

## EMPIRICAL STUDY OF PERCEPTION OF WOMEN CONSUMERS AND FACTORS TOWARDS PURCHASE DECISION OF TWO-WHEELERS IN CHENNAI CITY

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Received: 14 Jan 2018

Accepted: 19 Jan 2018

Published: 27 Jan 2018

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### ABSTRACT

*This study throws light on the Perception of Women Consumers towards the Purchase Decision of two wheelers in Chennai city. The study of opinion of Women Consumer towards purchase decision of two wheelers provides insight into women two-wheeler consumer market. Two wheelers play a significant role in the Indian Economy. This study helps to understand the factors influencing the purchase of two wheelers of women consumers and their satisfaction.*

**KEYWORDS:** *Women Consumers, Purchase Decision, Women Two-Wheeler, Consumer Market*

### INTRODUCTION

In recent years, India is witnessing a change in consumerism. The product is now pre-dominantly consumer driver, consumer is given many options to decide. Two-wheeler segment is no exception to this general trend. India is the second largest producer of two-wheeler in the world [Senthil Kumar 2010]. Two-wheelers have a special place on the Indian Roads. They are popular and versatile, not only as passenger carriers, but also as goods carriers. Scooters and Mopeds are used by Indian women. They are very convenient, easy to maintain and cheap from transport. This study throws light on the perception of women consumer towards the purchase decision of two-wheelers in Chennai City.

This study of perception of Women Consumer towards purchase decision of two-wheelers provides insight into women two-wheeler consumer market. The study helps to understand which two-wheeler women buys, why she buys, who participates in the decision process and how far she is satisfied with it.

### Need and Importance of the Study

Today, the two wheelers industry plays a significant role in the Indian economy. India is the second largest two wheeler market in the world, fourth largest commercial vehicle market in the world, the 11<sup>th</sup> largest passenger car market in the world and is expected to become the 7<sup>th</sup> largest by 2016. (Source: Society of India Automobile Manufacture, SIAM). The two wheeler market in India comprises of three types of vehicles, namely motorcycles, scooters and mopeds. Foreign collaboration has been playing a major role in the growth of Indian Two Wheeler Markets.

### Scope of the Study

The objective of this study is to analyze the perception of women consumers. The scope of the study extends to the following related aspects such as demographic characteristics of the respondents, the sources of information opted by

the women consumer, the attributes of two wheelers preferred by the women two wheeler users, the attitudes which create interest of purchasing two wheeler, the factors motivate to take purchase decision and the level of satisfaction of the women consumers. This study is also confined to the urban and semi urban parts of Chennai city. There are so many variables involved and each one is important for the marketers attempt to understand the women's two wheeler market.

### **Objectives of this Study**

- To examine the consumer decision making process and their level of satisfaction of women two wheeler consumers.

## **RESEARCH METHODOLOGY**

### **Primary Data Collection**

**Questionnaire Design:** Questionnaire has been used as a major data collection tool for this research. It consists of three parts. The first part of the questionnaire is designed to collect the demographic information of the respondents, covering age, education, occupation, income level, area of residence and the number of family members, using multiple choice questions. This type of questions provides respondents with a choice 3 to 5 options and ask them to choose one. (Fisher, 2007). The second part consists of 10 different information sources. The women consumers of two wheelers should select the type of source, which influences them to buy the two wheeler. The third part of the questionnaire consists of opinion statements regarding the perception of women consumers towards the purchase two wheelers. The women consumers were asked to choose a position on a five point scale between strongly agree to strongly disagree, to show their opinion on the decision making process.

### **Secondary Data**

Secondary data is used to gain initial insight into research problem. The researcher collected the previous researches regarding consumer behavior at the national and international level. It includes online journals and textbooks. To be more specific, a lot of knowledgeable articles, books relating to consumer behavior are collected from various libraries for this research.

### **Data Analysis**

The data collected from the designed questionnaire were processed and analyzed by using SPSS tool. The data were summarized and presented in the form of number and percentages. The result believed to represent the overall women consumers 'perception towards the purchase of two wheelers. Following statistical tool is applied to find out the perception of women consumers.

### **Factor Analysis**

The principal component method is used after the advent of high speed computers. Before applying factor analysis, it is customary to check the data adequacy for it. The values of Kaiser-Meyer- Olkin (KMO) measure of sampling adequacy were calculated. It shows the suitability of data for analysis. High values (close to 1.0) generally indicate that a factor analysis may be useful with the data. If the value is less than .50, the results would not be useful. In this study, data reduction technique is applied on variables of consumer preference, consumer attitude, consumer decision making and consumer satisfaction, to identify the predominant factors involved in the decision making process. Finally, the identified

factors are named after their groupings.

### **Limitations of the Study**

- The study was confined to the consumers residing in Chennai. Hence, the findings can't be generalized to each and every city of the country.
- The sample size was not so big as to represent all locality communities, religion etc., Hence this might have affected the result to some extent.
- It is difficult to approach a wide variety of respondents. This is due to limitation and financial constraints. For further research, the researcher needs to increase the number of respondents involved in the research study.

### **Findings of the Study Pertaining to Women Consumer Decision Making and Satisfaction of Two Wheelers**

Analysis of the study indicates that out of total women respondents. The sample unit is dominated by 42.8% of young women in the age group of less than 25 years. 47.9% of women two-wheeler users live in north Chennai. They strongly prefer brand image and satisfied with sales promotional activities, followed by after sale service. Among the total respondents, 43.20% of performance oriented women consumers prefer only economic benefits, uniqueness and performance of two wheeler

In Chennai city, majority of the women consumers residing at north preferred features and good performance of two wheelers. The women consumers in the southern part of Chennai were proved to be economical and perfectionist towards the purchase of two wheelers. The educational qualification of women consumers influences them to be economic, preferring fair price and security in the purchase of two wheeler. Being middle class family, the women consumers expect good appearance and features of two wheelers. Their satisfaction depends on better value for the money spent on purchasing two wheelers. Women consumers in Chennai city collect reliable information on maintenance cost, price, engine power and mileage before they materialize their purchase.

### **Factors of Consumer Decision Making and Satisfaction**

The researcher uses factor analysis, a data reduction technique for identifying underlying factors involved in the consumer perception process. Factor analysis by principal component method becomes very essential to reduce the variables into predominant factors. In the present research, the researcher considers 15 variables for decision making and 15 variables for consumer satisfaction. These variables are essentially considered to ascertain the consumer perception on these behavioral aspects.

### **Factors of Consumer Decision Making**

At this juncture, the data reduction becomes an indispensable and factor analysis is applied on the variables of consumer decision making and satisfaction. It consists of 15 variables in Likert's five point scale and factor analysis is applied over these 15 variables and the following results are obtained. The results are presented below.

**Table 1: Principal Component Analysis for Women Consumer Decision Making**

Variables	KMO Adequacy	BARTLETT CHI-SQ	Sig	Extraction	% of Variance	Cumulative %
	.758	2190.96	.000			
Availability of popular models				.620	14.418	14.418
Sales persons behavior				.558	14.336	28.754
Demographic factors				.605	13.798	42.552
Social status of women				.620	12.317	54.868
Fuel economy				.674	9.721	64.590
Quality mark on the goods				.745		
Repeat display of information				.758		
Market strategy of the seller				.643		
Religious constructs				.678		
Life style of women				.800		
Liberal exchange policy				.564		
Credit/instalment facility				.572		
Travel distance per day				.788		
Retailer's guidance				.538		
Features of the product				.524		

**Source:** Computed data

From the above table, it is found that the KMO measure of sampling adequacy is .758, Bartlett's test of sphericity with approximate chi-square value is 2190.967 which are statistically significant at 5% level. Therefore, it is concluded that variables of consumer decision making satisfies normal distribution and sample size adequacy and also designates the formulation of factors. It is found that the 15 variables range from .524 to .800. It implies that the 15 variables possess the variance range from 52.4% to 80.0% which is statistically significant to form the factors. From the above table, it is found that the 15 variables are reduced into five factors. Each factor possesses individual variance of 14.418%, 14.336%, 13.798%, 12.37% and 9.721%. The cumulative variance is found to be 64.590% and it is adequate to explain the four predominant factors of consumer decision making.

### **Naming and Interpreting the Factors**

The researcher has used rotated component matrix and only those variables which have loadings near 0.5 or greater than 0.5 are included for the interpretation purpose. All the variables having factor loadings less than .04 are not shown. It is found that the first factor consists of religious constructs (.782), lifestyle of women (.777) and market strategy (.634). Therefore, based on variable loadings and weight age of underlying variables the first factor is appropriately named as "personal values". It is a character that measures the women consumer's belief about the moral principles to be followed in their life and it decides the women consumer decision making. The second factor consists of display of information (.810), quality mark on goods (.745) and based on its variable loadings it is named as "quality information". This factor measures the quality of information gathered by the women consumer while making purchase decision. The third factor consists of social status (.776), fuel economy (.745) and salesman behaviour (.614). Therefore based on factor loadings and weight age of underlying variables the third factor is named as "value added benefits". It shows the degree to which the women consumers are price conscious. The fourth factor consists of travel distance per day (.87) and retailer's guidance (.642). Hence, based on variable loadings and weight age of underlying variables it is named as "quality conscious". It is a character that measures the degree to which extent the women consumer searches carefully for best qualities in purchase decision of two wheelers. The fifth factor consists of popular models (.779) and based on its variable loadings it

is named as "popular models". This factor measures the women consumer decision making on the availability of popular models in two wheelers.

**Factors of Consumer Satisfaction**

It consists of 15 variables in Likerts' 5 point scale and factor analysis is applied over these 15 variables and the following results are obtained. Table 5.2 presents the results of KMO and Bartlett's test. It is found that the KMO measure of sampling adequacy is .726, Bartlett's test of sphericity with approximate chi-square value is 1968.360, which is statistically significant at 5% level. Therefore it is concluded that variables of consumer satisfaction fulfils normal distribution and sample size adequacy and also designates the formation of factors. The variance for the variables of consumer satisfaction is presented in the following table.

**Table 2: Principal Component Analysis for Women Consumer Satisfaction**

Variables	KMO Adequacy	Bartlett Chi-Sq	Sig	Extraction	% of Variance	Cumulative %
	.726	1968.36	.000			
Showroom services				.456	18.432	18.432
Product information				.484	15.172	33.605
Sales promotional activities				.425	14.401	48.006
Dealers advice				.591	8.527	56.533
Corporate reputation				.591		
Product resale value				.484		
Performance of two wheeler				.572		
Time saving				.597		
Simple mechanism				.639		
Easy operation				.706		
Good after sale service				.649		
Credit/instalment facility				.565		
Provision of free services				.494		
Grievance handling procedure				.506		
Features of the product				.723		

**Source:** Computed data

From the above table, it is found that the 15 variables range from .425 to .723. It implies that the 15 variables possess the variance range from 42.55% to 72.3% which is statistically significant to form the factors. It is found that the 15 variables are reduced into four predominant factors as shown in the table above. Each factor possesses individual variances of 18.432%, 15.172%, 14.401% and 8.527%. The cumulative variance is found to be 56.533% and it is adequate to explain the factors of consumer satisfaction.

**Naming and Interpreting the Factors**

The researcher has used rotated component matrix and only those variables which have loadings near 0.5 or greater than 0.5 are included for the interpretation purpose. All the variables having factor loadings less than .04 are not shown.

From the above table it is found that first factor consists of easy operation (.799), simple mechanism (.776), time saving (.755) and after sale service (.742). Therefore, based on variable loadings and weight age of underlying variables the first factor is named as "product aspects". Basically, the satisfaction of women consumer depends on the various utilities of

the two wheelers. The second factor consists of performance (.728), corporate reputation (.727), showroom services (.602), dealer's service (.595) and resale value (.556). Based on variable loadings and weight age of underlying variable, the second factor is named as "brand image". It is a character that measures the women consumers buying belief that reflects their satisfaction towards two wheelers. The third factor consists of information (.687), sales promotion (.624), credit facility (.617), grievances handling (.562) and free services (.528). Hence, based on variable holdings and weight age of underlying variable the third factor is named as "personnel interaction". The women consumers' satisfaction depends on communication with sales personnel, especially while purchasing two wheelers. The fourth factor consists of only features (.831) and based on variable loading it is named as "core features". It signifies that the important features of the two wheelers highly influence the satisfaction level of women consumers.

## CONCLUSIONS

Now, it can be concluded that the findings will be of great values to the marketers\advertisers of two-wheelers for shaping their future strategy. The increasing trend of two-wheeler purchase suggests that there are bright prospects for sale of women two-wheelers in the coming years in India. These prospects are likely to come from young working women group, as the first time purchase and replacement purchase too. Marketers\Advertisers dealing with women two-wheelers with different features should focus their attention on all income groups, depending on the customer needs and price level to increase their market share in their respective income groups. Women consumers of two- wheelers in Chennai city are more concerned about Service Quality, Product Quality, New Models, Economic Benefits, Brand Image and Core Features. Thus, the study provides same insights on factors that could be important in analyzing the consumer perception towards two-wheelers purchase decision. Good Understanding of perception of Women consumers enables the two-wheeler producers to plan and implement their product strategy in a way that suits customer's needs. Nowadays, the rural consumers have significant similarity in their aspiration levels along with urban female two-wheeler users. Two wheeler companies can tap the rural consumers, if they can bring their vehicle in the affordable price range and benefits. The conceptual frame work designed in this study can be useful to manufacturers of women two wheeler by providing them with a checklist to ensure that all possible variables in the consumer perception are taken into account. In today's dynamic environment, many augmented benefits will soon become expected benefits. Therefore, it is important for the two-wheeler producers to constantly monitor consumer's requirements and improve their offerings of new benefits to customers.

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