

FACTOR AFFECTING THE STUDENTS BUYING

BEHAVIOR OF TWO WHEELERS

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ABSTRACT

This paper is based on identify the factors that affect the students buying behavior of the two wheeler vehicles. The survey is mainly focused on the buying behavior of the students that motivates them to purchase the two wheeler vehicles. Now days, demand of two wheelers is increasing day by day. The present is based on primary data collected through schedule. The objective of this study is to determine the students' behavior for purchase of two wheelers as well as to explore the factor affect on student's decisions. At the time of purchasing students prefer two wheelers rather than four wheelers because two wheelers are more affordable and economical.

Keywords: *Buying behavior, Two wheeler.*

I. INTRODUCTION

The two wheeler industry in all over the world is fastest growing globally. Indian Two-Wheeler Industry is the largest in the world as far as the dimension of production and sales are concerned. India is the biggest two-wheeler market which help in rising growth in India automobile industry The automobile industry is the most advantageous industry and the some major factors which help to influencing demand of two wheelers in India are – Increasing population, Easy availability financing, Festivals and weddings ,weakly transport . According to marketing philosophy of business assumes that an institution can get profit by identifying and satisfying the needs of its customers (students). Students buying behavior is the study how students buy, when they buy, what they buy. There are mainly two type of psychology that explain the students buying behavior. First is Cognitive psychology which is related to mental behavior and second is social psychology which is related to the attitude and behavior of individual. The two wheeler section contributes very high volume of all the sections in automobile industry in India. The Indian industry is growing at a rate of 30% annually. It consists of three sections viz. scooter, motor cycle and moped. In Indians, especially the youngsters prefer two wheelers rather than four wheeler. Capturing a large share in the two wheeler industry, bikes and scooter covers major sections. Bikes and Scotties are considered to be the favorites among the youth generation, as they help in easy commutation, styling and mileage and has more aesthetic appeal. There are many factors are considered which affect the buying behavior of two wheelers. Some factors are independent and some are dependent. Demographic factors are independent which include age, gender, educational qualification, income level of respondents whereas some are dependent factors which also affect the buying behavior of students like pick up, good mileage, resale value, price, offers and schemes.

On the basis of this study it is found that most of the respondents are females. The preference of buying behavior of the two wheelers of female is more than the male. At this time the role of women in every field is increases day by day. Now a day the working rate of women is at peak but it is not an easy task to move from one place to another,

to face this problem the marketers introduced many type of models in the market on the basis of the need and preference of consumers of two wheelers.

II. REVIEW OF LITERATURE

Review of literature contains the different studies conducted by various authors and the information is collected by different websites.

(Kannusamy, 2010) explored the Brand preference of two wheelers, problems and satisfaction level of consumers and identified that consumers prefer their favourable brand s in two wheeler on the basis of price, quality, advertisement, style, color and resale value.

(Venela, 2009) has attempted to analyse various factors affecting the purchasing decision in India rural market .He concluded that most of the rural consumers are influenced by quality, features and brand image of two wheelers.

(Sawant, 2007) stated that maintenance and mileage were the two important deciding factors in the purchase decision process. It is also clear that the respondents found a big difference in price suitability for women, mileage and resale value amongst various models available in the market.

(Kokila & Amsavini, 2014) studied that organization should place emphasis on introducing new model in the society and manufacture vehicles that give a good mileage.

(Landinliana, 2012) highlighted that promotion effort made by the marketers/ Producers of these durable products is captured by the ranking of choicest buying factors, especially so with two wheelers as seen fro the responses of more than a third of the household sample, pointing out promotion to be the main factor influencing their purchase.

Objectives of the Study

- To find out the students' behavior for the purchase of two wheeler
- To identify the factor which influences on students' decision.

III. RESEARCH METHODOLOGY

The study is descriptive in nature. The topic is related with the behavior of students at the time of purchasing two wheelers. The present study is based on primary data, as well as on secondary data. The primary data were collected with the help of a schedule. The primary data was collected by using a well structured questionnaire from 150 respondents residing in and around Sirsa district by using the convenience random sampling method. Secondary data were collected from books, journals, magazines and from websites. The study was conducted for a period of five months from January – May 2015

There are various methods for collecting data, but the survey method has been found to be the most objective, reliable and valid one. A schedule has been prepared and used to know the buying behavior and factor affecting the purchase of two wheelers to collect the information from selected respondents were contacted at their respective working places as well as residences. The secondary data were collected from various articles, journals, books and websites, etc.

IV. HYPOTHESIS

There is no significant effect of demographic variables on buying behavior of students on two wheelers..The response on 12 items chosen of students used generally for opinion making on the buying behavior of two wheelers

were collected on Likert scale from 1 for strongly agree, 2 for agree, 3 for neutral, 4 for disagree, 5 for strongly disagree. The interactive Cronbach's Alpha values for reliability in responses of respondents were found 0.746. The different items in the questions contain in the questionnaire cover the contents of research significantly.

V. TOOLS USED FOR ANALYSIS

The collected data were processed with the help of SPSS

1. Simple percentage analysis
2. Factor analysis

VI. OBJECTIVES

1. To determine the students' behavior for the purchase of two wheelers
2. To explore the factor affects on students decisions

VII. ANALYSIS AND INTERPRETATION

4 (A) Simple percentage analysis

Table 1.AGE GROUP

	Frequency	Percent
Below 20 years	6	8.6
20-25	51	72.9
25-30	13	18.6
Total	70	100.0

Table 2.GENDER

	Frequency	Percent
Male	14	20.0
Female	56	80.0
Total	70	100.0

Table 3.EDUCATIONAL QUALIFICATION

	Frequency	Percent
Matric	1	1.4
10+2	5	7.1
Graduation	24	34.3
Post graduation	34	48.6
Others	6	8.6
Total	70	100.0

Table 4.RESIDENCE

	Frequency	Percent
Rural	37	52.9
Urban	33	47.1
Total	70	100.0

Table 5.MONTHLY HOUSEHOLD INCOME

	Frequency	Percent
Less than 25000	33	47.1
25000-50000	19	27.1
Above 50000	18	25.7
Total	70	100.0

The above table shows that the 72.9% respondents comes under the age of 20-25. Mostly the respondents are post graduated. 52.9 % respondents are belongs to rural area and the household income of 47.1 %respondents is less than 25000.

4 (B) Factor Analysis

Table 6: Reliability Statistics

Cronbach's Alpha	N of Items
.746	12

Source: Primary(data processed through SPSS 16)

Table 1 shows that the cronbach’s alpha value show the reliability of the variables which are considered to know the buying behavior of students of two wheelers.

Table 7 : Descriptive Statistics

	Analysis N	Mean	Std. Deviation
Brand name	70	1.86	.889
Better look style	70	1.91	.913
Good mileage	70	1.83	.722
Pickup	70	1.87	.867
Speed	70	1.61	.644
Maintenance	70	1.80	.672
After sale services	70	1.90	.919
Price	70	2.24	1.279
New model	70	2.10	1.157
Value for money	70	1.99	1.123
Offers and schemes	70	2.10	1.092
Eco friendly	70	1.79	.759

Source: Primary(data processed through SPSS 16)

Table 2 shows that descriptive analysis statistics which give the value of mean and standard deviation on making analysis on total sample size is 70. The response on 12 variables chosen from respondents to know buying behavior of two wheelers collected on 5-point likert scale from 1 for strongly agree, 2 for agree, 3 for neutral, 4 for disagree, 5 for strongly disagree. If the value comes between (1-1.99) then it comes under 1st position, if the value is comes between (2-2.99) then it comes between 3rd position, if the value is comes between (3-3.99) then it comes between 3rd position, if the value is comes between (4-4.99) then it comes between 4th position, if the value is comes between (5-5.99) then it comes between 5th position.

Table 8. Scale Statistics

Mean	Variance	Std. Deviation	N of Items
23.00	33.565	5.794	12

Source: Primary(data processed through SPSS 16)

The above table shows that there are 12 variables are taken to know the buying behavior of students of two wheelers. The total value of mean of all the considered factors is 23 and the variance is 33.565 and std. deviation is 5.794

Table 9: Correlation Matrix

	Brand name	Better look style	Good mileage	Pickup	Speed	Maintenance	After sale services	Price	New model	Value for money	Offers and schemes	Eco friendly
	V1	V2	V3	V4	V5	V6	V7	V8	V9	V10	V11	V12
1. Brand name	1.000	.145	-.174	-.325	-.174	-.048	-.018	.260	.127	.100	.015	.040
2. Better look Style	.145	1.000	-.133	.041	-.032	-.217	.059	.117	.242	.112	.110	-.111
3. Good mileage	-.174	-.133	1.000	.497	.043	.466	.258	.171	-.222	.104	.243	.302
4. Pickup	-.325	.041	.497	1.000	.299	.328	.457	.251	-.030	.311	.412	.112
5. Speed	-.174	-.032	.043	.299	1.000	.188	.350	.151	.247	.173	.303	.155
6. Maintenance	-.048	-.217	.466	.328	.188	1.000	.342	.310	-.160	.303	.403	.255
7. After sale services	-.018	.059	.258	.457	.350	.342	1.000	.465	.105	.546	.703	.031
8. Price	.260	.117	.171	.251	.151	.310	.465	1.000	.248	.568	.449	.413
9. New model	.127	.242	-.222	-.030	.247	-.160	.105	.248	1.000	.369	.279	-.058
10. Value for Money	.100	.112	.104	.311	.173	.303	.546	.568	.369	1.000	.710	.115
11. Offers and Schemes	.015	.110	.243	.412	.303	.403	.703	.449	.279	.710	1.000	.131
12. Eco friendly	.040	-.111	.302	.112	.155	.255	.031	.413	-.058	.115	.131	1.000

Source: Primary data processed through SPSS 16

Table 3 shows that the correlation matrix which tells about the correlation coefficient for all pairs of variables. Correlation matrix contain correlation coefficient as well as significance values and sample size for the data used to analyze each pair of variables. This table gives the correlation between the original variables (which as specified on the/ variables subcommand). Before conducting a principle components analysis, we want to check the correlation between the variable there should be at least 3 items which shows the value above than 0.03 there are 16 variables in this table, so this table fulfill the condition.

Table 10: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.698
Bartlett's Test of Sphericity	Approx. Chi-Square
	275.552
	Df
	66
	Sig.
	.000

Source: Primary(data processed through SPSS 16)

Table 10 shows the value of KMO (Keiser-Meyer-Olkin) and barlett's test. To test the appropriateness of factor analysis techniques correlation between the variables Keiser-Meyer-Olkin (KMO) measure of sample adequacy is used for the same. The population correlation matrix is an identity matrix, is rejected by Bartlett's test of sphericity. The approximate Chi Square value is 275.552 with 66 degree of freedom, which is significant at 0.05 levels. The value of KMO statistics is 0.698 which is large than 0.6.

Table 11: Communalities

		Initial	Extraction
1.	Brand name	1.000	.684
2.	Better look style	1.000	.442
3.	Good milage	1.000	.661
4.	Pickup	1.000	.674
5.	Speed	1.000	.762
6.	Maintenance	1.000	.587
7.	After sale services	1.000	.689
8.	Price	1.000	.731
9.	New model	1.000	.677
10.	Value for money	1.000	.713
11.	Offers and schemes	1.000	.762
12.	Eco friendly	1.000	.714

Source: Primary(data processed through SPSS 16)

Table 5 shows the communalities matrix which shows each variable share variation with each other. Communalities are for correlation analyse the portion of variance accounted for in each variable by the rest of variables. This is the proportion of each variable’s variance that can be explained by the principle components the extraction communalities for each variable is also calculated which give the average of each variable has been found. 664 which is the amount of variance share with all the variables being considered. They are the reproduced variances from the number of components that we have saved.

Table 12 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.703	30.858	30.858	3.703	30.858	30.858	3.476	28.964	28.964
2	1.990	16.580	47.438	1.990	16.580	47.438	1.655	13.788	42.752
3	1.377	11.471	58.909	1.377	11.471	58.909	1.524	12.697	55.449
4	1.027	8.560	67.469	1.027	8.560	67.469	1.442	12.020	67.469
5	.921	7.676	75.145						
6	.672	5.602	80.747						
7	.572	4.766	85.512						
8	.516	4.303	89.815						
9	.425	3.542	93.358						
10	.351	2.925	96.283						
11	.265	2.205	98.488						
12	.181	1.512	100.000						

Source: Primary(data processed through SPSS 16)

Table 6 shows that the total variance explained table eigen values are the variance of the principle components. It shows that Eigen value greater than 1.0 (default option) result in 4 factors being extracted . from the cumulative percentage of variance accounted for 67.469of the total variance by these 4 extracted factors. The first component accounts for the most variance and have the highest Eigen value, and the second component account for the next variance factor and so on.

Table 13. Component Matrix^a

		Component			
		1	2	3	4
1.	Brand name	-.033	.508	.635	-.144
2.	Better look style	.052	.528	-.155	-.370
3.	Good milage	.466	-.616	.131	-.218
4.	Pickup	.634	-.353	-.349	-.162
5.	Speed	.444	.000	-.397	.638
6.	Maintenance	.590	-.426	.235	-.045
7.	After sale services	.787	.072	-.183	-.175
8.	Price	.687	.265	.431	.065
9.	New model	.239	.687	-.203	.327
10.	Value for money	.757	.359	.029	-.105
11.	Offers and schemes	.837	.187	-.110	-.122
12.	Eco friendly	.338	-.237	.569	.468

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Source: Primary(data processed through SPSS 16) Extraction Method: Principal Component Analysis.

4 components extracted.

Table 7 shows the Component pattern matrix. It shows the cofficient used to express the standardized variable. The component matrix shows the relationship between factors and variables. The correlation possible values ranges from -1 to 1.

Table 14. Rotated Component Matrix^a

		Component			
		1	2	3	4
1.	Brand name	.090	.171	.800	.076
2.	Better look style	.267	.227	.247	-.508
3.	Good mileage	.319	-.682	-.181	.249
4.	Pickup	.562	-.353	-.483	-.020
5.	Speed	.314	.414	-.606	.353
6.	Maintenance	.444	-.470	-.087	.401
7.	After sale services	.807	-.083	-.169	-.034
8.	Price	.677	.076	.341	.388
9.	New model	.347	.745	.012	-.041
10.	Value for money	.825	.136	.115	.032
11.	Offers and schemes	.869	.016	-.083	.021
12.	Eco friendly	.131	-.078	.127	.821

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

jja. Rotation converged in 10 iterations.

The rotated component matrix is used for interpreting factors. The purpose of rotation is to simplify the structure of the analysis so that each factor will have non zero loadings for only some of the variables without affecting the communalities and the percent of variance explained.

Table 15 Overall Items Variations Explained in Factor

Table showing factor containing maximally correlated variable	Variables	Coefficient values	Coefficient values	Variance explained by factors
Economic	1. Pick up 2. After sale service 3. Price 4. Value for money 5. Offers and schemes	.562 .807 .677 .825 .869	.562 .807 .677 .825 .869	.3086
Technology	1. Good Mileage 2. Maintenance 3. New Model	.682 .444 .745	.682 .444 .745	.1658
Living standard	1. Brand Name 2. Speed	.800 .606	.800 .606	.1147
Environment	1. Better Look Style 2. Eco Friendly	.508 .821	.508 .821	.0855

- The above table shows that the Pick up variable related to other variable .562, After sale service variable .807, Price variable .677, Value for money variable .825. Offers and schemes variable .869. All these variables come under Economic factor.
- In the Technology factor Good Mileage variable related to other variable .682, Maintenance variable .444, New Model variable .745,
- In the Living Standard factor Brand name variable related to other variable .800, Speed variable .606
- In the Environment factor Better Look Style variable .508, Eco Friendly variable .821

VIII. CONCLUSION

This study has observed many factors that affect student buying behavior of two wheelers. The Economic factor greatly affect the student buying behavior which considered the different variables Pick up, after sale services, price, resale value, offers and schemes. When making a two wheeler purchase decision, the personal factors and product characteristics are important for students' buying behavior in Sirsa. In this study most of the respondents

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are highly educated whose monthly household income level is less than 25000 who preferred to purchase two wheelers.

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