



PRE-PURCHASE BEHAVIOR AMONGST THE YOUTH FOR TWO WHEELERS – WITH SPECIAL REFERENCE TO MUMBAI CITY

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Abstract: *India has immense potential with good amount of disposable income, due to this automobile giants are looking at India as a very potential market for their growth and expansion. Earlier two wheeler manufacturers across the globe were not interested to enter the Indian market because of the mindset of the Indian consumers for two wheelers was such, that they should offer them the comfort of four wheeler while giving the mileage of the two wheeler. In early 21st century Indian two wheeler sectors began to witness the revolution with emergence of this young India having disposable income with them to spend on quality, luxury and status symbol. In that period two wheeler industries started to roll out new models of bikes. Indian two wheeler sector witnessed the immerges of bikes which were shifted to the aesthetics and power rather than cost and mileage as their USP. Most of young crowd wants the bike which looks sportier, having decent mileage and which is available at decent price. At the same time girls preferred non-geared bikes like scooty and activa as they were easy to ride and were available in bright and vibrant shades of colours, while employed young professionals were more inclined towards the bikes which were good in terms of aesthetics at the same time having good mileage were the bikes that they preferred.*

Keywords: *Two wheelers, Young Indian consumers, Pre-purchase behavior, Aesthetics, Mileage, Power and Style.*

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INTRODUCTION

India has 60% of young population below the age of 30, which consist of employed and self employed individuals. It shows that India has immense potential with good amount of disposable income. Due to this automobile giants are looking at India as a very potential market for their growth and expansion. Earlier two wheeler manufacturers across the globe were not interested to enter the Indian market because of the mindset of the Indian consumers for two wheelers was such, that they should offer them the comfort of four wheeler while giving the mileage of the two wheeler. Due to this factor Bajaj capitalized on the ad campaign of “Hamara Bajaj” showing the whole family travelling on the scooter. While manufacturers outside the India, like Suzuki, Yamaha, Honda were producing two wheelers made only for two persons and the mileage of their two wheelers were comparatively low. Also the cost factor played very essential role in keeping these outside players at the bay from the two wheeler markets, as the cost of manufacturing and importing used to be very high due to duties and taxes implied on them. The attitude towards the scooter has typically emphasized reliability, price, comfort and utility across various applications. Motorcycles, on the other hand, have been traditionally positioned as vehicles of power and style. These features have now been complemented by the availability of new designs and technological innovations. Moreover, higher mileage offered by the executive and entry level models has also attracted interest of two-wheeler customer.

Given this market positioning of scooters and motorcycles, it is not surprising that the new set of customers has preferred motorcycles to scooters. With better ground clearance, large wheels and better suspension offered by motorcycles, they are well positioned to capture the rising demand in rural areas where these characteristics matter most. Scooters are perceived to be family vehicles, which offer more functional value such as broader seat, bigger storage space and easier ride. However, with the second-hand car market development, a preference for used cars to new two-wheelers among vehicle buyers cannot be ruled out. Nevertheless, the past few years has witnessed a shift in preference towards gearless scooters (that are popular among women) within the scooters segment.



LITERATURE REVIEW

In early 21st century Indian two wheeler sectors began to witness the revolution with emergence of this young India having disposable income with them to spend on quality, luxury and status symbol. In that period two wheeler industries started to roll out new models of bikes, drifting apart from the old and well established scooter segment. Bajaj, Hero-Honda came up with that for the first time, Indian two wheeler sector witnessed the immerges of bikes which were shifted to the aesthetics and power rather than cost and mileage as their USP. After 2005 onwards this two wheeler sector saw the increasing interest of foreign players as producers of two wheelers like Suzuki, Yamaha, and Honda started launching their two wheelers in India, which catered to the growing needs of Indian young employed class of people with their aesthetics and power, which trend in still going on and is set to stay here for the long time as the premium segments players like Harley Davidson, Boss Hoss, etc are entering the market which they earlier used to consider as third world for their products. The three main product segments in the two-wheeler category are scooters, motorcycles and mopeds. However, in response to evolving demographics and various other factors, other sub segments emerged, viz. scooters, gearless scooters and 4-stroke scooters.

OBJECTIVES OF THE STUDY

- To view the preferences of consumers while purchasing two wheelers.
- To find out the impact of various parameters which affects buying decision.
- To know the existing marketing strategies of two wheeler companies.

SCOPE OF THE STUDY

The researcher undertook this study to find out the presumptions of the young people for the two wheelers. This study will help the two wheeler industry to know the needs and wants of their target market, i.e. young people. This study will help the two wheeler industry to execute their marketing strategies more precisely and effectively. This study will help the R & D departments of the two wheeler industries, to come up with the product that will appeal to the target market by fulfilling all their needs.



RESEARCH METHODOLOGY

Since the topic is mostly concerned with the perceptions and views of the young people, the majority of the questions were constructed on a nominal scale. College going students, under people who were working or were self employed and were below the age of 30 years from Mumbai region were approached for the survey. The researcher has gathered information from 500 respondents (400 males and 100 females) falling under the age group of 30 years.

CONSUMER PREFERENCES AND BUYING DECISION

Most of young crowd wants the bike which looks sportier, having decent mileage and which is available at decent price. Brand as a factor to influence the buying decision also shows that Pulsar, Karizma, Yamaha FZ and Yamaha R15 are the bikes that have very aesthetic appeal and are considered a good brands in the market. At the same time girls preferred non-gearred bikes like scooty and activa as they were easy to ride and were available in bright and vibrant shades of colours, while employed young professionals were more inclined towards the bikes which were good in terms of aesthetics at the same time having good mileage were the bikes that they preferred. Cost factor also played important role in their buying decision as many of them were having limited budget for their bike.

Data Analysis and Interpretation:

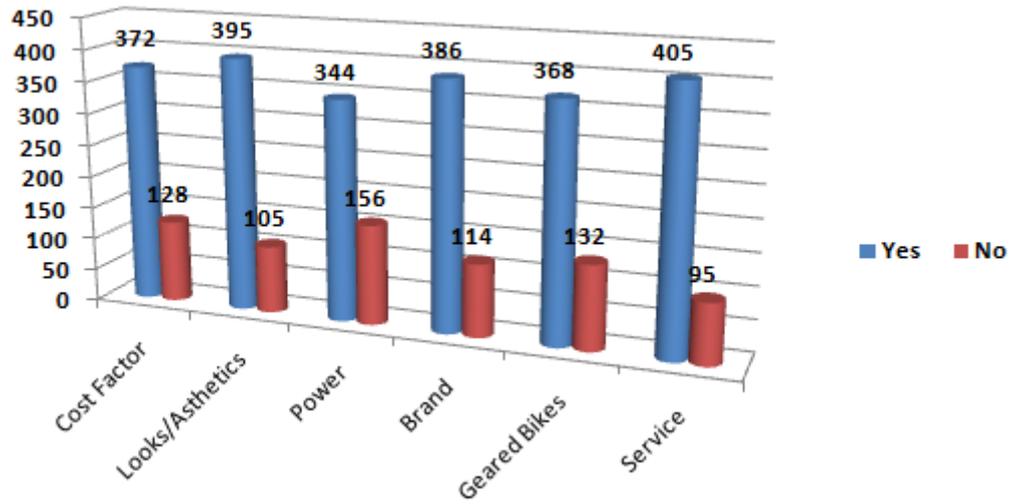
Parameters influences purchasing decision of Two Wheelers

Parameters	Yes	No
Cost Factor	372	128
Looks/Asthetics	395	105
Power	344	156
Brand	386	114
Gearred Bikes	368	132
Service	405	95

Source: Compiled by researcher on the basis of primary data

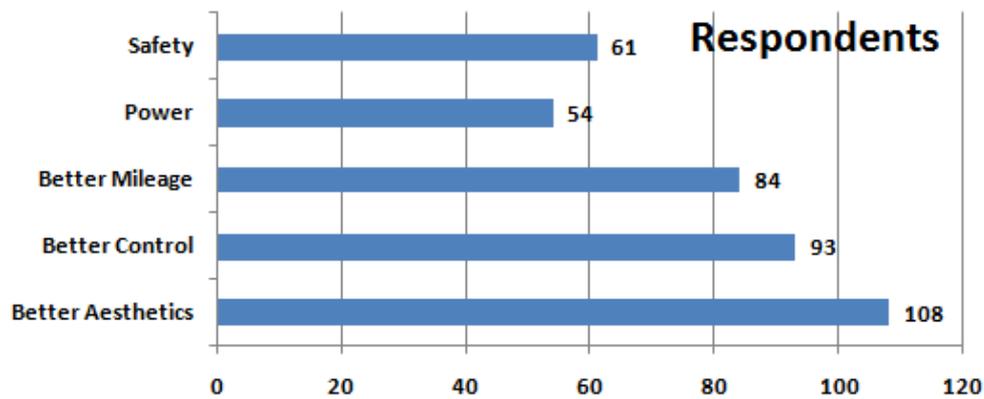


Parameters influences purchasing decision of Two Wheelers



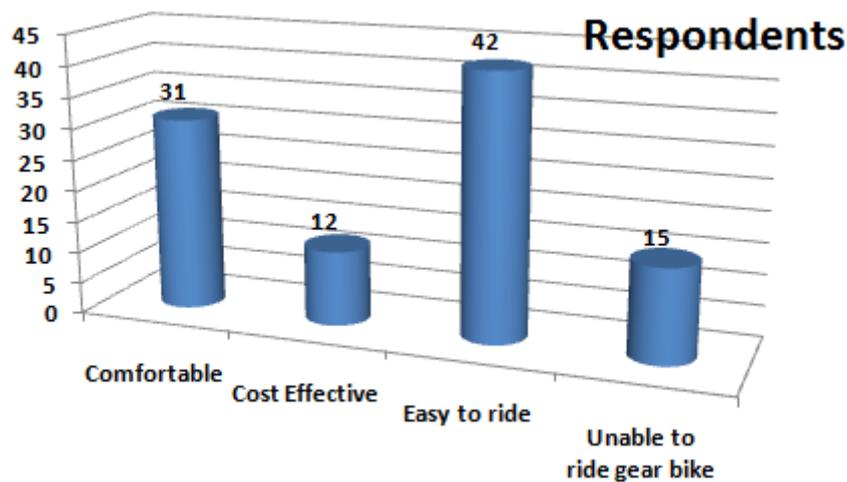
Source: Compiled by researcher on the basis of primary data

Reasons for preferring geared bike (Male)



Source: Compiled by researcher on the basis of primary data

Reasons for preferring Non-geared bike (Female)



Source: Compiled by researcher on the basis of primary data



SUGGESTIONS & CONCLUSION

It has been found from the survey that most of the young individuals prefer bike that is aesthetically appealing and cost effective. At the same time those who prefer geared bikes, have majorly two reasons, mainly better control and better aesthetics, while those who preferred non geared bikes were of the opinion that it is easy to ride non geared bikes. At the same time projecting a bike for a particular user group will not be as feasible idea for a company as it may induce other users to turn away from buying that particular bike. Many companies are yet to introduce bike which can run on chargeable battery or solar energy, if it's happen many concerns about environment and rising cost of traditional fuels would be solved.

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