

Consumer Buying Behaviour towards Two Wheelers at Ruby Maratt Motor Cycles, Mandya

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Abstract-Consumer buying behaviour is significant concept in the marketing. Consumer are the back bone of any business and its buying activity take very important role in the present market condition. The consumer behaviour is affected by social, individual and personal factors. The study on consumer buying behaviour towards two wheelers at Rubby Maratt motorcycles. This research is conducted with the help of questionnaire and it also filled by 50 respondents, this study report is based on 4 questions. The company found the barriers for customer and what are the factors mainly influence consumer to buy this bike.

Key words: consumer buying behaviour, social factors, individual factors, personal factors, consumer satisfaction.

I. INTRODUCTION

It is for the most part acknowledged actuality that as of late advertisers have turned out to be commanding and purchaser has control over the strategic choice made by the organizations. Consumer buying behaviour implies conduct of purchaser at the season of acquiring of items and administrations. Comprehension of this behaviour causes the organizations to expand their client for their item increment picture and gainfulness of the organization. Thus, this investigation is directed to perceive shopper purchasing behaviour and factors effect on customer behaviour. Buyer behaviour takes continually of gigantic thoughtfulness regarding merchants. A buyer obtaining conduct is inclined by conventional, societal, individual and expressive angles.

A. Objectives of the Study

- ❖ To determine the factor influencing on consumer buying behaviour.
- ❖ To determine the customer satisfaction regarding bike and after sale service of Royal Enfield.

B. Statement of the Problem

Consumer behaviour assumes an essential part in empowering an association to change and create connect with consumers. Hardly few investigation made on two wheelers, this study is to find consumer buying behaviour of two wheeler and factors influencing on consumer buying behaviour.

C. Need for the Study

- It helps to learning of consumer buying behaviour, it is most essential for the merchants in forming the exercises of association.
- To assess and judge the buyer purchasing behaviour of customer with respect to the Royal Enfield.
- It helps to holds and retain the more buyers for the product and services.

D. Research Methodology

1. Type of Research

Descriptive Research: - It is utilized to depict attributes of a populace or wonder being contemplated, it doesn't answer inquiries regarding how/when/why the characteristics occurred.

2. **Sample Size:** - The sample size of the study is 50 respondent

3. **Sampling Method:** -It is statics strategy for think about an example shape a factual populace such that each conceivable example that could be chosen has a predetermined probability of purchase chose.

4. Sampling Technique

Convenience Sampling: - It is a sort non probability sampling in which individuals are tested just in light of the fact that they are helpful wellsprings of information for specialists

5. **Sources of data:** - The study use both primary and secondary information,

➤ **Primary data:** The primary information gathered from the accompanying source like observation, communication with organisation people and also collected through questionnaire.

➤ **Secondary data:** The secondary information gathered through Internet, magazine, Journals, Text Book and Company Website.

E. Hypothesis

H0: There is no significant relationship between after sales service and customer satisfaction.

F. Limitation of the study

- Due to lack of time only 50 sampling size distributed.
- The study is limited to the customer who purchased two wheeler from Ruby Maratt motorcycles in Mandya city.
- The research conducted about the buyer purchasing behaviour in Mandya city only.
- The time period restricted to 10 weeks.

G. Literature Review

E Thangaswamy and Dr. Gautam patikar (2014) the study focus to see how purchasers settle on genuine purchasing choices, the advertisers must real purchasing choices. The present examination is on experimental in nature, and it is simply on essential information and sizeable auxiliary information had additionally been utilized to meet the necessities. **Sulekha and Dr. Kiran MOR (2013)** The Objective of this study is to recognize the elements in charge of purchasing behaviour of country customer. The investigation give that the retailers know about the way that their clients hear them out they are the person who can make their enthusiasm. **Jusuf zekiri and Vjollca Visoka hasani (2015)** this study dissect and discover the essential component of pressing that impact the purchasing. The examination utilize both the essential and optional information. **Dr. Gopal R and Deepika jindoliya (2016)** the study examine break down the investigations done by different inquires about keeping in mind the end goal to examine what online channels customer apply when there are in a specific phase of the purchase choices procedure. **Jeevaratham .p Govender, Tushya L. Govender (2016)** this study examine will be valuable to advertisers learn the components that impact for green items and utilize the quantitative research. **Dr. Shuchi singhal and Shashi Shekhawat (2015)** the motivation behind the examination is to give a far reaching survey of broad writing of past investigations since 1991. **Manali Khaniwale (2015)** the reason for this examination is to break down the hypothetical parts of customer purchasing conduct and the components that impact it. The investigation of shopper purchasing conduct offices to understand the worry. **V. Bhuvaneswari and Dr. Jayasuru Krishnan (2015)** the study analyse motivation of purchasing behaviour which makes the client to Grab the item as opposed to picking them the opposition in each industry is getting even minor distinction between customers are getting to be critical for firms in their endeavours to get target buyers.

J. padmathy and R. Saraswathy (2016) this study discover the connection between the variable that influence purchaser purchasing conduct and its components they utilize quantitative research and 138 respondents and 8 sub-locale of thanjavur region. **Shiau Pei Shih, Szuchiang Yu and Hui Hhin Tscng (2015)** this study examine and explore the

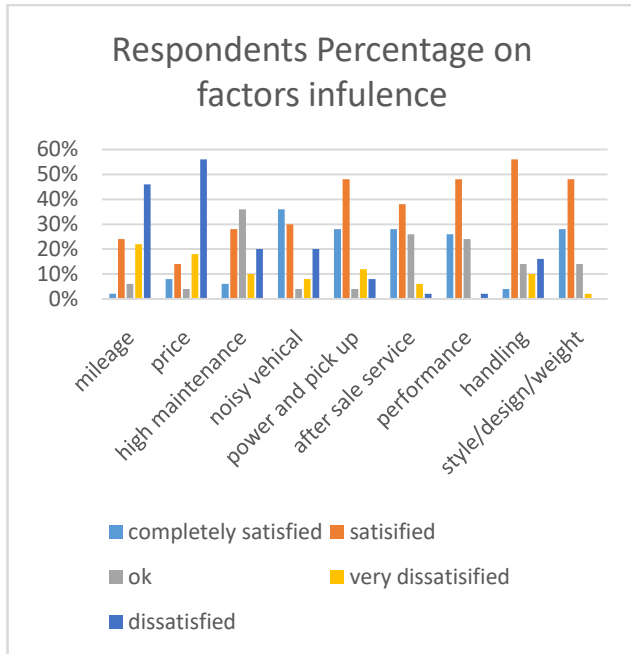
shopper drink obtaining conduct and their inclinations. Notwithstanding this examination additionally showed that there are certain relationship and direct effect for shopper purchasing conduct. **Elisabeta Ioanas, Ivona Stoica (2014)** this study is about social media impact on consumer buying behaviour and reflected on behavioural changes. This study reveals that the social media influence on behaviours of consumer in the market. **Manoj Kumar Sharma (2014)** this investigation has investigated the variables that make intellectual cacophony in shopper purchasing basic leadership especially among the customer products buyer in the city zone. **Dr. Shruti P Maheshwari (2014)** this study analyse research purchaser convictions and mentality on condition assurance and their buying conduct of eco-accommodating items. **A H. Hemanth Kumar, S Franklin John, S Senith (2014)** the study analyse research inner and outside impacts on shopper buying choices. It offers an evaluation of the emblematic devise that celebrate and murmurs obtains to effect the gathering of people.

Fatimah Furaiji, Malgarzata latusznska and Agata Wawerzyniak (2012) this study is about factors influencing the on consumer buying behaviour in the electronic appliances. **Aupam Singh, Priyanka Verma (2017)** The Study is to look at the factor Influencing towards natural nourishments for this reason a study information were gathered from 611 Indian buyer through a poll. **Yi Zhang (2015)** this study researched on the idea mark picture it was advanced, on the grounds that it assumed an imperative part in promoting exercises. Hardly any investigations have developed on the connection b/w mark picture speculations this examination loved surviving investigations. **Yakup, Durmaz (2014)** this study analyse impact of mental factor on purchaser purchasing conduct is researched the impact of mental factors on shopper conduct of buyers who turn out to be substantially more imperative step by step. **Aurangzeb Mughal (2014)** the study investigate the casual factors effects on the sales promotion and natural environment, and also this study analyse relationship between coupons and buying behaviour. **Gokhan Tekin, Sercan Yitay and Esra Ayaz (2016)** the study analyse the brand image role on consumer purchasing behaviour consumer buying behaviour from a consumers perspective. This study found many factor strongly influence the brand image of consumer buying behaviour like social, personal, psychological and cultural factors.

H. Data Analysis and Interpretation

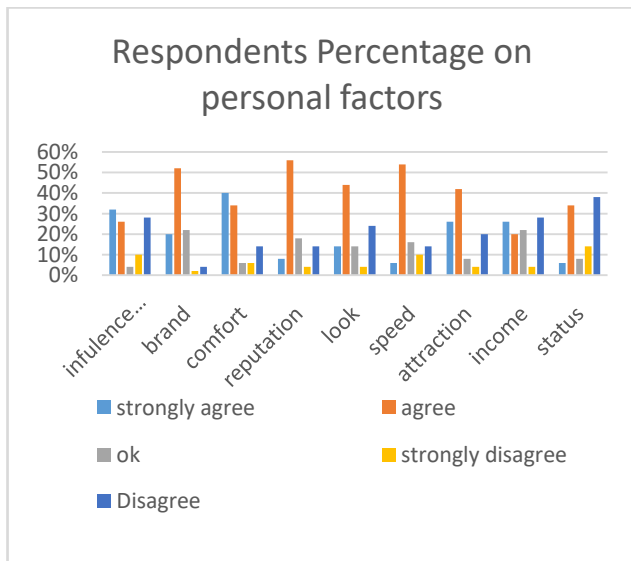
The study focus to analyse the consumer buying behaviour towards Royal Enfield at Ruby Maratt motorcycle Mandya. Some 50 respondents take for the study and primary data collected through questionnaire. To analyse and interpret the buying behaviour this study use charts.

Chart – 7.1 Factors influencing on consumer buying behaviour



In the above chart -7.1 reveals that 76%, 66%, 74%, 60% and 76% of the respondents are satisfied with power and pick up, after sale service, performance, handling and style/design/weight. 68% and 74% are dis satisfied with mileage and price of the Royal Enfield bike.

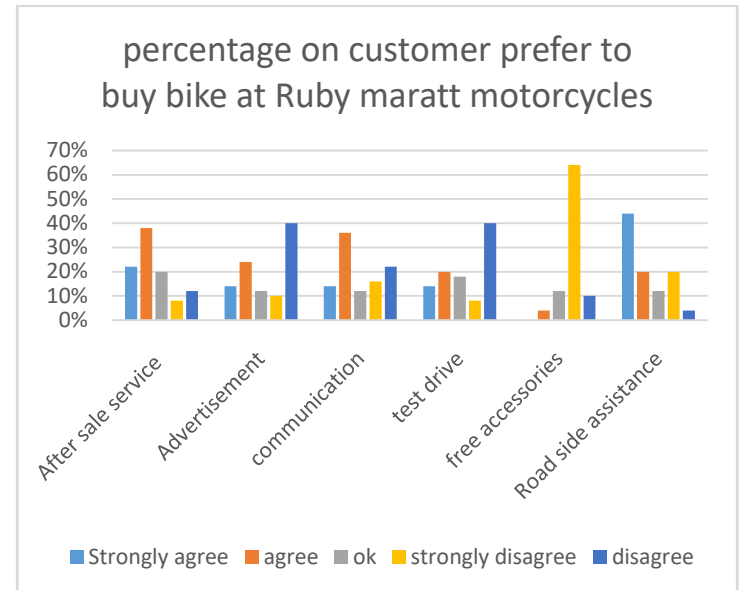
Chart – 7.2 Factors influencing on consumer buying behaviour



In the above chart 7.2 reveals that 56%, 54% and 52% of respondents are agreed the brand reputation and speed are influencing factors. 52% and 38% of respondents are disagree with status and influence from friends & relatives

are not influencing the customer to buy the Royal Enfield bike.

Chart – 7.3 Customer prefer to purchase Royal Enfield at Ruby Maratt motor cycles



In the above chart 7.3 reveals that 60%, 50% and 64% are agree with after sales service, communication and road side assistance. 50%, 74% are disagree with advertisement and free accessories are not influence to buy the bike at Ruby Maratt motor cycles.

Application of Correlation to Prove Hypothesis

Relationship between customer satisfaction and after sale service

Descriptive Statistics

Factors	Mean	Std. Deviation	N
Satisfaction	10	7.68115	5
After Sales Service	10	5.78792	5

Correlations

Factors		Satisfact ion	After Sales Service
Satisfactio n	Pearson Correlation	1	.917(*)
	Sig. (2-tailed)		.029
After Sales Service	N	5	5
	Pearson Correlation	.917(*)	1
	Sig. (2-tailed)	.029	
	N	5	5

* Correlation is significant at the 0.05 level (2-tailed).

There is a positive significant relationship b/w customer satisfaction and after sale service. Therefore correlation resulted .0.917 and significant at 0.05 level. The p-value resulted 0.029 Therefore it is less than 0.05 significance level hence fourth, it is considered H_0 is rejected and study proven that there is positive relation between customer satisfaction and after sale service.

I. Findings

- 74% and 68% respondents are dissatisfied with price and mileage of Royal Enfield.
- Performance and comfort of royal Enfield results 98% and 86% satisfied level by the respondents groups.
- Out of total respondents 94% and 82% are agree with brand and Reputation are influence to buy the Royal Enfield.
- 38% respondents are disagree with that Friends and family members are not influence to buy the Royal Enfield bike.
- 82% and 76% respondents are agree with Road side assistance and service influence the customer to buy the Royal Enfield at Ruby Maratt motorcycles at Mandya.
- In the total respondents 74% of are disagree with Free accessories are not influence to buy the Royal Enfield bike at Ruby Maratt motorcycles at Mandya.

J. Suggestions

- The company should come up with new variety brands for Females with low weighted bike.
- The company increase the mileage and decrease the price for bike.
- The company improve quality of publicity and advertisement in Mandya city.
- The company should entire into social media to build network and increasing consumer buying expectation.
- The company need to give customer benefits like coupons, offers, and discounts and free service.
- Company need to provide guarantee on colour, battery and other parts of the bike.
- The company as to improve after sales service to the prospective customer.

II. CONCLUSION

The factors influencing on consumer buying behaviour, the study selected major factors like mileage, price, service and performance and personnel factors like status, income, attraction, and reputation. The study found that more customer are dissatisfied with price and mileage, more students are like use this bike and high price and waiting period are the main barriers for purchasing the Royal Enfield bike. The study conclude that consumer buying behaviour is essential in now days for organisation success, intense competition. Analysing a buying behaviour of the customer is most phenomenon criteria for the firm to maximize the customer satisfaction and achieve market leadership.

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