

EFFECTIVENESS OF BUYER BEHAVIOUR ANALYSIS OF HONDA BIKES WITH REFERENCE TO PRAVIN HONDA, KOVILPATTI

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ABSTRACT

The research was entitled as “EFFECTIVENESS OF BUYER BEHAVIOUR ANALYSIS OF HONDA BIKES WITH REFERENCE TO PRAVIN HONDA, KOVILPATTI” reveals the importance of promotional activities followed in the organization & its impact on Brand Equity. The purpose of this study was to examine the impact of Advertising, Sales Promotion and Direct Marketing on Brand equity. Promotional mixes plays a vital role in creating value for different brands and also reach targeted consumers and persuade them to buy. Promotion is vital element in marketing mix. In this context, promotional mix has positively affecting the brand equity of Honda. Consumer buying behaviour reflects the totality of consumer’s decisions with respect to the acquisition, consumptions, and disposition of goods, service time and ideas by human decision making units. Consumer behaviour involves more than just how a person buys products like detergent, breakfast cereal, personal computer and automobile. It’s also includes service, time and ideas. In ancient days, people felt it more difficult to move from one place one place to another.

Keywords: Sales Promotion, Buying behaviour, Purchase decision, Post purchase service

INTRODUCTION

The work “Transport has been derived from the Latin word “Transport age”. Trans across and portage means to carry. Transport means to carry to the other side or one place to another. Transportation as such is a service that helps goods and persons to be carried from one place to another place. These two- wheelers run on petrol and much faster than cycles. Two wheelers are popular with the middleclass and the young. The young generations considered the two wheelers as status symbol. Two-wheelers provide the thrill of fast driving under the sky. Consumer buying behaviour reflects the totality of consumer’s decisions with respect to the acquisition, consumptions, and disposition of goods, service time and ideas by human decision making units. Consumer behaviour involves more than just how a person buys products like detergent, breakfast cereal, personal computer and automobile. It’s also includes service, time and ideas. In ancient days, people felt it more difficult to move from one place one place to another.

Review of literature:

Dr. J. Jose Prabhu (2020) Studying consumer behaviour is necessary because these mean marketers can recognize what influences consumers' purchasing choices. By comprehending how customers decide on a product they can fill in the gap in the marketplace as well as determine the items that are required and also the items that are outdated. Researching consumer actions also aids online marketers choose just how to provide their items in a way that produces optimum effect on customers. Understanding customer acquiring behaviours is the key trick to getting to as well as engaging your customers, as well as transforms them to purchase from you. The function of this paper is to combine the ideas of existing study on stature customers and also researches which examined entirely different elements of customer actions, yet coincidentally produce important factor influencing in marketing.

Ms. Reshma Sreedharan & Mr. Aswin Prakash (2019): Indian retail is one the fastest growing retail in world due to economic growth of country. Indian Retail Industry is the fifth largest in the world. Indian retail industry is largest among all other industry accounting for over 10% of the country's GDP and around 8% of the employment. Retail industry in India has become 4th and one of the most dynamic and fast paced industries with several players entering the market. Retailing is considered as most happening industry in India after IT industry. The study examines the impact of three store atmospheric factors namely ambient factors, design factors, and social factors on customer buying behaviour in shopping mall of Kannur. A sample of 147 customers was selected for the purpose of the study. Exploratory factor analysis of responses indicated that atmospherics have impact on the buying decision of customer.

Prof.Mohd.Akbar Ali Khan & Dartrika Venkata Madhudan Rao (2018): The original exploratory study was to examine the impact of select exogenous and demographic variables on Customer Satisfaction. As per ACMA May month data, top four brands, namely, Honda, Hero, Bajaj, and TVS brands were selected for study and 600 two-wheelers consumers' samples collected, using random sampling in Hyderabad. The data were analysed with descriptive statistics, and non-parametric tests, to know the impact ,further given different implications.

P.Murugan, & T.Fermi Paul (2018): This study is based on consumer behaviour to identify when, how, why, what brand and where people do buy a product at thirunelveli district in Tamilnadu. It studies. To know consumers awareness with regard to quality assessment of two wheeler bike. To identify the factor influencing the consumers decision in purchase of two wheeler. To study the customer satisfaction regarding the two wheeler. There are four major factors which influence buying behaviour of consumer like cultural, social, personal, and psychology factors.

Dr. Vandana Sonwaney, Snehal Chincholkar (2019): Internet has changed the traditional retailing process drastically which is not only beneficial for sellers but also for buyers. During online buying process several factors motivated and demotivates the consumers which direct their buying intention. This study is an effort to identify the factors which impact online consumer buying behaviour. This study also focused on non-metro cities consumers which are the future potential for e-retailers. Total 78 samples have been taken from defined tier-III cities. The data were collected through research questionnaires and further analyzed by employing the various statistical tests. Psychological factors and some demographic factors have been found significantly impacting consumer buying decisions.

A. Jaganathan¹ and K. Palanichamy (2018): The buyer behaviour towards small cars is the most important for the car manufactures. Such an analysis will provide car manufacturers, a quantitative estimate of level of satisfaction being perceived by the customers. Therefore, in this study an attempt has been made to seek answers to the research questions such as how are the buyers satisfied with the price, fuel efficiency, maintenance, after-sale services and overall product features of the small cars in the study area? And what are the factors that influence the customers. Hence, in the present study, an attempt has been made to analyze the variables that affect the buyer behaviour towards small cars particularly the small cars manufactured by the Maruti Suzuki India Limited in the Nilgiris district of Tamil Nadu.

Shumaila Ahmed and Ayesha Ashfaq (2013): The present research paper is focusing on the impact of advertising on consumer's buying behaviours. Brand image, persuasiveness and celebrity endorsement in the advertising are the key factors, which raise the consumers' intentions towards the product and buying behaviours. The buying behaviour is strongly influenced by image of the product which is built by the advertisers. The primary data of the study is collected through questionnaires and secondary data was collected through internet, journals and business magazines. This survey study was conducted in January, 2013. A sample of 120 respondents was taken, out of which 50 were in government or semi-government services, while 30 were taken from business class and the rest 40 were private employees

Priyanka Singh & Neha Katiyar & Gaurav Verma (2014): Retail shop ability, defined as the ability of the retail environment to translate consumer demand into purchase. It is making consumers' needs salient in specific retail settings & turning shoppers into buyers. The primary motivation to study store image has been to investigate the store atmospherics & store layout as a predictor of consumer behaviour and store performance..This paper enhances previous conceptualizations of store image by introducing the concept referred to as retail shop ability. The quantitative research focused on identifying those store image attributes perceived as important by a selected group of consumers. Focused on identifying those store image attributes perceived as important by a selected group of consumers.

Dr.Vishal S.Rana & Dr.M.A.Lokhande (2015): Companies today are becoming customer centric & highly focusing on satisfying their customers as they realized that in present cut throat competition, satisfying & delighting the customers is very crucial. Because of the constant change in needs, expectations and lifestyle of customers, most of the companies are in dilemma that how to satisfy the customers and which strategy should be adopted. The same problems have witnessed by Indian automobile industry. Even Maruti Suzuki and Hyundai Motor- the two leading automobile giants in India are very much conscious about understanding the needs & expectations of the customers. The present study throws light on various factors related to consumer behavior &

satisfaction. The objective of this research paper is to know the preferences and opinions of Maruti & Hyundai customers regarding after sales service, resale value, and fuel efficiency along with customer preferences while buying Maruti & Hyundai brands.

Dr. Ronald Mani & Mr. Debasis Tripathy (2013): The marketing philosophy of business assumes that an organisation can best serve, prosper and attain profit by identifying and satisfying the needs of its customers. This however, is a recent thinking; various definitions of marketing have been given from different perspective, exchanges and utility being the two important once. The current millennium has unfolded new business rules, the most significant of them being that past or experience in a given product market is no indicator for future success. Market leadership cannot be taken for granted because customer loyalty does not exist. The customer today has a much wider choice.

Objectives of the study:

Primary Objective:

To analysis the customer buying behaviour in Honda Bikes.

Secondary Objective:

1. To identify the awareness level of customers towards Honda Bikes.
2. To know the factors influencing towards purchase decision of customer.
3. To study the expectation of customer towards Honda Bikes.
4. To identify the satisfaction level towards Honda Bikes.

Scope of the study

Buying behaviour includes not only the actual buyer and his act of buying but also the various roles played by different individuals and the influence they exert on the final purchase decision. This study helps to know the awareness level of consumers. This study intended to know the factors such as Cultural (Perceptions, Preferences, and Behaviours), Social (Reference group, Family), Personal (Age, Occupation, Lifestyle, Personality), Psychology (Motivation, Perception, Learning, Benefits, Attitudes) which influence the buying decision of customers. It also identifies customer expectations and satisfaction level towards Honda Bikes.

Need for the study:

In today scenario buying behaviour done by the customers as recreational activity. This is because of the emergence of more number of modern retail outlets in Kovilpatti. Pravin Honda Bikes one of the developing retail outlets in Kovilpatti area. The shopping pattern of the customer is one of the major elements to understand the needs of the customers so the company wants to know the buying behaviour of the customers in Kovilpatti.

Research methodology:

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his problem along with the logic behind them. It is necessary for the researcher to know not only the research methods/techniques but also the methodology.

Research Design:

The research design is the basis of defining the research problem. The preparation of the design of research project is popularly known as it research design. The researcher adopted descriptive research for this study.

Sampling Method

The sampling method are used in this study is non-probability sampling.

Non- Probability Sampling:

Samples of units where the selected units in the sample have an probability of being selecting and some units of the target population may even have no chance at all of being in the sample.

Tools used

Statistical techniques used for this researcher

- Percentage Method
- Weighted average Method

(a)Percentage method:

Percentage method refers to a specified kind which is used in making comparison between two or more series of data. Percentages are based on descriptive relationship. It compares the relative items. Since the percentage reduces everything to a common base and thereby allow meaning comparison.

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total Number of respondents}} * 100$$

(b) Weighted average analysis:

The term weight stands for relative important of different items. Weights have been assigned to various ranks. The weighted score is calculated by multiplying the number if respondents in a cell with their relative weights and the whole number are summed up to the weighted score for that factor. In this method weights are assigned to the items. The formula for computing weighted average is

Formula

$$\text{Weighted Average} = \frac{\sum_{i=1}^n \text{Value} * \text{Weight age}}{\text{No. of Respondents}}$$

DATA ANALYSIS AND INTERPRETATION:

Characteristics of the respondents	Particulars	No.of Respondents	Percentage
Gender	Female	135	58.3
Age	18 – 25 years	140	60.0
Education	Under graduate	116	50.0
Occupation	Student	112	47.1
Income	Below 10000	57	30.5
Visiting Pravin Motors	1 to 5 times	117	50.4
Influencing to purchase the product	Friends	86	37.7
Period of purchasing current bike	Before 2 years	104	44.6
Source of information about the Honda	Media	110	47.7
Opinion about price of Honda two - wheelers	Moderate	158	68.5
Making service for two wheelers	Once in 6 months	93	39.9
Regarding mileage of two-wheelers	Good	90	38.7
Expect for Honda motors	Quality	120	51.3
Price of spare parts	Reasonable	172	73.2
Getting the product after booking	10 days	100	42.9
Satisfaction level	Good	153	65.8
Safety gears the Pravin motors	Helmet	189	81.1
Satisfaction level after purchase & Sales service	Good	158	67.5

Source: Primary data

Inference

Table 1 it is inferred that 58.3 % of the respondents are female, 60.0% of the respondents are comes under the age group of 18 – 25 years,.50.0 % of the respondents are qualified with Under graduate degree, 47.1% of the respondents are Students, 30.5 % of the respondents are earned below Rs 10000, 50.1% of the respondents are visited 1 to 5 times in a year, 37.7 % of the respondents said that Friends are the most influencing factor towards purchase decisions, 44.6% of the respondents are bought before 2 years, 47.7% of the

respondents are obtained information through the media about the brand Honda, 68.5 % of the respondents are perceived the price of Honda Bikes as Moderate price, 39.9% of the respondents are service in Once in Six months, 38.7 % of the respondents are perceived the promotion offered by Honda as Good, 51.3% of the respondents are expecting High quality from Honda Motors, 73.2% of the respondents are perceived Reasonable, 42.9% of the respondents said that the waiting time periods of delivery is about 10 days, 36.6% of the respondents are Satisfy. 81.1% of the respondents are Helmet. 67.5% of the respondents are perceived Good.

WEIGHTED AVERAGE METHOD

Respondents opinion about product features and characteristic of Honda

S. no	Particular	5	4	3	2	1	Total	Average
1	Appearance	360	388	174	12	0	934	4.00
2	Driving	425	472	81	6	0	984	4.22
3	Engine	305	544	90	12	0	951	4.08
4	Product design	365	456	114	16	0	951	4.08
5	Mileage pickup	370	436	117	22	0	965	4.14
6	Resale value	255	520	153	2	0	930	3.99
7	Quality	400	452	96	16	0	964	4.13
8	Availability	380	484	90	10	1	965	4.14
9	Durability	320	492	132	4	0	948	4.06
10	Maintenance	350	480	123	12	1	966	4.14
Total								40.98

Source: Primary data

Weightage

Excellent	=	5
Good	=	4
Average	=	3
Bad	=	2
Poor	=	1

Formula:

$$\text{Weighted Average Analysis} = \frac{\sum_{i=1}^n \text{Value} * \text{Weightage}}{\text{Total No.of Respondents}}$$

$$= \frac{40.98}{10}$$

$$= 4.09$$

$$= 4$$

Inference:

It is inferred from the above table that, Most of the respondents are satisfied with Product features and characteristic of Honda Motors.

Respondent's opinion about physical facilities in Pravin motors

S. no	Particulars	5	4	3	2	1	Total	Average
1	Ventilation	375	488	90	10	1	964	4.13
2	Moving space	325	508	108	8	2	951	4.08
3	Facilities for sitting	425	440	105	4	1	975	4.18
4	Air conditioning	375	424	120	22	1	942	4.04
5	Lighting	380	424	120	20	1	945	4.05
6	Counters layout	255	388	147	60	6	852	3.65
7	Parking place	310	440	114	30	8	902	3.87
Total								28.0

Source: Primary data

Weightage

Excellent	= 5
Good	= 4
Average	= 3
Bad	= 2
Poor	= 1

Formula:

$$\text{Weighted Average Analysis} = \frac{\sum_{i=1}^n \text{Value} * \text{Weightage}}{\text{Total No. of Respondents}}$$

$$= \frac{28.00}{7}$$

$$= 4$$

Inference:

It is inferred from the above table that, Most of the respondents are satisfied with Product and characteristics of Honda Motors.

FINDINGS

- 58.3% of the respondents are female.
- 60.0% of the respondents are having the age group of 18 – 25 years.
- 50.0% of the respondents are Under Graduate.
- 47.1% of the respondents are Students.
- 30.5% of the respondents are earning below 10000.
- 50.4 % of the respondents Visited Pravin Motors in 1 to 5 times for sales and service.
- 37.7 % of the respondents are said that friends as an influencing factors towards s
- 44.6% of the respondents are bought the bike Before 2 years.

- 47.7% of the respondents are obtained information through the media about the Brand Honda.
- 68.5% of the respondents are perceived the price of Honda Bikes as Moderate Price.
- 39.9% of the respondents are service in Once in Six months.
- 32.5 5 of the respondents prefer Honda Activa Motors.
- 38.7% of the respondents are perceived the regarding Mileage.
- 51.3% of the respondents are expecting Highly Qualify..
- 42.9% of the respondents are said that the waiting time periods of delivery are about 10 days.
- 36.6% of the respondents are perceived Satisfy.
- 59.6% of the respondents are recommending the Honda Motors.
- 65.8% of the respondents are perceived Good.
- 72.7% of the respondents are respond to post purchase service are Promptly.
- 81.1% of the respondents are Helmet.

SUGGESTIONS

From the finding of the study researcher offers the following for improving user's satisfaction.

- ❖ For the promotion, company makes road – show that will increase the sales.
- ❖ Honda should increase in advertisement through T.V, Newspapers.
- ❖ The company should give more concentrate on the advertisement.
- ❖ Honda should work on sports and pickup bikes.

CONCLUSION

The study was useful in understand the customer relationship management of Honda Bikes among a various customers launching new formulations can make Honda to the pioneer in many market segment. In this study tries to identify the extent of influence of various informational sources in customer satisfaction .In this study, most of the respondents are having a good opinion about Honda two – wheelers and the findings and suggestions of this study will support the company in an effective and better way. Pravin Honda Bikes one of the developing retail outlets in Kovilpatti area. The shopping pattern of the customer is one of the major elements to understand the needs of the customers so the company wants to know the buying behaviour of the customers in Kovilpatti. Honda is a global organization. Its associates come from many places all over the world, so diversity certainly occurs and needs a lot of attention. How to deal with diversity is really a difficult challenge for Honda.

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