

## A STUDY ON CONSUMER BUYING BEHAVIOR AND SATISFACTION LEVEL OF TWO WHEELER, WITH REFERENCE TO SUZUKI MOTORCYCLE AT ERODE

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### Abstract

A study is undertaken to identify the consumer buying behavior and satisfaction level of suzuki motorcycle at erode. The study would help to discover, how consumer buy and use two wheeler to satisfy their wants. It also helps the manufacturer to increase new products and improve their services. One hundred and twenty five samples are commonly selected for this study entitled "A STUDY ON CONSUMER BUYING BEHAVIOR AND SATISFACTION LEVEL OF TWO WHEELER, WITH REFERENCE TO SUZUKI MOTORCYCLE AT ERODE". The tools used for this study are simple percentage, chi-square, factor analysis, ANOVA, and ranking. Based on the analysis and interpretation some recommendations have been made to introduce new motorcycle by the manufacturer and improve the services of the dealers. Information search The next step is to gather information relevant to what you need to solve the problem. For example, our consumer may engage in research on the Internet to determine the types of vehicles available and their respective features. Complex buying behaviour involves a three-step process; first, the buyer develops beliefs about the product. Second, he or she develops attitudes about the product. Third, he or she makes a thoughtful choice.

**Keywords:** Attitudes, Preferences, Intentions, Decisions.

### INTRODUCTION TO THE STUDY

#### Meaning

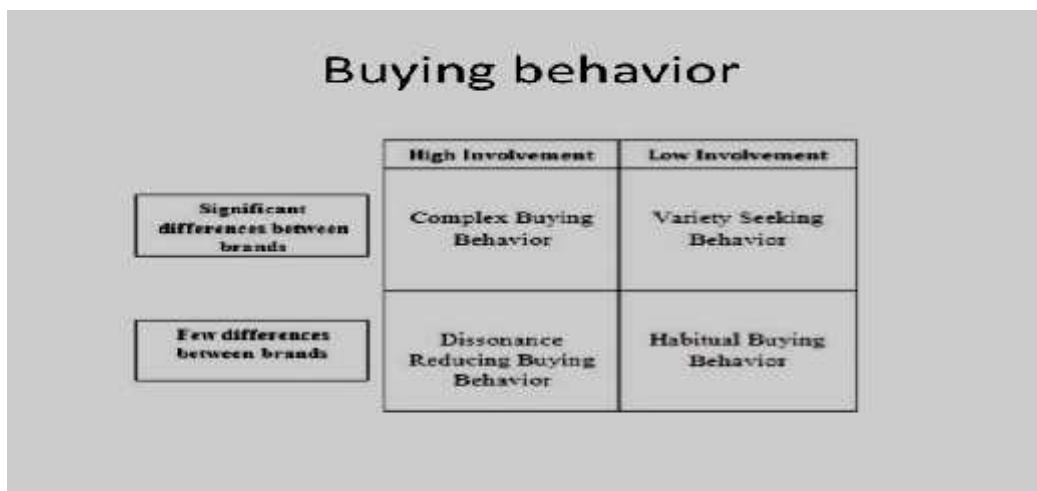
Buying Behavior Study allows you to get a better-rounded picture of what else is happening in your target audience's lives that is causing them to want to buy. This type of survey goes way beyond demographics to also look at things like life style, life stage and more. Each prospect enters together causes them to buy their service or product. People buy for their own reasons, not for companies. Often these reasons are rooted in emotion rather than logic, so although they may not seem reasonable to us. They are important to the prospect.

#### Definition

Buying behavior is the sum total of a consumer's attitudes, preferences, intentions and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. The study of buyer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics.

According to Blackwell et al (2006) buying behaviour is itself is a complex, dynamic issue which cannot be defined easily and commonly. Therefore, the concept of consumer buying behaviour has been defined in different ways by different researchers. The standard model of consumer behavior consists of a methodical and structured process. Let's take a brief look at each step.

#### Types of buying behaviour





### INDIVIDUAL DIFFERENCES IN INNOVATIVENESS

People differ greatly in their readiness to try new products. People can be classified into five adopter categories. They are discussed below.

**Innovators:** Innovators are venture some. They try new products at some risk.

**Early adopters:** Early adopters are guided by respect. They are opinion leaders in their communities and adopt new product early but carefully.

**Early majority:** This are deliberates. Although they are rarely leaders. They adopt new product before the average person.

**Late majority:** This are skeptical. They adopt an innovation only after a majority of people have tried it.

**Laggards:** Laggards are tradition bound. They suspicious only when it has become something of a tradition itself.

### INFLUENCE OF PRODUCT CHARACTERISTICS ON RATE OF ADOPTION

The characteristics of the new product affect its rate of adoption. Some Five characteristics are important in influencing an innovation's rate of adoption. They are discussed below:

**Relative Advantage:** Relative advantage is the degree to which the innovation appears superior to existing products.

**Compatibility:** Compatibility is the degree to which the innovation fits the values and experiences of potential consumers.

**Complexity:** Complexity is the degree to which the innovation is difficult to understand or use.

**Divisibility:** Divisibility is the degree to which the innovation may be tried on a limited basis.

**Communicability:** Communicability is the degree to which the result of using the innovation can be observed or described to others.

### INTRODUCTION TO THE INDUSTRY

Suzuki Motorcycle India Pvt., Ltd. engages in manufacturing two wheelers. The company's products include motorcycles and scooters. It offers its products through a network of dealers. The company was incorporated in 1997 and is based in Gurgaon, India. SMIL was setup after Suzuki's re-entry into the Indian two-wheeler market after it severed ties with partner TVS in 2000-01. Suzuki was then the technology provider in the erstwhile joint venture company TVS Suzuki. Suzuki Motorcycle India Pvt Ltd (SMIPL) is the latest entry into the already crowded Indian two-wheeler segment with players like Hero Honda, Bajaj Auto, Honda, and TVS. SMIPL have started their Indian operations with a 125-cc mass-market motorcycle. It has made an initial investment of Rs. 200 crores to start their Indian operations. Company sources have revealed that Suzuki would follow up this 125cc bike with a high performance 150-cc sibling sometime next year. And for the budget segment, another 100cc bike is expected in the first quarter of 2006. Mass market is the initial aim with plans to enter all the segments rapidly. They have their facilities located in Gurgaon. Suzuki had launched bike by Diwali, which is the auspicious time for buying a new vehicle in Indian families. Their setup in Gurgaon has the capabilities of manufacturing one lakh motorcycles and they are ready to step that up massively if the situation arises. They already have setup 40 dealerships around the country and are going to establish 4,000-5,000 sq.ft showroom and service stations to provide services to the customers. The parent company happens to be one of the largest manufacturers of two-wheelers in the world with more than 20 lakh bikes sold per annum. They are popular for their range of high performance road machines, lightweight super bikes, dirt bikes, street bikes, and motocross and fun bikes globally.

- ✓ Size and scale of parent company
- ✓ Effective advertising capability globally
- ✓ Established market distribution channel and popular brand name
- ✓ Suzuki motors manufactures automobiles, Engines, Motorcycles ATVs, outboard motors
- ✓ Has over 50,000 employees globally

### RESEARCH DESIGN

Research design can be defined as the arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance in research purpose with economy in procedure. Descriptive research design is generally concerned with specific prediction with narration of facts and characters concerning group or situation.

**SIZE OF SAMPLE:** The total number of respondents selected for the study is 150.

### STATISTICAL TOOLS USED

Following are the tools used for statistical analysis of the data collected

- Chi-square test , Ranking method , Factor analysis.

### OBJECTIVES OF THE STUDY

The following are the objectives of the study.

- To know about the buying behavior for purchase of two wheeler vehicles
- To identify the factors which influences the buying decisions
- To study the level of customer satisfaction about the two wheeler
- To suggest the overall performance about Suzuki bikes.

### SCOPE OF THE STUDY

- The researcher undertook this study to find out the buying behavior of the people for the NJ Suzuki Showroom.
- This study will help the two wheeler industry to know the needs and wants of their target market.
- This study will help the Suzuki Bikes to execute their marketing strategies more precisely and effectively.
- This study helps need to analyze and understand the buying behavior of the customer.
- This study helps us to identify various factors that influence the customer.

### LIMITATIONS OF THE STUDY

- The study is confined to the respondents of Erode city only and therefore this report can be generalized
- This study is collected in a particular period of time. So this collection of information will not be suitable for all time.
- The findings are based only on the information given by the respondents due to time limits and other constrains

### STATEMENT OF THE PROBLEM

Due to the stiff competition in the two wheeler segment customer have a wide choice in terms of number of branch, models and features at different price slots, and all these transformed the expectation of the customers. Now the customers are expecting the manufactures to provide the products as per their tastes, preference, habits and life style.

The study of buying behaviour of motorcycle users is more appropriate to today's marketing environment because customers are more conscious and particular about the products and services they want to have. If the marketer fails to understand what their customer want, the products launched by the firm will be rejected in the market. In order to improve the new product success rate and to ensure customer acceptance one has to make aneffort to learn everything what one could about their prospective customers regarding their needs, preference, changing lifestyle, income level, and their purchasing patterns.

### ANALYSIS AND INTERPRETATION

**Chi-square analysis to test relationship between age and level of satisfaction about Suzuki todays generation.**

AGE	LEVEL OF SATISFACTION ABOUT SUZUKI TODAYS GENERATION					Total
	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	HIGHLY DISSATISFIED	
18-25 Years	7	9	6	0	0	22
	22.6%	18.0%	18.2%	0.0%	0.0%	17.6%
26-35 Years	12	18	14	3	3	50
	38.7%	36.0%	42.4%	42.9%	75.0%	40.0%
36-45 Years	8	14	8	4	1	35
	25.8%	28.0%	24.2%	57.1%	25.0%	28.0%
Above 46 Years	4	9	5	0	0	18
	12.9%	18.0%	15.2%	0.0%	0.0%	14.4%
Total	31	50	33	7	4	125
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

#### Chi-square test:

In order to find relationship between age and level of satisfaction about Suzuki today's generation

#### Hypothesis tested:

**H<sub>0</sub>**: There is no significant relationship between age and level of satisfaction.

**H<sub>1</sub>**: There is a significant relationship between age and level of satisfaction.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.335 <sup>a</sup>	12	.758
Likelihood Ratio	11.053	12	.524
Linear-by-Linear Association	.085	1	.771
N of Valid Cases	125		
a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .58.			

### Interpretation

From the above table it has been inferred that the calculated chi-square value (0.758) is greater than the 0.05, hence the null hypothesis is rejected. So it is conclude that there is a significant relationship between age and level of satisfaction about Suzuki today's generation.

### Chi-Square Analysis to Test Relationship between Brand in Suzuki and Level of Satisfaction about Performance of Bike

Brands	LEVEL OF SATISFACTION ABOUT PERFORMANCE OF BIKE					Total
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
LETS	1	5	1	0	0	7
	4.5%	8.5%	2.9%	0.0%	0.0%	5.6%
ACCESS 125	8	16	12	4	1	41
	36.4%	27.1%	35.3%	50.0%	50.0%	32.8%
SWISH 125	3	9	8	1	1	22
	13.6%	15.3%	23.5%	12.5%	50.0%	17.6%
GIXXER	5	16	7	3	0	31
	22.7%	27.1%	20.6%	37.5%	0.0%	24.8%
GSX- R1000	5	13	6	0	0	24
	22.7%	22.0%	17.6%	0.0%	0.0%	19.2%
Total	22	59	34	8	2	125
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

### Chi-square test:

In order to find relationship between brand in Suzuki and performance of bike.

### Hypothesis tested:

$H_0$ : There is no significant relationship between age and level of satisfaction.

$H_1$ : There is a significant relationship between age and level of satisfaction.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.684 <sup>a</sup>	16	.883
Likelihood Ratio	12.037	16	.741
Linear-by-Linear Association	.890	1	.346
N of Valid Cases	125		
a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .11.			

### Interpretation

From the above table it has been inferred that the calculated chi-square value (0.883) is greater than the 0.05, hence the null hypothesis is rejected. So it is conclude that there is a significant relationship between brand and performance of bike.

### Analysis of Variance of Monthly Income with Opinion Regarding Mode of Purchase in Suzuki Bike

		Sum of Squares	df	Mean Square	F	Sig.
Monthly Income	Between Groups	.170	3	.057	.074	.974
	Within Groups	93.030	121	.769		
Mode of Purchase	Total	93.200	124			

### Interpretation

From the above table it is noted that (F) equals 0.074 with a corresponding P-value of 0.974 which is greater than the level of significance 0.05. Hence the null hypothesis is accepted and alternate hypothesis is rejected, which implies there is significant mean difference between Monthly incomes of the respondents with mode of purchase bike.

### Factor Analysis

It is a multivariate technique used for data reduction. This analysis is made to study a large number of variables affecting particular situation and combining the related variables into a smaller number of relevant factors.

**H0:** The factor analysis is not valid.

**H1:** The factor analysis is valid.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.508
Bartlett's Test of Sphericity	Approx. Chi-Square	12.684
	Df	10
	Sig.	.242

### Interpretation

From the above table it can be inferred that the significance (0.242) is less than the assumed value (0.05). So reject the H0. This means that the factor analysis is valid. KMO coefficient (0.508) is more than 0.5 which implies that the factor analysis for data reduction is effective.

Total Variance Explained									
Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.314	26.289	26.289	1.314	26.289	26.289	1.213	24.254	24.254
2	1.105	22.096	48.385	1.105	22.096	48.385	1.199	23.989	48.243
3	1.018	20.359	68.744	1.018	20.359	68.744	1.025	20.501	68.744
4	.816	16.316	85.060						
5	.747	14.940	100.000						

Extraction Method: Principal Component Analysis.

### Interpretation

From the above table, it is inferred that the extracted three factors showed a cumulative variance of 69%, which means a good factor analysis has been done.

Rotated Component Matrix <sup>a</sup>			
Features	Factor		
	1	2	3
Influence You To Purchase Bike	-.211	-.718	.234
Factors To Make Purchase This Dealers	<b>.706</b>	.216	.021
Features Influences You To Buy This Bike	-.118	<b>.786</b>	.240
Age Group Of Customer Prefer Bike Most	<b>.807</b>	-.137	.034
Agree Influence Of Quality On Purchase Decision	.064	.015	<b>.954</b>

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

### Interpretation

The above table showed that extracted three factors which have higher effect on the variables. The factor extracted includes the optimum score of (.954) in first component shows that they influence quality on purchase decision. The optimum score (.807) obtained was the age group of customer prefer bike most in second component where respondents having good

preference in bike. Third component focuses on features with highest score of (.786) which implies that the respondent's influence to buy this bike.

#### Analysis of Variance of Gender with Opinion Regarding the Technology Used

		Sum of Squares	Df	Mean Square	F	Sig.
gender	Between Groups	.486	4	.121	.488	.745
	Within Groups	29.882	120	.249		
technology of this bike	Total	30.368	124			

#### Interpretation

From the above table it is noted that (F) equals 0.488 with a corresponding P-value of 0.745 which is greater than the level of significance 0.05. Hence the null hypothesis is accepted and alternate hypothesis is rejected, which implies there is significant mean difference between gender of the respondents with technology used in this bike.

#### RANKING METHOD

##### Availability

DESCRIPTION	W	x	Wx	Wx / $\Sigma w$	Rank
Highly satisfied	5	20	100	6.67	III
Satisfied	4	49	196	13.17	I
Moderate	3	35	105	7	II
Not Satisfied	2	18	36	2.4	IV
Highly not Satisfied	1	3	3	0.2	V
<b>Total</b>	<b>15</b>	<b>125</b>			

#### Interpretation

From the above table infers that option satisfied is ranked first. Hence it is conclude that customers are satisfied with bike Availability in showroom.

##### After services

DESCRIPTION	W	X	Wx	Wx / $\Sigma w$	Rank
Highly satisfied	5	30	150	10	II
Satisfied	4	49	196	13.17	I
Moderate	3	30	90	6	III
Not Satisfied	2	14	28	1.87	IV
Highly not Satisfied	1	2	2	0.13	V
<b>Total</b>	<b>15</b>	<b>125</b>			

#### Interpretation

From the above table infers that option satisfied is ranked first. Hence it is conclude that customers are satisfied with after services in showroom.

##### Knowledge of Sales Man

DESCRIPTION	W	X	Wx	Wx / $\Sigma w$	Rank
Highly satisfied	5	35	175	11.67	II
Satisfied	4	49	196	13.17	I
Moderate	3	26	78	5.2	III
Not Satisfied	2	10	20	1.33	IV
Highly not Satisfied	1	5	5	0.33	V
<b>Total</b>	<b>15</b>	<b>125</b>			

#### Interpretation

From the above table infers that option satisfied is ranked first. Hence it is conclude that customers are satisfied with Knowledge of sales man in showroom.

### Infrastructure

DESCRIPTION	W	X	W <sub>x</sub>	W <sub>x</sub> / $\sum w$	Rank
Highly satisfied	5	25	125	8.33	II
Satisfied	4	52	208	13.87	I
Moderate	3	31	93	6.2	III
Not Satisfied	2	9	18	1.2	IV
Highly not Satisfied	1	8	8	0.53	V
<b>Total</b>	<b>15</b>	<b>125</b>			

### Interpretation

From the above table infers that option satisfied is ranked first. Hence it is conclude that customers are satisfied with Infrastructure in showroom.

### FINDINGS AND SUGGESTIONS

#### Findings

#### FACTOR ANALYSIS

From the factor analysis it can be interpreted that

- The Influence you to purchase bike, Factors to make purchase dealers, Factors influence to buy this bike, Age group of customer prefer bike most and influence of quality on purchase decision had a high impact on purchase suzuki bike.

#### CHI-SQUARE ANALYSIS

From the Chi-square test the following are interpreted:

- There is significant relationship between Age and Level of satisfaction about Suzuki today's generation.
- There is significant relationship between Suzuki brand and Level of satisfaction about performance of the bike.

### WEIGHTED AVERAGE SCORE RANKING METHOD

It is found from the analysis that the majority of the respondents felt that the implementation of Buying behavior concepts results in 'Satisfied with Availability in Shoroom', 'Satisfied with After sales services', 'Satisfied Knowledge of salesman in showroom', and 'Satisfied with Infrastructure in showroom'.

After analyzing the findings, the following suggestions have been prepared great care has been taken in marketing these suggestions for the improvement of customer's opinion.

### SUGGESTION

- 75% of the respondents opined that there is a need to improve the technology of suzuki bikes.
- Majority of the respondents felt that the colour and design of suzuki bikes should be changed.
- From the research it is evident that the price of suzuki bikes is high and it should be decreased to attract more customers to buy the vehicle.
- Focus more on the age group of 26-35 years, because this age group people change their mind frequently follow-up of customer should be made after the first enquiring of the bikes, otherwise sometimes customers may lost their interest.
- The bike recently introduced by suzuki are mostly concerned about youth. So they should consider the middle age group people while manufacturing.
- The word of mouth plays vital role in spreading the information so the dealer to develop CRM programs to encourage the customers to spread good word of mouth publicity regarding the vehicle.

### CONCLUSION

The present study is concerned about buying behaviour among purchase bike at suzuki. Each and every individual customers are expecting about performance, features, reliability, and brand image of this bike.

From the research it is evident that people used a combination of information, sources, among these display and demonstrations played a key role in spreading the product information. The main objective of the study was to know the buying behavior for purchase of two wheeler vehicles.



From the chi-square test it is evident that demographic factors of the motorcycle with respect to time gap, it is also evident that consumers are not buying the product immediately after getting off idea, invariably they are taking some time to purchase the product, majority of the customers are taking one to three month time gap between contemplation to buy and actual buying of the product. Customers are using multiple sources of information to know about the product. Out of available sources of information newspapers, tv, price list and display recognized as an important sources of information. Friends are the most important sources of information in the category of word of mouth publicity.

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