
Pre-Purchase and Post-Purchase Behaviour of Two Wheeler Motorcycle Consumers in Jorhat

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Abstract

Consumer buying behavior is the process for understanding consumers' selection, buying and using of consumable goods. The purpose of the study is to identify pre-purchase factors and post purchase liking attributes of two wheeler motorcycle users in Jorhat. In addition, it investigates brandwise ownership of two wheelers as well as awareness about this product. Sample survey of 90 consumers were conducted by using simple random sampling technique. Data were collected from two wheeler users on the basis of structured questionnaire. Collected data were analyzed with the help of percentages and Phi and Cramer's V in this study. Results of the survey revealed that the highest percentage of the customers have awareness about Bajaj two wheeler. Research also indicated that 51% of sample consumers are from the age group of 19 – 25 years. The study highlighted some new insights about the two wheeler motorcycle users' pre - and post buying behavior. Pre-buying behavior of consumers were influenced by several factors namely, design, mileage, comfort, brand value. Post purchase liking attributes of motorcycle users are mainly availability of comfort, pickup, mileage, speed and looks. The research concludes that there was no relationships between (a) two wheeler motor cycle ownership and monthly income; (b) two wheeler motorcycle ownership and source of finance.

Keywords: *Consumer buying, Two Wheeler, Motorcycle, Brand*

Introduction

Increased fuel price, fashion trends and technological changes with upgraded version of two wheeler motor cycle vehicles have changed consumer demand in the market. Two wheeler vehicles are the fastest adoption as the mode of transportation in Indian markets including rural and urban life and have occupied the key place in official and individual mode of transportation. The prospective consumers of two wheeler vehicles look into the available benefit such as mileage, speed, service announced by companies. The consumer buying behaviour was mainly influenced by several factors such as price, features, quality, brand name, durability and social factors.

Penetration of two wheeler vehicles in Jorhat city is high due to increase in the consumer demand. Vendors such as Hero Honda, Bajaj Auto, Suzuki, TVS, Yamaha, Enfield, LML, Honda motor bikes are available in different showrooms of Jorhat. During the two wheeler purchase process, consumers are mainly

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influenced by cultural, social, personal and psychological factors. This indicates the necessity of a study on two wheeler motor cycle buying behaviour. Hence, the present study is an attempt to uncover the factors that influences two wheeler consumer behaviour in pre-purchase and post purchase level at Jorhat.

Review of Literature

The study of consumer behavior is an investigative process of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas, and experiences to fulfil their needs and wants (Solomon, 2011; Kotler et al., 2012). Consumer buying behavior is influenced by cultural, social, personal and psychological factors (Kotler et al., 2012) and varies among consumer markets. Cultural factors namely, nationalities, religions, racial groups and geographical regions. Culture consists of more specific traits of smaller subcultures providing identification and socialization for their members. Social factors such as reference groups, family, social roles and statuses influence the consumer buying behavior and brand preferences in many areas including leisure activities, use of mobile phone and automobiles. Personal factors such as age, occupation, income, lifestyle, personality influence buyers' decision.

The analysis on consumer behavior is mainly based on stimulus response model. It consists of marketing (Product & services, Prices, Distribution, Communications) and environmental stimuli (Economic, Technological, Political, Cultural); set of psychological process (Motivation, Perception, Learning, Memory (Loken, 2006)) and consumer characteristics (Cultural, social, personal) to culminate into buying decision (problem recognition, information search, evaluation of alternatives, purchase process, post purchase behavior (Blackwell, Miniard, and Engel, 2006) and purchase decision such as product choice, brand choice, dealer choice, purchase amount, purchase timing, payment method (Kotler et al., 2012). The theory of consumer behavior questions markets who, what, when, where, how and why consumers buy the product (Belch and Belch, 2009).

Gugloth & Sekhara (2012) identified that price, design, mileage, quality, service availability are factors that influence purchase of two wheelers. Vetrivel, T.

(2012) conducted a study on Pre-purchase and Post-purchase Behaviour of Customers with reference to TVS Motors in Erode District and revealed that TVS vehicles are mainly preferred for its Power & Pickup, Safety & Comfort and Design. Performance is a major factor for purchasing TVS brand. TVS motors has to update its technology to meet the changing customer needs and preference to cope up with the competition in the market and adequate steps should be made to increase the quality in their services for better customer satisfaction.

Bedi (2013) indicates that factors such as Fuel Efficiency, Aesthetics, Color, Style, Speed, Driving comfort, Seating comfort, Service, Brand Image which rural consumers consider important while purchasing a motor cycle. Patole, Surendra (2013) highlights in his research that rural owners of two wheelers had listed quality of the product as the prime factor while considering the various brands of two wheelers. Features of the product, such as advice of friends and relatives and brand image/company reputation are qualities regarding two wheelers which are considered by them.

Padmasani et al. (2014) revealed five factors namely Comfort, Efficiency, Affordability, Familiarity and Quality of Service as the determinants of preference towards scooters among women consumers.

Based on literature review, it can be concluded that the study on two wheeler motor bike would fill a significant gap in literature and at the same time would have high practical utility for Indian two wheeler industries especially in semi-urban & rural market. The present study is an attempt to enquire into factors that influence pre-purchase and post purchase behavior of the consumer towards two wheeler motor cycle vehicles in Jorhat city.

Jorhat is an urban and knowledge city in North East Indian state of Assam. Technological advancement, competition and increased purchasing capacity allow people in moving towards purchasing advanced two wheeler motor vehicles. Indian and foreign brands including fortune 500 companies are available in the Jorhat market attracting consumers. Yet, in this city selection among alternative product is different and dissimilar due to factors associated with the consumer behavior. In this regard, the present study is an

important attempt to understand the pre-purchase and post purchase behavior of two wheeler motor cycle users in Jorhat city.

Objectives

The objectives are:

- To examine the awareness of Two wheeler brands among consumers in Jorhat
- To identify the reasons for purchasing a specific brand of Two Wheeler by consumers in Jorhat
- To investigate the post purchase most liked attributes of the Two Wheeler in Jorhat
- To recommend attributes to be incorporated in two wheeler brands for better consumer satisfaction

Research Methodology

The study is an empirical research and is carried out using survey method. Primary data were collected directly from 90 Two Wheeler users through a questionnaire. Relevant secondary data have been collected from the journals, websites which are used for building conceptual framework for conducting the research. Collected data were then coded, calculated

and analyzed using the simple statistical tools such as, percentages, Phi and Cramer's V test methods to get the conclusions.

Hypotheses

H01: There is no significant relationship between two wheeler ownership and monthly income of users.

H02: There is no significant relationship between two wheeler ownership and source of finance.

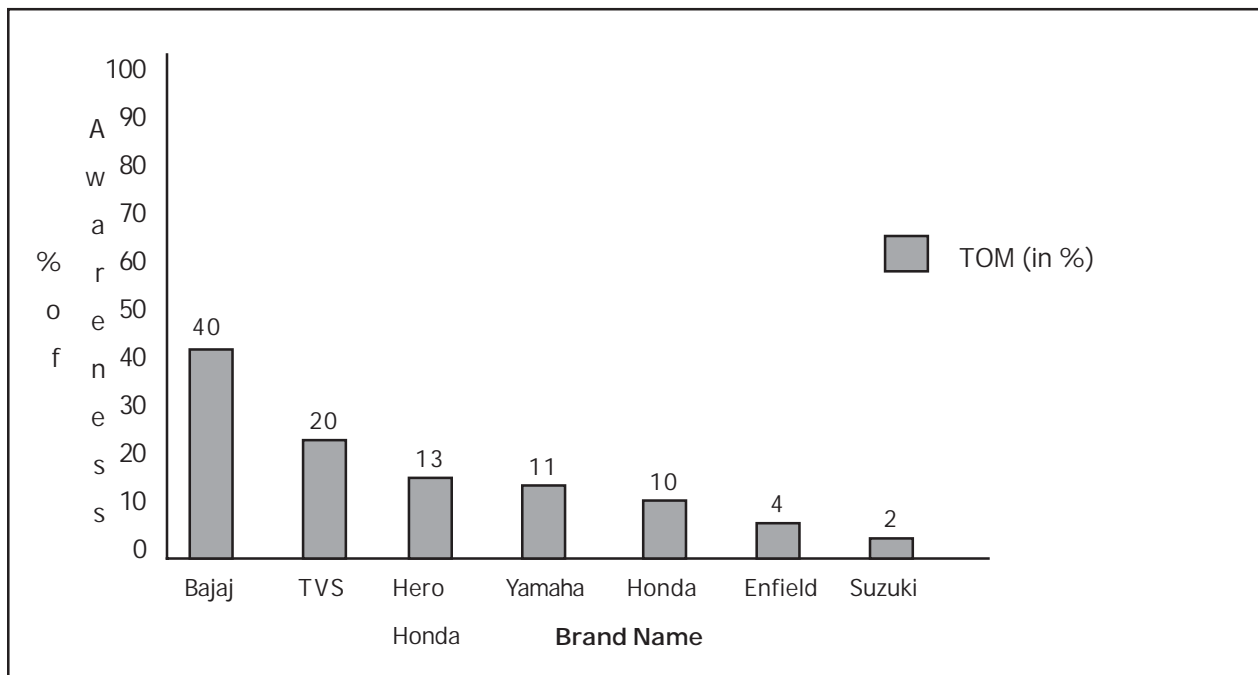
Findings and Analysis

Two wheeler vehicles have simplified the transportation and made commuting easy for people. The present study is an attempt to analyze awareness about Two Wheeler brands, brand wise ownership of respondents, demographic profile of Two wheeler users, pre-purchase factors and post purchase liking attributes of Two wheeler.

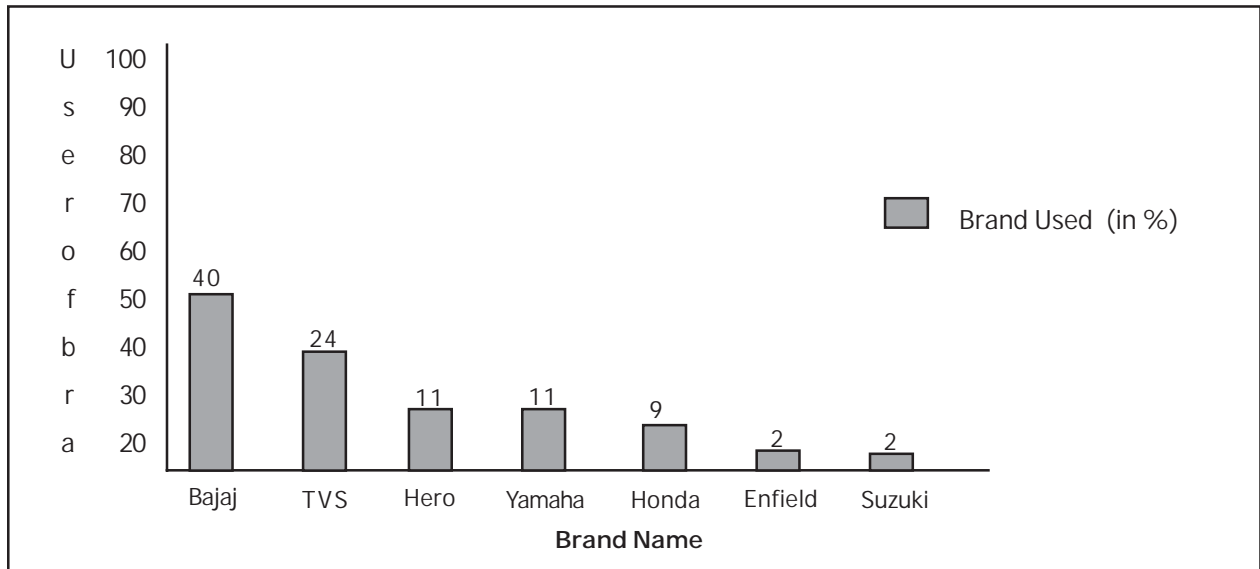
Awareness about Two Wheeler Motorcycle

Graph 1 reveals that awareness about Bajaj Auto is the highest (40%) among the consumers followed by TVS, Hero Honda and Yamaha. The consumer awareness about Suzuki motor bike is very low (2%).

Graph 1:



Graph 2 :



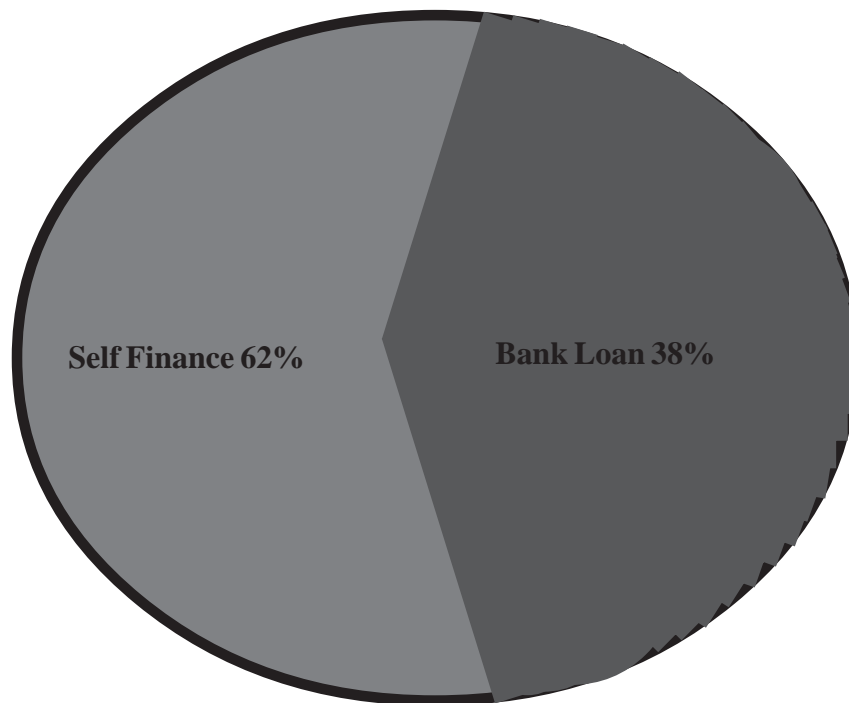
Brand wise ownership of respondents

Graph 2 indicates that maximum number of respondents had Bajaj Auto (40%), followed by TVS and Hero Honda. Enfield and Suzuki brand ownership is only 2% each.

Source Finance

Graph 3 stated that 62% of consumers are buying vehicle without loan from any institution and the rest 38% approach banks for loan while buying two wheeler motor bikes.

Graph 3 :



Demographic profile of two wheeler users

Table 1 indicates that majority (51%) of the consumers are from 19-25 years followed by 31% from 26-35 years. Only 5% of the consumers are having age more than 45 years. 38% of the respondents are students and 35% business person followed by 27% salaried employees (refer to Table

1). Majority of the respondents' income are less than INR 10, 000 because the survey respondents included students from the age group of 19 – 25 years. Only 33% of the respondents having monthly income more than 20, 000 (refer to Table 1). 91% of the respondents are male and 9% are female (refer to Table 1).

Table 1: Demographic Background of Two Wheeler Consumer

Age-wise break down (in %)	
19 – 25 Years	51
26 – 35 Years	31
36 – 44 Years	13
More than 45 Years	4
Profession wise breakdown (in %)	
Student	38
Business Person	36
Salaried Employee	27
Monthly Income Wise breakdown (in %)	
Less than INR 10,000	42
10, 000 – 20, 000	22
20, 001 – 30, 000	29
30,001 – 40, 000	2
More than 40,000	4
Gender wise breakdown (in %)	
Male	91
Female	9

Brand-wise Pre-buying, Post buying behavior

Consumers buy product on the basis of available features, price of product, brand name and to satisfy the need and wants. The consumer behavior is a continuous changing process based on the availability of information. Research reveals that the consumer behavior varies with motorcycles. Buying behavior is majorly categorized as pre buying and post buying behavior. Research has indicated about pre purchase behavior and post purchase behavior with respect to

the different brands of two wheeler users. Pre purchase factors that influence the consumer in purchase of two wheeler motorcycles are Pickup, Looks, Design, Mileage and Comfort, Brand value and Speed. (refer to Table 2). Most liked post purchase attributes by the consumer on the brands are Comfort, Pickup, Mileage, Speed and Looks (refer to Table 2). Respondents suggested that manufacturer should focus more on features such as Mileage, Comfort, Design, Looks, Pickup and Style on their vehicles (refer Table 2).

Table 2: Brand-wise Pre-buying, Post buying behavior of Two Wheeler Users

Brand Used – Bajaj Auto (n=36)

Reason for Purchase	Post purchase most liking attribute	Suggestion for company based on experience
1. Pickup	1. Comfort	1. Mileage
2. Look	2. Pickup	2. Comfort
3. Design	3. Mileage	3. Design
4. Mileage and	4. Speed and	4. Look
Comfort	Looks	5. Pickup
5. Brand value and Speed		

Brand Used – TVS Auto (n=22)

Reason for Purchase	Post purchase most liking attribute	Suggestion for company based on experience
1. Design	1. Comfort	1. Mileage
2. Pickup	2. Pickup	2. Comfort
Mileage and	3. Mileage	3. Design & Looks
Looks	4. Look	4. Style
3. Comfort and Style		

Brand Used – Hero Honda (n=10)

Reason for Purchase	Post purchase most liking attribute	Suggestion for company based on experience
1. Mileage	1. Mileage	1. Mileage
2. Comfort	2. Comfort	2. Comfort and Looks

Brand Used – Yamaha (n=10)

Reason for Purchase	Post purchase most liking attribute	Suggestion for company based on experience
1. Looks	1. Pickup and	1. Mileage
2. Comfort	2. Comfort	2. Design
3. Pick-up	2. Mileage and Braking	

Brand Used – Honda (n=8)

Reason for Purchase	Post purchase most liking attribute	Suggestion for company based on experience
1. Design	1. Mileage	1. Mileage
2. Mileage		2. Look

Brand Used – Enfield (n=2)

Reason for Purchase	Post purchase most liking attribute	Suggestion for company based on experience
Comfort	Comfort	Design and Comfort

Brand Used – Suzuki (n=2)

Reason for Purchase	Post purchase most liking attribute	Suggestion for company based on experience
Comfort	Mileage	Design and Mileage

Source of data : Primary survey by the author

Test of Hypotheses

H01: There is no significant relationship between Two Wheeler ownership and monthly income.

Phi and Cramer's V are both tests of the strength of association. Table-3 indicates that strength of

association between the variables is significant. The result of the significance test for this relationship is 0.002, which is greater than 0.001. So the relationship between these two variables is statistically significant. The null hypothesis is rejected. Therefore, it is concluded that there is significant relationship between two Wheeler ownership and monthly income of users.

Table 3 : Symmetric Measure : Two Wheeler

Ownership and monthly income of users

		Value	Approx. Sig.
Nominated by Nominal	Phi	.740	.002
	Cramer's	.370	.002
No. of valid cases		.90	

Table 4 : Symmetric Measure : Two Wheeler

Ownership and sources of finance

		Value	Approx. Sig.
Nominated by	Phi	.306	.210
Nominal	Cramer's	.306	.210
No. of valid cases		.90	

Results from Table-4 highlights that significance test for this relationship is greater than 0.05 i.e. 0.210 which indicates about weak relationship between these two variables. Hence, null hypothesis is accepted. As a result, it is concluded that there is no significant relationship between Two Wheeler Ownership and Sources of Finance.

Conclusion

The consumer buying behaviour involves a complicated process of motives and responses. Modern buyers look into various factors on two wheeler brands such as mileage, looks, design, user friendliness of products, after sales service, brand value in addition to product features. The present study is an attempt to understand the consumer buying behaviour of two wheeler motorcycle users in Jorhat. The study highlights that the consumer has the highest brand awareness and maximum ownership about Bajaj Auto followed by TVS and Hero Honda. Research revealed that total 51% of the consumers are from age group of 19-25 years. Research also indicates

that the consumer buying behaviour of two wheeler motorcycles is influenced by factors such as Pickup, Look, Design, Mileage and Comfort, Brand value and Speed, Looks, Style at pre-purchase level. Some of the most liked post purchase attributes for two wheeler motorcycle are Comfort, Pickup, Mileage, Speed and Looks of brands. Phi and Cramer's V results indicate that there is significant relationship between two wheeler motorcycles ownership and monthly income of users. Secondly, there is no significant relationship between two wheeler motorcycles ownership and source of finance for purchase of vehicles.

Recommendation

The paper brings the following suggestions for two wheeler brand manufacturer

- Two wheeler motor cycle brands should focus more on buying criteria of young consumer groups because more than two third of the users of two wheeler motorcycles belongs to user groups of 19 – 35 years.

- Two wheeler vendors should incorporate features such as design, looks, comfort in their all vehicles due to consumer preference.
- Two wheeler vendors have to give importance to all income groups of consumers because ownership of vehicle has no relationship with monthly income and source of finance.

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