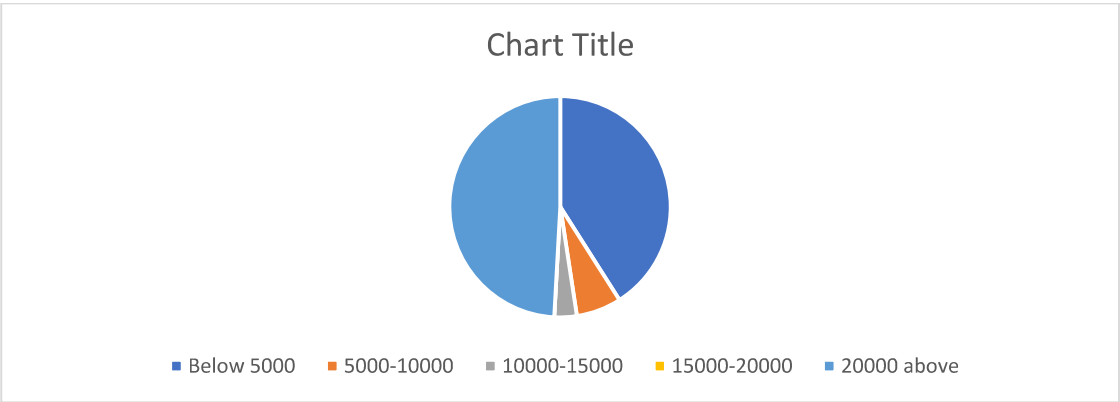
Interpretation

The amount spent on servicing over the course of a year is shown in Table 2.17 and Figure 2.17. 42.6 percent of respondents spent less than Rs 5000 on servicing in a given year, 36.1 percent spent between Rs 5000 and Rs 8000 on servicing in a given year, 9.8 percent spent between Rs 8000 and Rs 10,000 on servicing in a given year, and 11.5 percent spent more than Rs 10,000 on servicing in a given year.

Table 2.18 How much you spent for accessories

Spent for accessories	Percentage (%)
Below 5000	41
5000-10000	6.6
10000-15000	3.3
15000-20000	0
20000 above	49.2

Figure 2.18 How much you spent for accessories



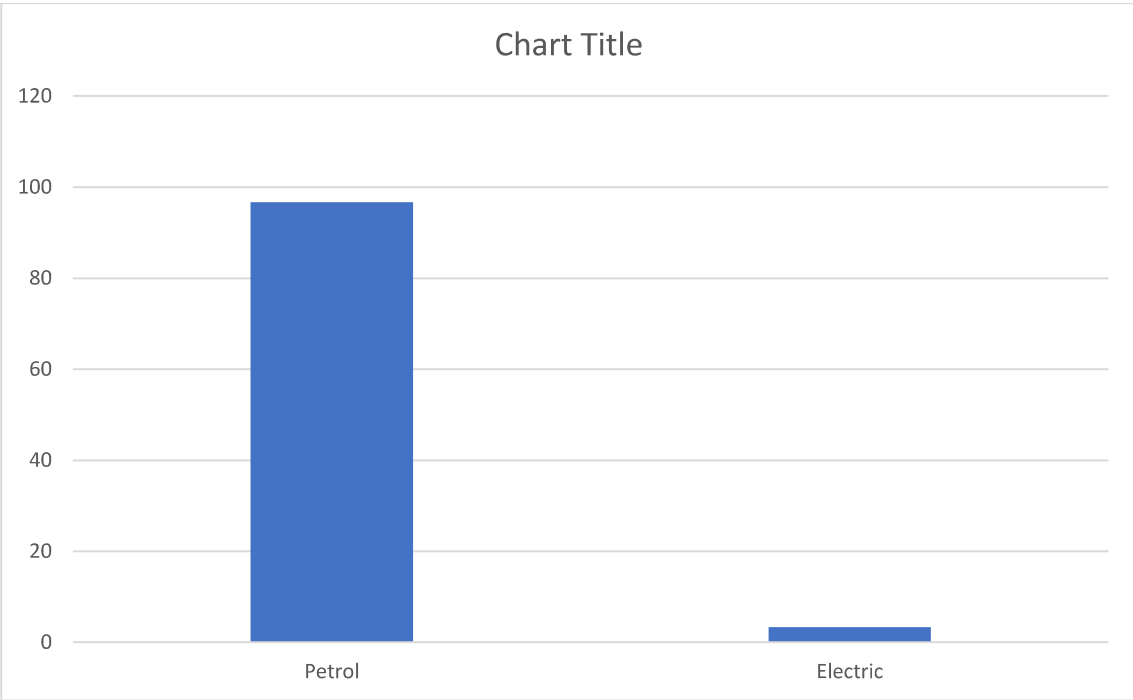
Interpretation

Figure 2.18 and Table 2.18 provide the cost breakdown for the accessories. 41% of respondents said they spent less than Rs. 5000 on accessories, 6.6% said they spent between Rs. 5000 and Rs. 10,000, 3.3% said they spent between Rs. 10000 and Rs. 15000, and none said they spent between Rs. 15000 and Rs. 20,000; 49.2% said they spent more than Rs. 20,000 on accessories.

Table 2.19 Which type of engine do you recommend for other to buy

Recommend engine	Percentage (%)
Petrol	96.7
Electric	3.3

Figure 2.19 Which type of engine do you recommend for other to buy



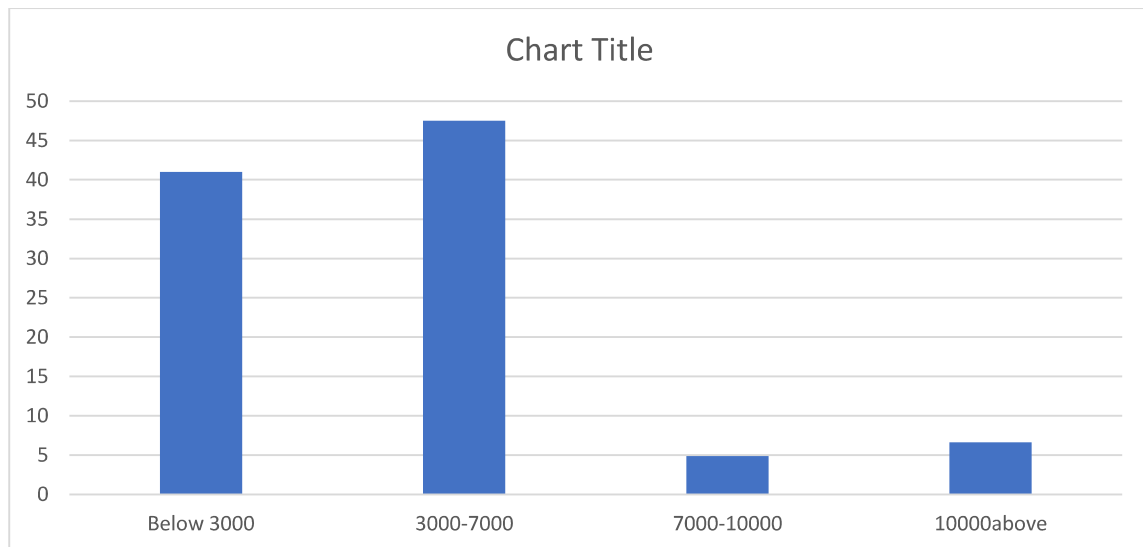
Interpretation

Table 2.19 and Figure 2.19 display the engine type that is suggested for purchase by others. Petrol engines are advised by 96.7% of respondents, while electric engines are advised by 3.3%.

Table 2.20 How much you spent for repairs

Spent for repairs	Percentage (%)
Below 3000	41
3000-7000	47.5
7000-10000	4.9
10000above	6.6

Figure 2.20 How much you spent for repairs



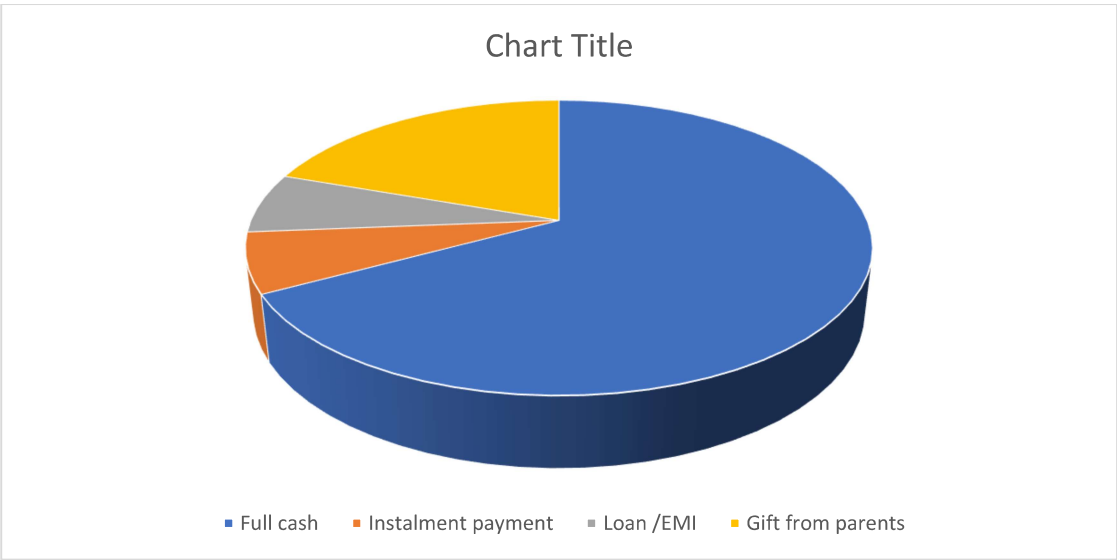
Interpretation

The cost of the repairs is shown in Table 2.20 and Figure 2.20. 41% of respondents reported spending less than Rs. 3000 on repairs, 47.5% reported spending between Rs. 3000-7000 on repairs, 4.9% reported spending between Rs. 7000 and Rs. 10,000 on repairs, and 6.6% reported spending more than Rs. 10000 on repairs.

Table 2.21 How you purchase your two-wheeler

Purchase	Percentage (%)
Full cash	67.2
Instalment payment	6.6
Loan /EMI	6.6
Gift from parents	19.7

Figure 2.21 How you purchase your two-wheeler



Interpretation

Figure 2.21 and Table 2.21 depict how customers buy their two-wheelers. 19.7% of respondents received their two-wheeler as a present from their parents, 6.6% of respondents paid for theirs in instalments, 6.6% of respondents took out a loan to do so, and 67.2% of respondents paid in whole for their two-wheelers.

CHAPTER-3

RESULTS AND DISCUSSIONS

1. Out of the total 62 respondents 96.77% were male and 3.3% were female. Out of this 4.84% of the respondents were married and 95.16% were unmarried.
2. 34% of the respondents are in the age group of 17-23, followed up by 25% of the respondents are in the age group of 24-28, 3% of the respondents are in the age of 29-33.
3. 6.5% of the respondents have the qualification of HSLC and 41.9% of the respondents have the qualification of HSSLC and 33.9% are graduate and 17.7 are post graduate.
4. 71% of the respondents are the students and 8% are salaried and 21% are self-employed.
5. 46.4% of the respondent family income is below Rs 50000 and 33.9% of the respondent family income is around Rs 50000-100000 and 5.4% of the respondent family income is around Rs 100000-150000 and 8.9% of the respondent family income is around 150000-200000 and 5.4% of the respondent family income is above Rs 200000.
6. 69.4% of the respondents have Bike and 30.6% of the respondents have a Scooter. Out of this 14.5% of the respondents have the KTM company and 41.9% of the respondents have the Yamaha company and 3.2% of the respondents have TVS company and 12.9% of the respondents have Suzuki company and the other 27.4% of the respondents have the other company.
7. 38.7% of the respondents used below Rs 1000 in a month for fuel and 30.6% of the respondents used around Rs 1000-1200 for fuel in a month and 19.4% of the respondents used around Rs 1200-1500 for fuel in a month and 11.3% of the respondents used more than Rs 1500 for fuel in a month.
8. 20% of the respondents choose their two-wheeler because of the guarantee and 25% of the respondents choose their two-wheeler because of the mileage and 28.3% of the respondents choose their two-wheeler because of the price and 5% of the respondents choose their two-wheeler for resale and 21.7% of the respondents choose their two-wheeler because of the durability.
9. 1.6% of the respondent buy their two-wheeler for resale and 62.3% of the respondent buy their two-wheeler for going to college and 11.5% of the respondents buy their two-wheeler for going to office and 13.1% of the respondents buy their two-wheeler for adventure and 11.5% of the respondents buy their two-wheeler for making money.

10. 23% of the respondents had experience their two -wheeler below 1 years and 16.4% of the respondents had experience their two-wheeler around 1-2 years and 14.8% of the respondents had experience their two-wheeler around 2-3 years and 14.8% of the respondents had experience their two-wheeler around 3-5 years and 31.1% of the respondents had experience their two-wheeler above 5 years.
11. 93.5% of the respondents are satisfied in their two-wheeler and 6.5% of the respondents are not satisfied in their two-wheeler.
12. 8.1% of the respondents known from the TV and 43.4% of the respondents known from the internet and none of them known from the newspaper and 48.4% of the respondents known from the others.
13. 93.5% of the respondents recommend the other to buy their two-wheeler and 6.5% of the respondents do not recommend for the others.
14. 88.3% of the respondents consider some technical aspects while selecting the two-wheeler and the other 11.7% of the respondents do not consider some technical aspects while selecting the two-wheeler.
15. 42.6% of the respondents spent for servicing in one year below Rs5000 and 36.1 of the respondents spent for servicing in one year around Rs 5000-8000 and 9.8% of the respondents spent for servicing in one year around Rs8000-10000 and 11.5% of the respondents spent for servicing in one year is above 10000.
16. 41% of the respondents spent for accessories below Rs5000 and 6.6% of the respondents spent for accessories around Rs5000-10000 and 3.3% of the respondents spent for accessories around Rs10000-15000 and none of the respondents spent for accessories around Rs 15000-20000 and 49.2% of the respondents spent for accessories above Rs 20000.
17. 96.7% of the respondents recommend petrol engine and 3.3% of the respondents recommend electric engine.
18. 41% of the respondents spent for repairs below Rs3000 and 47.5% of the respondents spent for repairs around Rs3000-7000 and 4.9% of the respondents spent for repairs around Rs7000-10000 and 6.6% of the respondents spent for repairs above Rs10000.
19. 67.2% of the respondents purchase their two-wheeler in full cash and 6.6% of the respondents purchase their two-wheeler in instalment payment and 6.6% of the respondents purchase their two-wheeler in Loan/EMI and 19.7% of the respondents is gift from the parents.

CHAPTER-4

SUGGESTIONS AND CONCLUSIONS

The majority of two-wheelers play a significant role in a person's life. They are helpful for transportation and also allow us to travel more quickly. It may serve as the primary source of income that supports the development of an individual's life. They only hold two people at a time, unlike four-wheelers, but they are simple to use since they can fit into narrow spaces that a four-wheeler cannot. In the contemporary world, they are a significant source.

According to my research, college students make up the majority of Lawngtlai's two-wheeler owners. The expanding population in Lawngtlai should encourage the use of two wheels. The majority of two-wheeler owners in Lawngtlai spend between Rs. 3000-7000 a year on maintenance and repairs. While Rs. 30,000 is spent on accessories annually.

I've discovered that 69.4% of respondents used bikes, while the remaining 30.6% used scooters. The majority of responders select a two-wheeler because it is convenient for transportation and maintenance. It has a strong durability and is convenient for travel. The majority of respondents are content with their two wheels. They also suggested purchasing.

Travelling in large groups is no longer a practical or safe choice as efforts to reduce public gatherings and meetings increase. Getting a bike is no more a matter of status; rather, it is a necessity to protect your interests and those of your family.

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QUESTIONNAIRE

Hello,

My name is H.Lalvenzela of B.COM 4th semester studying in HATIM . I am doing research on the topic "Consumer preference towards two-wheelers in Lawngtlai Town ". The responses will be used for academic purpose only and it will be confidential.

I will be very grateful if you could spare your precious time for answering the question.

1. Gender

- a) Male
- b) Female

2. Education qualification

- a) HSLC
- b) HSSLC
- c) Graduate
- d) Post graduate

3. Marital status

- a) Married
- b) Unmarried

4. Occupation

- a) Students
- b) Salaried
- c) Self-employed

5. Monthly income of the respondent's family:

- a) Upto 50000
- b) 50000-100000
- c) 100000-150000

- a) 150000-200000
 - b) 200000 above
6. Type of two-wheeler:
- a) Bike
 - b) Scooter
7. Brand:
- a) KTM
 - b) Yamaha
 - c) TVS
 - d) Suzuki
 - e) Others
8. Monthly expenditure for fuel:
- a) Below 1000
 - b) 1000-1200
 - c) 1200-1500
 - d) 1500 above
9. Reason for choosing the two-wheeler:
- a) Guarantee
 - b) Milage
 - c) Price
 - d) Resale value
 - e) Durability
10. Purpose of buying:
- a) For resale
 - b) going to college
 - c) going to office
 - d) For adventure
 - e) making money
11. Experience:
- a) Below 1year
 - b) 1-2 years
 - c) 2-3years
 - d) 3-5years
 - e) 5 above

12. Are you satisfied with the two-wheeler you have
- a) Yes
 - b) No
13. Which technical aspects would you consider the most:
- a) CC
 - b) Fuel efficiency
 - c) Power
 - d) Design
 - e) Others
14. Through which media you came to know about your two-wheelers:
- a) TV
 - b) Internet
 - c) Newspaper
 - d) Others
15. Do you recommend other to buy the two-wheeler you have
- a) Yes
 - b) No
16. Will you consider any technical aspects while selecting the two-wheeler:
- a) Yes
 - b) No
17. In one year how much, you spent for servicing:
- a) Below 5000
 - b) 5000-8000
 - c) 8000-10000
 - d) 10000above
18. How much you spent for accessories:
- a) Below 5000
 - b) 5000-10000
 - c) 10000-15000
 - d) 15000-20000
 - e) 20000 above
19. Which type of engine do you recommend for other to buy:
- a) Petrol
 - b) Electric

20. How much you spent for repairs:

- a) Below 3000
- b) 3000-7000
- c) 7000-10000
- d) 10000above

21. How you purchase your two-wheeler:

- a) Full cash
- b) Installment payment
- c) Loan /EMI
- d) from parents

