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A study on brand preference for two-wheelers by women in Salem

Vijay M.S.Shalini¹ and R.Sundararajan²

¹Department of Management, Vinayaka Missions University, Salem, India.

²Department of Genetics and Plant Breeding, Faculty of Agriculture, Annamalai University, Annamalai Nagar, India.

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ABSTRACT

The purpose of the study is to test empirical and conceptualization of women consumer assessment of brand image, brand attitude and quality of a two-wheeler, which is considered as a durable product. The researcher's interest to know the degree to which women's preference varies with age, education, occupation, or other characteristics. The data is collected from the 149 women who uses two wheeler in Salem District. In the study the researcher have tried to measure the expectation and satisfaction of the women consumers towards two wheelers. The results derived from the study indicate that the factor that induces the consumers to buy a particular vehicle on account of special features like easy start, gearless, auto gear etc.

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Introduction

In India, women hold more than 25% of the white-collar jobs in sectors like IT, ITES, Pharmaceutical, biotechnology, market research, financial services, advertising, marketing and media. Saving time is considered as an important factor by working and so she prefers to used two-wheelers which are one of the easiest and quickest modes of transport. Thus the two-wheelers have become an integral part of the working women's life.

Two-wheeler is an important product item in modern society both urban and rural areas. India is the second largest manufacturer of two wheelers in the world. It stands next only to Japan and china in terms of the number of two wheelers produced and sold respectively.

The Indian two wheelers industry can be broadly classified into three major segments i.e:-

1. Scooters
2. Motorcycles
3. Mopeds.

The new descriptions of Indian women have connotations for the marketers. The Indian Women today has a greater sense of empowerment and economic freedom and this show in a way that her consumption pattern has changed. Here in this study , the researcher is trying to analyse about the most preferable choice of two wheelers among the women in Salem District.

Research Problem

Keeping the growing demand and importance of two wheelers among women every manufacturer is trying to capture this market by offering new and new models as well as brands. The brand development and modifications in the existing brands should be done as per the consumer expectations, and then only they can capture the market of two wheelers and win the battle in this global competitive market.

Considering these facts in the mind the present study is covering the expectation level and satisfaction of the women consumers with respect to the existing two wheeler brands.

Objectives of the study

The objectives for the research problem in hand are as follows:

- To enquire into the factors that lead to brand preference among the women-users of two wheelers.
- To provide the features of leading brands in comparison
- To find out the brands and reasons for selecting the particular brand by women users in Salem town.
- To deliver necessary information and suggestion to the users as regards the various brands available in the market.

Research Methodology

In order to accomplish the objectives of the study, data was collected from the users/consumers of the two wheelers in the Salem District of Tamil Nadu.

The data was collected with the help of a structured questionnaire and more than 150 consumers/users of cycle products were contacted personally, and 149 respondents are included in the analysis, others were rejected due to incomplete or did not returned by the respondents.

Tools of analysis

The analysis and interpretation are made with the help of standard tools like percentages, averages, and chi square test.

Data analysis and interpretation

Sample Profile

Table 1. Analysis on the Basis of Occupation

S. No	Occupation	No.of. Respondents	Percentage
1.	Working Women	67	44.96644
2.	Housewives	37	24.83221
3.	Students	45	30.20134
	Total	149	100

The above table indicates that out of the 100 sample respondents, 67 respondents were working women, 37 were housewives and the balance 45 were students in schools and colleges.

Table 2. Analysis on the basis of age

S. No	Age Group	No.of. Respondents	Percentage
1.	15 – 20	15	10.06711
2.	20 – 30	54	36.24161
3.	30 – 40	42	28.18792
4.	40 – 50	38	25.50336
	Total	149	100

Source : Primary Data

It is clear from the above table that majority of the users of two-wheelers covered by the study come under the age group of 20 – 30. Women of the age group of 15 – 20 and 40 – 50 use less of two –wheelers normally. It was seen that college going girls and career women were bound to use two-wheelers in their prime age in order to save time.

Table 3. Analysis on the basis of education qualification

S. No	Educational Qualification	No.of. Respondents	Percentage
1.	School Students	36	24.16107
2.	Graduates	63	42.28188
3.	Post – Graduates	50	33.55705
	Total	149	100

Source : Primary Data

It is clear from the study that 42 percent of the respondents were graduates, 33 percent of the respondents were Post Graduates and 24 percent came under school students. Of the two-wheeler-users, majority are graduates. The younger users constitute only a smaller percentage of the total commuters.

Table 4. Distribution of Respondents according to type of Vehicle Owned

S. No	Brand Owned	No.of. Respondents	Percentage
1.	Bajaj – Sunny Zip Sunny Bajaj Sprit	27	18.12081
2.	TVS – TVS 50, TVS XL TVS Champ TVS Scooty	60	40.26846
3.	Honda – Honda Stree	16	10.73826
4.	Kinetic – Kinetic Pride Honda Kinetic Style Kinetic Honda	46	30.87248
	Total	149	100

As it is clear from the above table, 18% respondents owned Bajaj – brands and 30% members went in for Kinetic Honda. The larger share that is 40 percent of the members used TVS-brands.

Table 5. Factors influencing brand preference

Factors	No.of. Respondents	Percentage
Brand status	50	33.55705
Mileage	27	18.12081
Low maintaining cost	21	14.09396
After sale service	15	10.06711
Price	36	24.16107
Total	149	100

Table shows the Factors influencing brand preference. According to the response of customers 33% of the respondents preferred brand status as important factor influencing brand preference, 24% of the respondents preferred price as an important factor, 18% of the respondents preferred Mileage as an important factor, 14% of the respondents preferred for low maintaining cost and rest 10 per cent preferred after sales service as an important factor in brand preference.

Table 6. Distribution of respondents according to the over all Appearance of the brand

Brand Name	Attractive	Appealing	Very Attractive	Good	Total
Bajaj	5	3	1	2	11
TVS	12	13	13	29	67
Honda	8	7	4	6	25
Kinetic	5	9	9	23	46
Total	30	32	27	60	149

Out of total Respondents only 30 percent emphasis is preference for Appearance and Attractiveness.

Table 7. Reasons for preferring the particular brand by respondents

S.No	Usage	No.of Respondents	Percentage
1.	Peer Group Influence	30	20.13423
2.	Family members opinion	24	16.10738
3.	Persuasion by the Salesman	20	13.42282
4.	Present fashion/Style trend	43	28.85906
5.	Recommendation by Technicians	32	21.47651
	Total	149	100

On analyzing the table, it is found present fashion/style trend is one of the major reasons in preferring the particular brand of two-wheelers followed by other factors like persuasion by the salesman – 13%, Group influence – 20%, family members opinion – 16% and recommendations by technicians – 21%. Though the study it is clear that the women-users has given priority to present fashion / style trend.

Table 8. Special features of vehicle owned by respondents

S.No	Features	No.of Respondents	Percentage
1.	Light Weight	27	18.12081
2.	Gearless	27	18.12081
3.	Height of the vehicle	6	4.026846
4.	Rear Engine	17	11.4094
5.	Easy Start	37	24.83221
6.	Auto Gear	35	23.48993

Source : Primary Data

It may be noted from the above that 24 percent of women-users consider easy start as the special feature of their vehicle. 18 percent of respondents suggest gearless as one of the special features of their two-wheelers, 18 percent of them as lightweight and 23 percent of the respondents as auto gear.

The smallest percentage that is 4% constitutes the height of vehicle as special feature of their two-wheeler. It is clear from the above that people differ from each other.

Table 9. Analysis of chi-square test results

Personal Profile	Cal. Value	Table Value	DOF	Ho/ Accepted/ Rejected
Age	46.5	18.3	10	Rejected
Education	51.86	18.3	10	Rejected
Occupation	66.15	24.9	15	Rejected

The above table clearly depicts that Ho is rejected and concluded that Personal factors like age, education qualification, occupation have significant influence over the factors influencing brand preference.

Suggestion

➤ Presently women prefer a particular brand of vehicle on the basis of quality, price, style, etc., and there has been no efforts so far taken by the manufacturer to model vehicles to suit the convenience of women-riders. This effort by the leading brands of vehicles is sure to bring more women to use two-wheelers for

their travel comfort, and get influenced for that particular brand. One of the main reasons for buying the particular brand is creation of particular brand image through advertisement and advertisement for two-wheeler in regional language and local dialect will greatly enhance the brand preference.

➤ Reduction in excise duty and rationalizing the cost of automotive fuel are the few Steps that the government can take to improve the growth rates. In the current scenario, market growth is primarily a factor of domestic demand and has less to do with government regulations.

➤ Apart from advertising widely about a particular brand, efforts by the manufacturers to produce good quality vehicles will increase the demand for the particular brand by women users as it is a bit difficult for women users to attend to repairs by themselves during break down.

➤ Most of the middle-class women will be inclined to own a two-wheeler if the price of two-wheelers is still moderate and hence, efforts by the manufacturer, to keep down the price level will automatically reflect in their preference.

➤ Designing the shock-absorbers for comfortable ride by women even in light vehicles of two-wheelers to suit the poor condition of the road will positively induce women users to for in for preferential purchase of a particular brand.

➤ Usually, women are influenced by attractive offers which may include gift schemes, free accessories etc., and hence any special offer directed towards to women is sure to alter their choice of brand in two-wheelers too.

➤ Provision of special facilities in a particular brand vehicle like a comfortable baby seat, cosmetics-box, hand-bag holder,

umbrella holder, saree-guard, which are specially useful to women may influence them to select that particular brand.

➤ Dealers efforts if door to door canvassing explaining the salient features and schemes to buy on easy installments may induce house-wives to opt for a particular brand of two-wheelers

Conclusion

Two-wheelers have become a necessary accessory for women in their day-to-day life. Most of the respondents were aware of many popular brands of two wheelers. The women customers give more importance to special features like easy start, gearless, auto gear than to other factors. They believe that the brand name tells them something about product quality, utility, technology and the like. Thus the consumers prefer to purchase the two wheelers which offer high fuel efficiency, good quality, technology, durability and reasonable price.

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