

A STUDY ON CONSUMER PREFERENCE ON TWO WHEELER'S IN CHENNAI CITY

Submitted in partial fulfillment of the requirement for the reward of

Bachelor Of commerce

By

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BACHELOR OF COMMERCE

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **SRIDHAR M (39740228)** who has done the Project work entitled **A STUDY ON CONSUMER PREFERENCE ON TWO WHEELER'S IN CHENNAI CITY** under my supervision from December 2021 to February 2022.

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DECLARATION

I **SRIDHAR M (39740228)**. Hereby declare that the Project Report entitled **“A STUDY ON CONSUMER PREFERENCE ON TWO WHEELER’S IN CHENNAI CITY”** done by me under the guidance of Dr. THAMIL SELVAN.R,M.COM,M.B.A,MPhil,B.Ed., Assistant Professor, Department of management studies is submitted in partial fulfillment of the requirements for the award of Bachelor of commerce degree.

DATE:

PLACE: CHENNAI

SRIDHAR M

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ABSTRACT

There has been a tremendous increase in sale of two-wheeler vehicles in India in recent past due to fast economic growth. India is the second largest producer of two- wheelers in the world. Majority of Indians, especially the youngsters prefer motorbikes rather than cars. In India every month nearly 3-lakh motor cycles are sold. It is the world's second largest manufacturer of motorcycles after China and there are eight key players in the Indian markets that produced 13.8 million units in 2010-11. Understanding consumer behavior in the present scenario is extremely important as it is no longer a simple task. Unless a marketing manager has the knowledge of the factors that affects consumers purchasing patterns, he cannot do his best in formulation of the sale policies and advertising policies.

This study discusses the changes in the two wheeler markets and buying motives of two wheeler buyers in Chennai city. This study has been conducted on consumers in Chennai. A Representative to analyze preferences of consumers in the Indian rural market. This study makes an attempt to identify those attributes which are highly determinate for purchasing two-wheeler vehicles in Chennai city. It aims to measure the performance of selected two-wheeler companies through appraisal of the customer satisfaction level. In the end, it suggests some considerable points for the expansion of two- wheeler industry in Chennai city

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION:

Consumer behavior enables marketers to understand and envisage purchaser activities in the market place; it also promotes perception of the role that utilization plays in the life of persons.

Consumer behavior that consumers exhibit in thorough for, purchasing, use, evaluating, disposing of products and services and facts that they anticipate will please their needs. It is troubled not only with what, why, when, where and how they buy it. It is disturbed with knowledge of that products hold for consumers. The research takes lay at all stage of the utilization process: earlier than the purchase, all through the purchase, and later than the purchase.

Modern economy is a marketing economy. In the marketing economy consumer is the rotate around which whole economy revolves. India ushered in the era of liberalization in 1991-92 entailing a free market philosophy. This result in the unshackling of controls and removal of industrial restrictions, the liberalization measures and the process of globalization made the entry of new enterprises both internally and externally. The marketing policy of business now is based on two strategic aims.

- * To satisfy the existing needs.

- * To create the need for new goods and services, this deeply necessitated the study of buyer's behavior.

Increasing economic power has opened great vistas of imported and indigenously produced products but research has proved that even when trendy, the Indians does not move too far away from tradition.

Consumer preference, perception and satisfaction are the three important concepts that focus by every marketer. So each and every marketer has given more importance to these three concepts and develops their market share. The main aim of the study is to know the consumer preference, perception and satisfaction towards two wheelers in Chennai city.

The need to satisfy customers for success in any commercial enterprise is very obvious. Customers are the sole reason for the existence of commercial establishments. Thus, the core

activity and perhaps one of the most important activities of any company is to attract and retain customers. The two wheeler industry has been going steadily over the years all over the world. India is not an exception for that. Today India is the second largest manufacturer of two wheelers produced and sold. Until 1990 geared scooters dominated the two wheelers market so much so that their sales equaled the combined sales of motor cycles and mopeds.

Factors Influencing the Consumers Preference

Consumer preference and consumer behavior are similar, attributed in broad prospective. Consumer behavior or buyers attitude is a process by which an individual decides what, when, how, whether or not, from whom to purchase goods and the service. The consumer's decisions are not hollow but influenced by cultural, social, personal and psychological factors substantially influence the purchases of the buyer. Most of the factors are not controllable "by the marketers which are also to be taken into account.

Cultural Factor

Cultural factors such as buyer's culture, sub-culture and social class identification bear in depth and wide influences of consumer preference. Culture is the most basic determinant of a person. His wants and behavior are governed by instincts human trait is intellectual in behavior.

Social Factors

A consumer's preference is also influenced by social factors, such as the consumer's reference groups, family and social roles and status.

Economic Circumstances

A person's economic circumstances will do affect a great extent in his product choice. People economic circumstances consist of their spendable income, saving, borrowing power and attitudes towards spending versus saving.

Life Style

People coming from the same sub-culture, social classes and even occupation may lead quite different life different. Life style portrays the whole person interaction with his or her environment.

Personality and Self-concept Each person has a distinct that will influence his or her buying preference. A person's personality is usually described in terms of such trait as 'self-confidence, dominance, autonomy, deference, sociability defensiveness and adoptability.

Psychological Factors

A person's buying choice is also influenced from major psychological factors like motivation, perception, learning, beliefs and attitudes.

1.2 NEED OF THE STUDY:

- * The title of the project clearly states that the purpose of the study is to know the consumer preference towards consumer preference on two wheelers on Chennai
- * The problem is to identify the impact of the current marketing strategy on the consumer and the brand positioning of the product
- * Therefore research is conducted to give and the explore to this case
- * The study is an attempt to know what the exists what is the exact expectation of consumer attitude towards performance of different two wheelers in Chennai.

1.3 STATEMENT OF THE PROBLEM

- *The demand for two wheelers is increasing every year. 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 ever-changing consumers' preferences. In the paper proposed to make an attempt to find out the preference of the consumers.
- *Today world regulars markets are to spirited to maximizing the profit and widening the market share, the company is used variety of efforts for attending their objectives for this they try to provide the satisfaction level of customers of two wheelers in Chennai. the parameters like occupation
- *The parameters like occupation, gender, age, monthly income, source of information, service, kilometers done and mileage.

1.4 OBJECTIVE OF THE STUDY:

- * To identify the influence of various information sources and reference groups on consumers.
- * To analyse consumers perception on the influence of various product attributes on their buying decision making process to analyses the consumer preference on two wheelers
- * To offer suggestion for enhancement of customer satisfaction towards the organization
- * To analyse socio economic status of respondent.

1.5 SCOPE OF STUDY:

The study area Chennai city. It has a large number of populations. More number of small scale industries and financial institutions are situated in this district. It is considered as a major business centre. Hence, the Chennai city town alone has been selected to study the preference of consumers.

1.6 LIMITATIONS OF THE STUDY:

The study uses the data collected from respondents through survey. The data collected are then analyzed to get results. The results can change according to the size of the sample i.e., the number of people allotted to answer the questions. The size of the sample here is 120 respondents. when the sample size increases the results probably might also vary. A study on consumer preference on two wheelers in Chennai city. Whereas there might be many other factors that will also have an effect on the Preferences of two wheelers in Chennai city. leaves a research gap as there are factors that need to be taken into consideration on a later period.

1.7 CHAPTER FRAMEWORK:

CHAPTER 1: INTRODUCTION

This chapter consists of the introduction to the study, needs of the study, statement of the problem, objectives of the study, scope of study along with its limitations and also includes the chapter framework of the study.

CHAPTER 2: REVIEW OF LITERATURE

This chapter consists of research paper of Authors who have conducted detailed research A study on consumer preference two wheelers in Chennai city

CHAPTER 3: RESEARCH METHODOLOGY

This chapter consists of source of data collection, sampling, sample size, statistical tools, sample design, period of study, sample location, sample targeted people and percentage analysis.

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

This chapter consists of analysis of the data which was collected through the questionnaire and percentage analysis are the statistical tools that have been used to analyse the data

CHAPTER 5: FINDINGS, SUGGESTIONS AND CONCLUSIONS

This chapter consists of the findings, suggestions and the conclusions of the study.

CHAPTER 2

REVIEW OF LITERATURE

Indian Two-wheeler Report (2013) elucidates facts on the Indian Two-Wheeler industry, supplemented by the latest statistics. The report is divided into three sections. Section I mainly CARE Research out on India Two wheeler Industry over next 5 years. Section II covers overview of various segments of the industry, regulatory issues, trade scenario and overall performance of the domestic market. Section III gives details of the some key players in the industry.

ICRA Report (2013) state that the domestic Two-wheeler industry is expected to report moderate volume growth of around 4-5 per cent in 2012-13. The two-wheeler industry, however, has clocked a compounded annual growth rate (CAGR) of 21.8 per cent over the last three years. The report further adds that over the medium term, the two-wheeler industry is expected to report a volume CAGR of 8-9 per cent, to reach a size of 22-23 million units (combining domestic and exports) by 2016-17.

Anil Kumar kanojia (2011)in his research paper titled “Analyzing the State Of Competition in Indian Two-Wheeler Industry” shows the oligopolistic nature of the Indian two-wheeler industry and the propensity of the major players to increase their share. The study also reveals that urban and rural segments have different preferences in purchasing two-wheelers.

Hemant C R, 2011”emphasized the need of continuous market research. He suggested that there is a genuine need of continuous sales analysis so as to sustain the market share.”

Duggani Yuvaraju and Durga Rao (2014)z have made a study on, “Customer Satisfaction towards Honda Two Wheelers: A Case Study in Tirupati”.The study has aimed to analyze the customer satisfaction of two wheelers. The study has found that 60 per cent of the respondents have come to know Honda Bikes through Advertisement media, 90 per cent of the respondents were completely satisfied with the mileage and performance of the bike.

Duncan and olshavslay (1992): in a survey of 164 recent purchases of two wheelers showed that consumer belief about market place and their capabilities as consumer accounted for 50% of the variance in the extent of the external search. The types of the brand (domestic, foreign or local) considered by a consumer were found to be significantly related to the belief. The main objective of this research was to study the degree of relationship between market place related beliefs and pre purchase external information search behavior.

Kohili and thakor (1997): have conducted a study on branding consumer goods insights from theory and practice .the study has concluded that brand name is the creation of an image or the development of a brand identity and is an expensive and time consuming process.

Dilp bam (2003): in this article “the ambition - A powerful bike” has analysed the features of popular brand Hero Honda. He concluded that people looking for fuel efficiency to prefer this bike.

M. arutselvi (2011): in her research paper entitled on “a study on customer satisfaction towards TVS bikes” in Kanchipuram town, has analysed the performance of SARADAS auto agencies for retaining the customer by their authorized sales. The study has concluded that the sales of SARADAS auto agencies for TVS two wheelers were good because of the right approach of a group of sincere mechanics.

Chadha (2011): has conducted a research whose major objective is to examine customer’s opinion, needs, and preferences regarding bikes and manufacture the product likewise for each customer’s expectations. The major findings of this study show that 73 % have purchased a bike for the purpose of comfort and convenience. 72% of total respondent have taken the decision collectively while buying a bike and fuel efficiency is the most important factor influencing the purchase of a bike.

Faiz Ahmed Shaikh (2011): a critical analysis of consumer buying behavior two wheelers. The main objective of this study focus on identifies the most preferred two-wheeler manufacturing companies.

Abdul karim B.A. (2012): observed that comfort and convenience is the driving force for the purchase of two-wheeler. The study noted that over crowd is the major reason for avoiding the public transport.

Ranjith kumar s. and snekalatha t. (2013): Study on customers brand loyalty and satisfaction of Maruti car at erode district. 60% were using car for personal use, 34% purchased second hand cars, 56% choose to purchase directly from showroom.

Lakshmi N. and Lavanya D’s (2013) : work on consumer’s preference for motorized two wheeler’s among women in Udumalpet revealed that 67 % purchased to add convenience in living.31% purchased TVS scooty pep, 40 % motivated by quality factor. 63% considered mileage as an important factor of purchase.

CHAPTER-3

METHODOLOGY OF THE STUDY

3.1 RESEARCH METHODOLOGY:

The present study is consumer-oriented in Nature, pertaining to the reference of the consumers in Chennai city. The study is based on certain objectives. This method is based on survey method. The purpose of the study is to know the preference of consumers.

3.2 SOURCES OF DATA

The research uses both primary and secondary data.

3.2.1 PRIMARY DATA

Primary data has been collected from 120 respondents using questionnaire (survey method)

3.2.2 SECONDARY DATA

The secondary data have been collected from the published reports, records, books, journals, bulletins, magazine, internet and newspapers.

3.3 SAMPLING

The data have been collected by using questionnaire, 120 consumers in Chennai city.

3.4 STATISTICAL TOOLS

1. Percentage analysis

3.5 Sample Design

The sampling includes the respondents of consumer preference in Chennai city.

3.6 Sample Size

By Making use of survey method 120 respondents have been selected

3.7 Sample targeted people:

My survey targeted people are both men and women at the age group of (18-50 and above)

3.8 PERIOD OF STUDY

The study was conducted for the period of 2 months starting from December 2021 to January 2022

3.9 Sample location:

My survey location is sholinganallur (Chennai)

3.10 PERCENTAGE ANALYSIS:

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

The following consistent of the data analysis on interpretation of my questionnaire

4.1 percentage analysis-

4.1.1 Gender profile

Percentage analysis is used to analyse the gender of respondents and it have been interpreted in table 4.1 which displays the frequency and percentage of gender of the respondents.

TABLE 4.1. SHOWS GENDER OF RESPONDENTS

s.no	gender	Number of respondents	Percentage %
1	Male	94	78%
2	Female	26	22%
	total	120	100%

SOURCE: PRIMARY DATA

INTERPRETATION:

In the above table it is interfered that 78% of the respondent are male, 22% of the respondents are female.

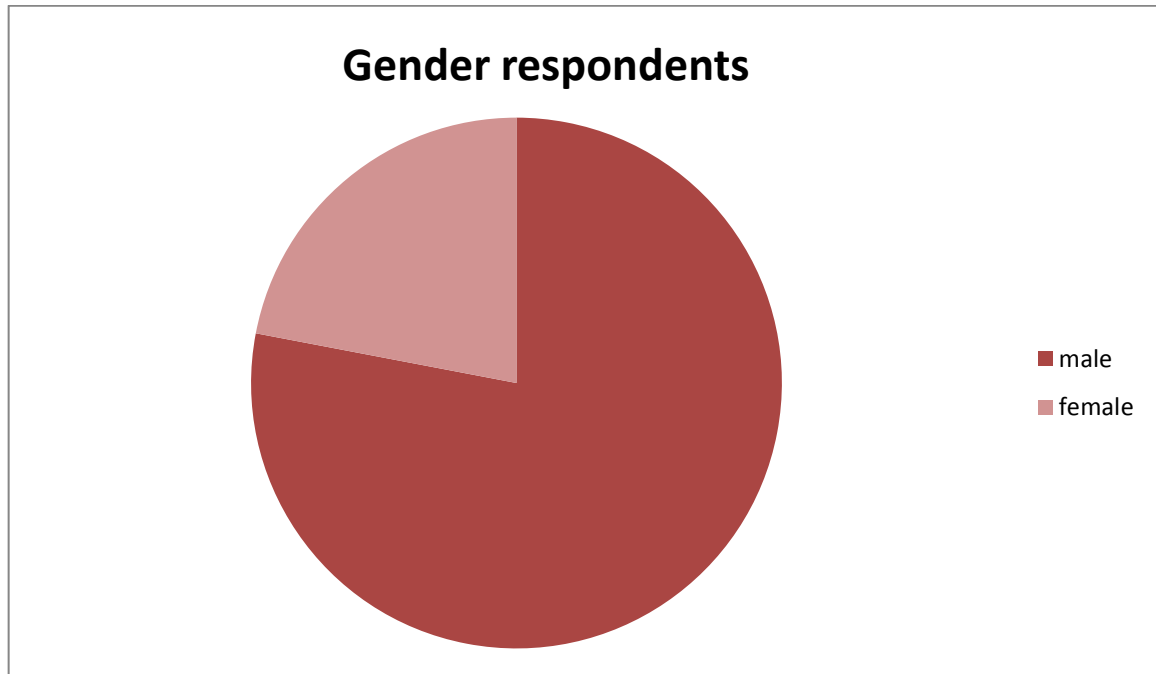


FIGURE 4.1.1 SHOWS GENDER OF RESPONDENTS

4.1.2 Age profile

Percentage analysis is used to analyse the age of respondents and it have been interpreted in table 4.2 which displays the frequency and percentage of age of respondents.

TABLE 4.1.2 SHOWS AGE RESPONDENTS.

S.NO	Age group	Age of respondent	Percentage %
1	18 to 30 years	64	54%
2	30 to 50 years	36	30%
3	50 above years	20	16%
	total	120	100%

SOURCE : PRIMARY DATA

INTERPRETATION:

In the above table it is inferred that 54% of the respondents are the age group of 18 to 30 years, 30% of the respondents are the age group of 30 to 50 years,16% of respondents are the age group of 50 above years.

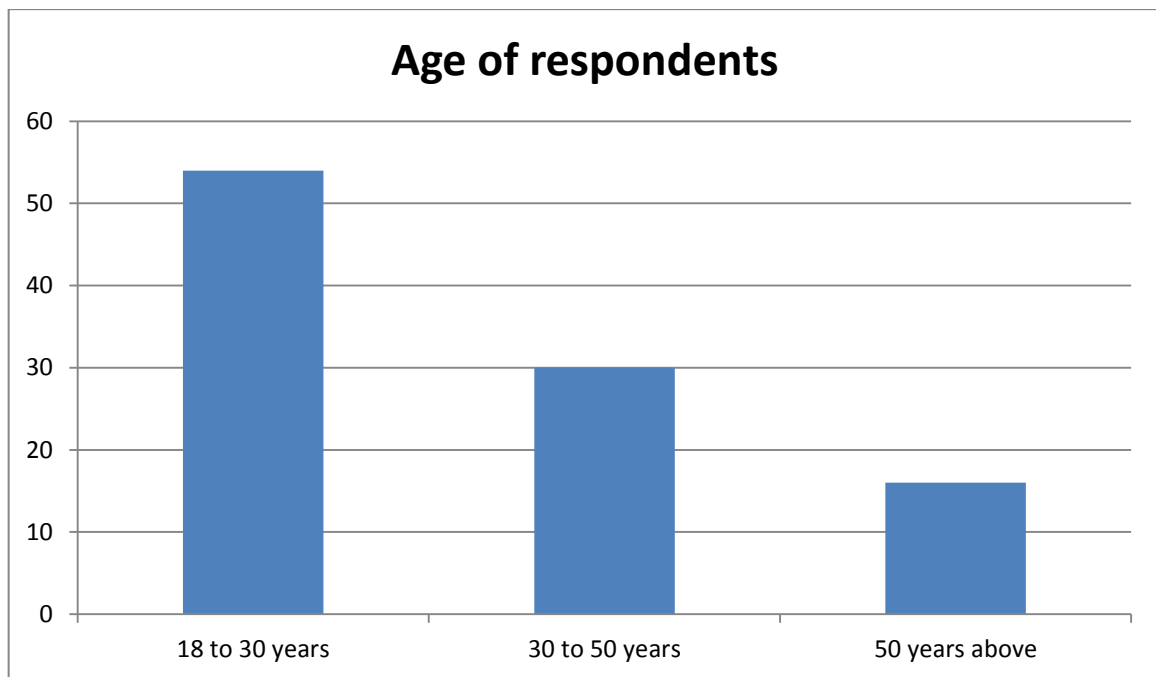


FIGURE 4.1.2 SHOWS AGE RESPONDENTS.

4.1.3 MARITAL STATUS

Percentage analysis is used to analyse the marital status of respondents and It have been interpreted in table 4.3 which displays the frequency and percentage of marital status of respondents

Table .4.3 frequency analysis of marital status

s.no	Marital status	frequency	percentile
1	married	69	57
2	unmarried	51	43

SOURCE : PRIMARY DATA

INTERPRETATION:

57% of respondents are married and the 43% of respondents are unmarried, the majority of the respondents are married.

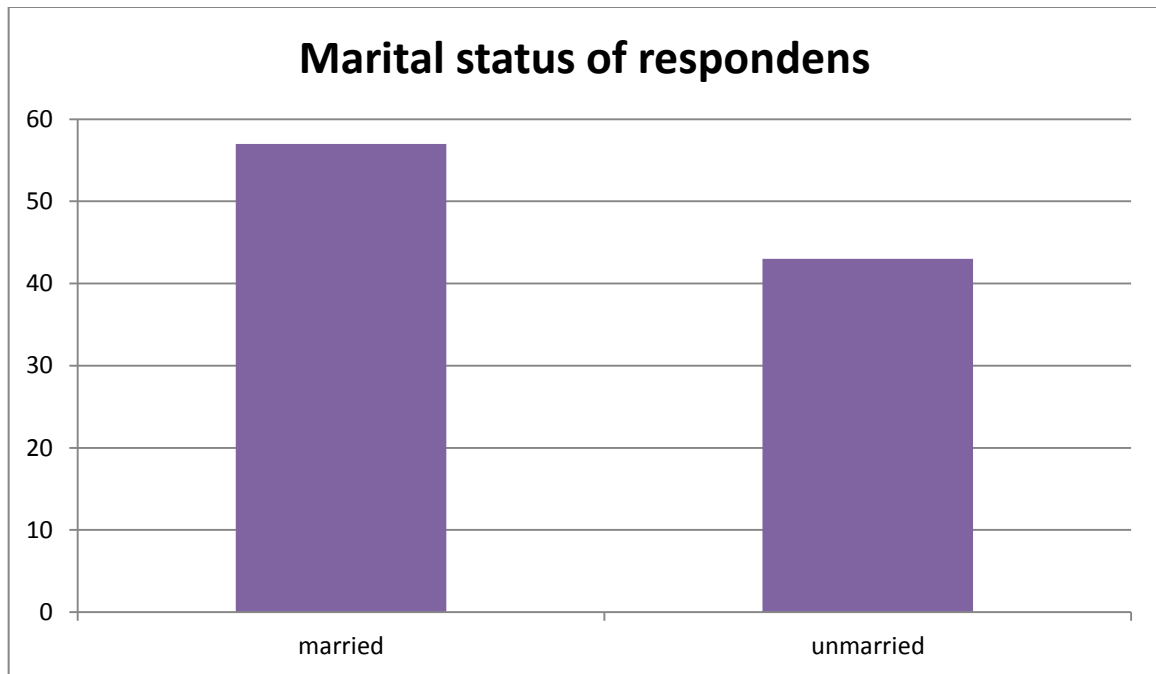


Fig 4.1.3 chart depicting marital status of the respondents

4.1.4 Educational qualification profile

Percentage analysis is used to analyze the educational qualification of respondents and it have been interpreted in table 4.4 which displays the frequency and percentage of educational qualification of respondents.

Table 4.4 frequency analysis of educational qualification

factors		frequency	percentile
Educational qualification	school	20	16
	Under graduate	45	38
	Post graduate	40	34
	others	15	12

SOURCE: PRIMARY DATA

Interpretation:

16 % of the respondents are school education, 38% of the respondents are under graduates have majority of the respondents, 34% of respondents are post respondents, 12% belong to others. Minimum of respondents are belong to the others category.

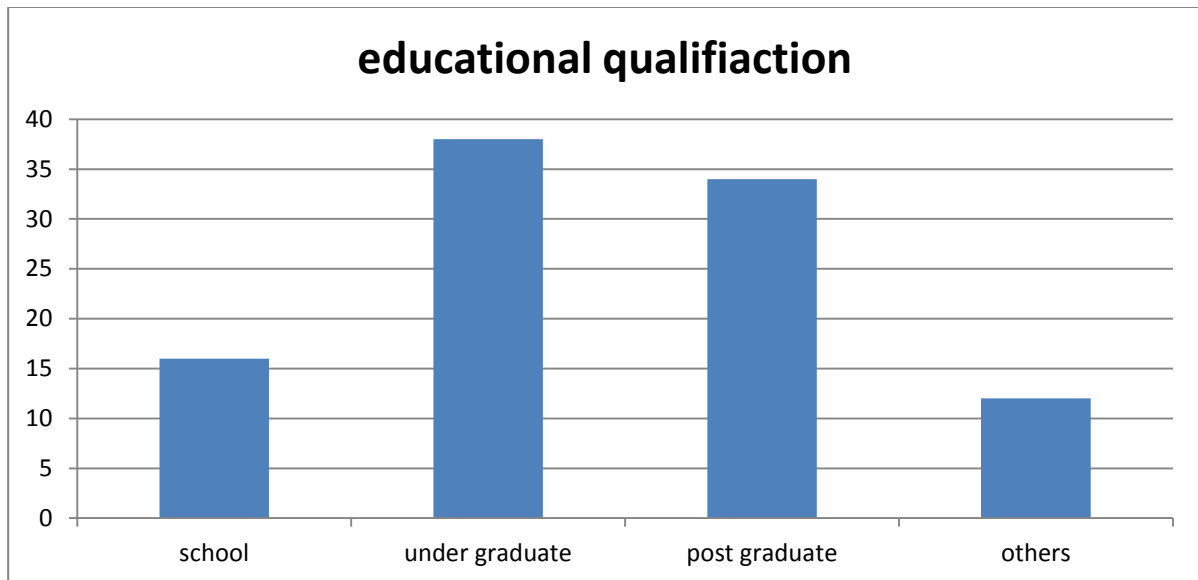


Fig 4.1.4 chart depicting educational qualification of respondents

4.1.5 Employments profile

Percentage analysis is used to analyze the employment level of respondents and it Have been interpreted in table 4.5 which displays the frequency and percentage of occupation of respondents.

Table 4.5 frequency analysis of nature of employment

Factors	frequency	percentile
Employed (yes)	112	93
Unemployed (no)	8	7

SOURCE: PRIMARY DATA

Interpretation:

93% of the respondents are employed and 7% of the respondents are unemployed, the majority of the respondents are employed.

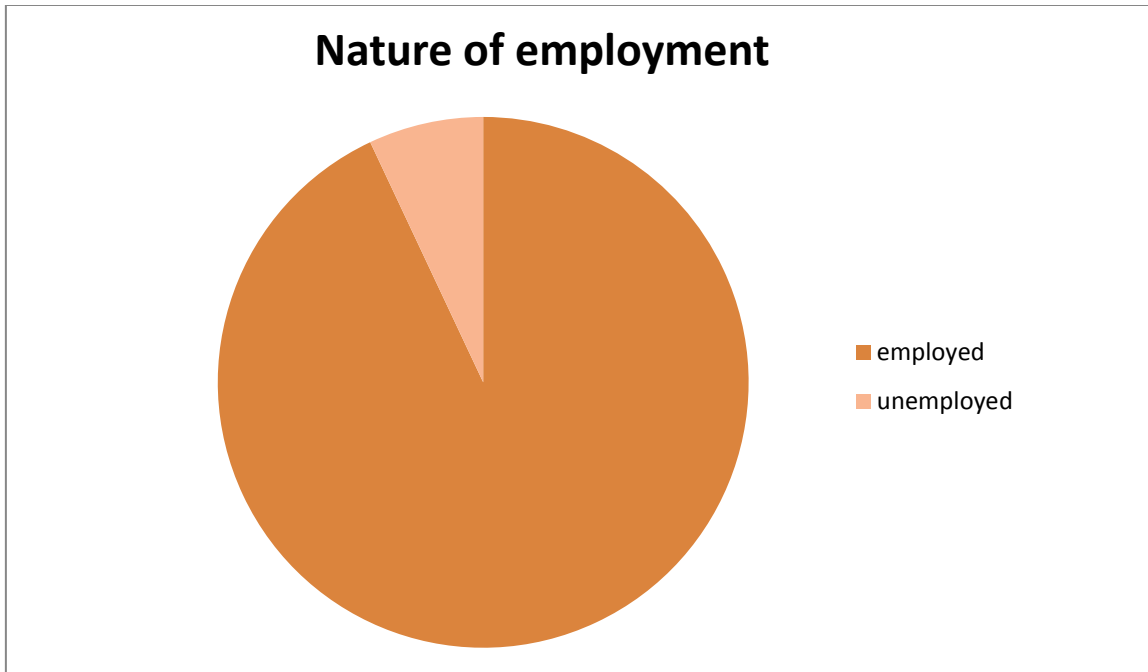


Fig 4.1.5 chart depicting nature of employment of respondents

4.1.6 Annual income profile

Percentage analysis is used to analyse the annual income of and it have been interpreted in the table 4.6 which displays the frequency and percentage of annual income of respondents.

Table 4.6 frequency analysis of annual income

factors		frequency	percentile
Income level	60000 to 1lakh rupees	28	24
	1 lakh to 2.5 rupees	42	35
	2.5 to 5 lakh rupees	30	25
	Above 5 lakh rupees	20	16

SOURCE: PRIMARY DATA

Interpretation:

24 % of the respondents earn below 6000 to 1 lakh rupees p.a, 35% of the respondents earns between 1-2.5 lakh rupees p.a, 25% of the respondents earns between 2.5-5 lakh rupees p.a, 16% of the respondents earn above 5 lakh rupees p.a, majority of the respondents earn 1-2.5 lakh rupees in a year.

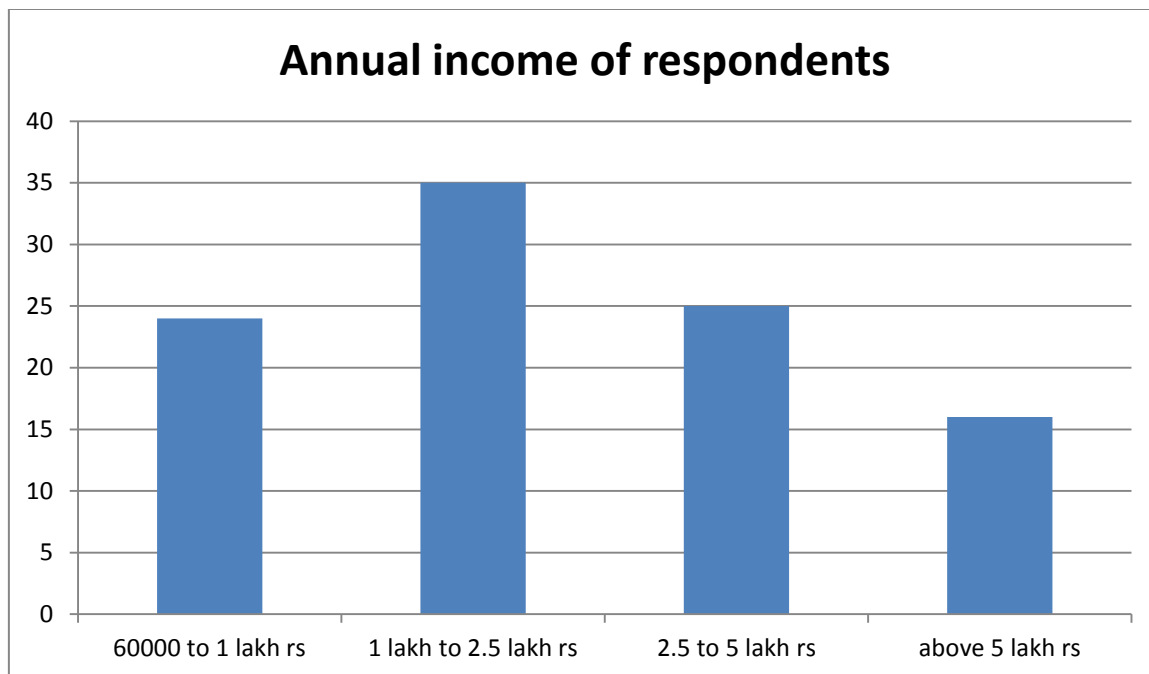


Fig 4.1.6 chart depicting annual income of respondents

4.1.7 Type of two wheelers preferred by the respondents profile:

Percentage analysis is used to analyse the type of two wheelers preferred by the respondents of and it have been interpreted in the table 4.7 which displays the frequency and percentage of type of two wheelers preferred by the respondents

Table 4.7 frequency anlaysis type of two wheelers preferred by respondents

factors	frequency	percentile
Motor cycle	76	64
scooter	24	20
moppets	20	16

SOURCE: PRIMARY DATA

Interpretation:

64% of the respondents preferred motor cycle, 20% of the respondents preferred scooter and 16% of the respondents preferred to have moppets, majority of the respondents preferred motor cycle.

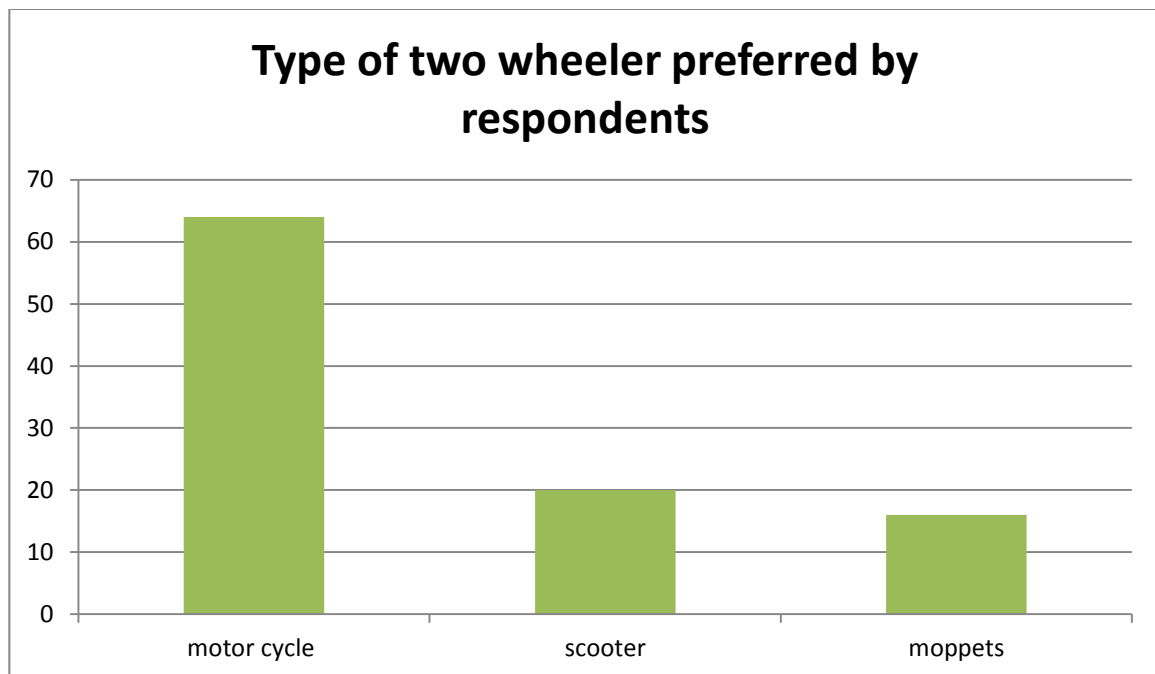


Fig 4.1.7 chart depicting type of two wheelers preferred by the respondents

4.1.8 Following traffic rules profile

Percentage analysis is used to analyse following the traffic rules and it have been interpreted in the table 4.8 which displays the frequency and percentage of following traffic rules of the respondents.

Table.4.8 following traffic rules of the respondents

factor	frequency	percentile
Follows(yes)	110	92
Not follows(no)	10	8

SOURCE: PRIMARY DATA

INTERPRETATION:

92% of the respondents following the traffic rules, 8% of the respondents are not following the traffic rules, the majority of the respondents follows the traffic rules.

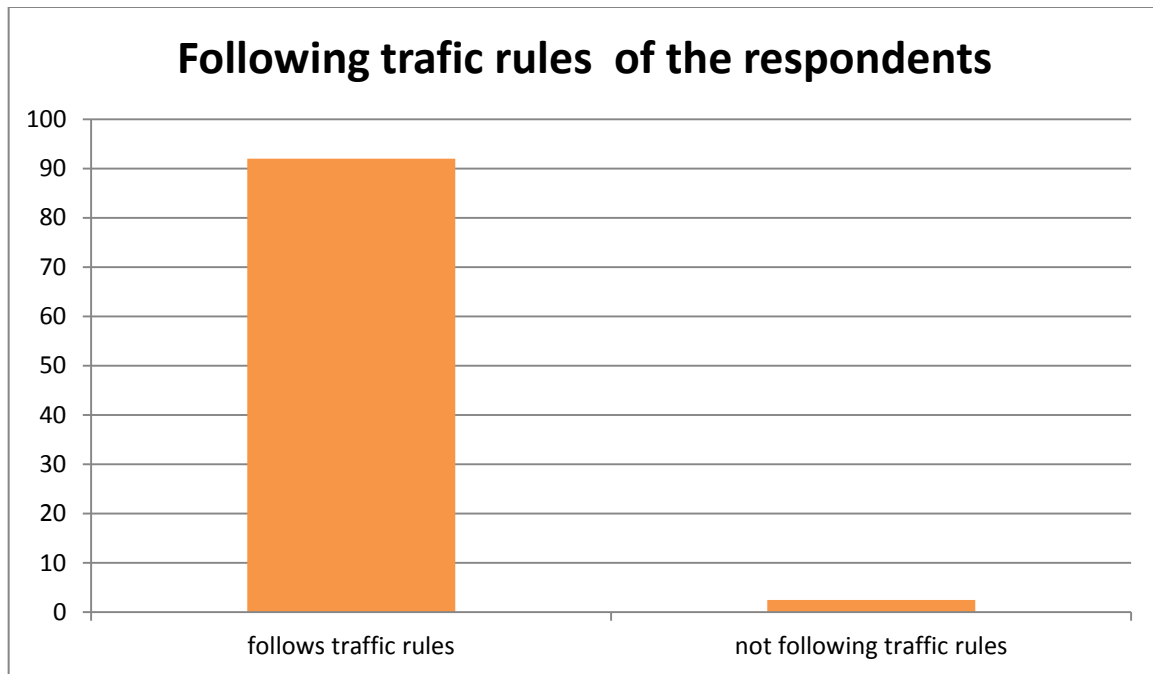


Fig 4.1.8 depicting following traffic rules of the respondents.

CHAPTER – 5

FINDINGS,SUGGESTION AND CONCLUSIONS

Based on the analysis and discussion on primary data in the previous chapter finding, suggestion and conclusion of the study in logical manner.

5.1 FINDINGS

From the questionnaires, the following points are found and noted

- The most of the respondents are male.
- 54% respondents are between 18 to 30 years.
- It was found that Majority of 57% respondents are get married.
- The most of respondents are under graduate category.
- We found that 93% of the respondents are employed.
- The annual income of the respondents earns 1-2.5 lakh rupees in a year.
- From the we found that most of the respondents have two wheelers.
- The most of the respondents have motor cycle type of two wheeler.
- We found that 92% respondents are following the traffic rules.
- From the information we found that two wheelers so helpful for their job for the respondents.
- Most of the respondents uses Honda brand two wheelers.
- From the information we found that most of the respondents having 110cc to 200cc two wheelers.

5.2 SUGGESTIONS

On the basis of the findings, the following suggestions could prove to be useful to two-wheeler companies to cater to rural consumers:

1. Garrett Ranking analysis suggests that mileage is considered the most important factor which influences consumers to purchase motor cycles. Therefore, two-wheeler companies should give special attention to employment of latest technology to provide better mileage to consumers.

2. Maintenance Cost has ranked second in Garrett Ranking analysis. Therefore, two-wheeler companies should use the resources of their Research and Development (R & D) to provide low maintenance cost vehicles to consumers.
3. Consumers have ranked affordable price at third place. So, companies should use advanced production techniques to cut cost and provide good quality motor-cycles to consumers at affordable price.
4. The two-wheeler companies should also give proper attention to brand image, engine capacity and after-sales service to increase their sales and provide satisfaction to rural consumers.

5.3 CONCLUSTION

Automobile industry is an expanding industry and also one of the labor intensive industries providing large number of employment opportunities both directly and indirectly. It also increases the economic stability of a country and encourages small scale industries (ancillary units). Automobile industry increases the export and import of a country which helps to earn foreign exchange. Automobile Company gain market leadership only if it understands the consumer needs and final solution that delights consumer through superior value, quality and service. Consumers typically describe what they want in terms of products benefits, functions, characteristics, performance, Criteria and even manufacturing procedures. Since consumers differ on their present and future buying requirement, hence knowledge of the buyer behavior is very much required. Buying patterns of Different market segments helps marketers to identify groups, which represent the greatest sales potential. Therefore marketing manager must know what rural buyers are really seeking in the purchase of two-wheelers. The ultimate motive of all marketing activities is consumer satisfaction

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ANNEXURE

QUESTIONNAIRE:

1. NAME OF RESPONDE _____

2. GENDER

- Male
- Female

3. AGE

- 18years – 30 years
- 30years – 50years
- 50years above

4. MARTIAL STATUS

- MARRIED
- UNMARRIED

5. EDUCATIONAL QUALIFICATION

- school
- Under graduate
- Post graduate
- Others

6. DO YOU EMPLOYED?

- Yes
- No

7. ANNUAL INCOME

- Rs.60000 – 1Lakh rupees
- Rs.1Lakh – 2.5Lakhs rupees
- Rs.2.5Lakhs – .5Lakhs rupees
- Rs.5Lakhs above rupees

8.DO YOU HAVE TWO WHEELERS?

- Yes
- No

9. IF YES WHAT TYPE OF TWO WHEELERS DO YOU HAVE?

- Motor cycle
- Scooter
- moppets

10. DO YOU FOLLOW THE TRAFFIC RULES

- Yes
- No

11. IS YOUR TWO WHEELER USEFULL FOR YOUR JOB?

- Yes
- No

12. WHAT COMPANY TWO WHEELERS DO YOU HAVE?

- Honda
- Hero
- TVS
- Others

13. HOW MUCH CC BIKE DO YOU HAVE?

- Below 100cc
- 110 cc -200 cc
- 200 cc- 390 cc
- 390 cc above

14. WHATS IS THE MIELAGE OF YOUR VEHICLE?

- 30km-50km
- 50km-70km
- 70km-90km
- Below 30km

15. AVERAGE DISTANCE COVERED IN A MONTH?

- 150km -300km

- 300km-800km
- 800km-1200km
- 1200km Above

16. WHICH PRICE SLOT YOUR TWO WHEELERS BELONGS?

- 60000-1Lakh
- 1Lakh-2Lakhs
- 2Lakhs-.5Lakhs
- 5Lakhs Above

17. WHICH COLOUR DO YOU PREFER?

- Black
- White
- Red
- yellow
- others

18. WHAT KIND OF FUEL IS USED FOR YOUR BIKE?

- petrol
- electric
- diesel