

A Study on Buying Behavior Pattern and Insight of Generation Z towards Unisex Bikes in Chennai Region

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Abstract: The two-wheeler market has emerged as the most vibrant and transforming segment of the overall Indian automobile industry, witnessing an unprecedented growth. According to SIAM data, scooters clocked 10.35% growth in April-June 2018 but motorcycles zoomed ahead at nearly 20% growth, almost double the scooter tally. Auto analysts say this resurgence in motorcycle sales is because of revival of rural demand which has kicked back in the last 7-8 months after several years of poor growth. Scooters sales started falling behind motorcycles in February 2019, when bike sales rose 26.5% while scooters clocked a 24% growth. By March 2019, scooters had slipped further to just 6.5% growth, while motorcycles roared ahead with more than 25%. In April the gap narrowed as scooters clocked more than 12% while motorcycles did more than 19%. Scooter sales fell in May by -1.5% while motorcycles retained their momentum with 15% growth. While, scooter sales recovered in June (up 21%), bikes are still ahead at more than 24% growth. Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. Generation Z or Gen Z, also known by a number of other names, is the demographic cohort after the Millennials (Generation Y). The study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics. This research articles helps to understand buying behavior pattern and perception of generation z towards Honda unisex bikes in Chennai region.

Keywords: Buying Pattern, Technology Phases, Customer services and Post performance.

I. INTRODUCTION

Two wheelers market is boosting in developing economies owing to rapid urbanization and growing middle class annual incomes which led the higher expenditures over transportation convenience. For instance, South East Asia motorcycle market has become the largest third largest market in Asia after India and China. Indonesia and Philippines both surpassed the GNI per capita level of USD 3000 level as per the World Bank data. Whereas, Malaysia and Thailand GNI per capita income stood at USD 10,400 and 5,370 respectively according to World Bank. Rising per capita income is one of the major factors driving the growth of two wheelers market in the developing regions around the world. In the mature motorcycle markets of United States and Canada rising number of female motorcycle riders transforming the motorcycle culture and market in the region. Indian automobile industry witnessed a growth of 23.37% in 2-wheeler segment. India is the second-largest 2-wheeler manufacturers in the world and also the largest motorcycle manufacturer in the World. Indian 2-wheeler segment includes a range of vehicles such as scooters- geared and ungeared, motorcycles and mopeds. In India there are 7 scooter manufacturers, 9 motorcycle manufacturers, 3 moped manufacturers. Bajaj Auto, Hero Honda, TVS, etc are the leading manufacturers. It is the behavior of the consumer or decision maker in the market place of products and services. It often issued to describe the interdisciplinary field of scientific study that attempts to understand and describe such behavior. The generation before Generation Z, most

commonly known as the Millennials, is commonly accepted to start somewhere in the early 80s. Since most cohorts have typically been defined in 18- to 24-year groups, this means the start of Generation Z is somewhere around the year 2000, give or take a few years. This research paper helps To analyze the purchase patterns and the factors influencing the preference of Unisex Bikes by generation Z in Chennai region.

II. REVIEW OF LITERATURE

Dr. Raj A. Jesu Kulandai & Prof. Kaviarasu S. John. (2018)The Indian two wheeler industry is expanding and growing up each year and the motorcycle segment is governed by genuine player's viz. Hero, Honda, Bajaj, TVS, Royal Enfield. The study discovers that buying behavior of two-wheelers in Chennai city is significantly influenced by a number of marketing stimuli offered by the manufacturers. It also reveals the people from low and middle class prefer two wheeler as it matches with their individual and family requirements. Majority of the respondents have claimed that Fuel-efficient, reliable brand and availability of spare parts are the most preferential factors for buying g of a two wheeler. The findings revealed the Pre-Purchase Analysis, Factors influencing brand preferences, Brand wise ownership of the sample respondents and Post-Purchase analysis.

Dr. Ronald Mani, & Mr. Debasis Tripathy. (2017). Assessed and perceived the behavioral variables and their effect on the customers buying behavior of the 300 two wheeler bike owners from Allahabad, Luck now and Varanasi cities of Uttar Pradesh. The study is centered on the

purchasing behavior of the customer that provokes them to buy the two wheeler bike. The bike associations decided for study were Bajaj Auto, Hero MotoCorp, HMSI, Yamaha Motors and TVS Motors. The promotion was an exceptionally affecting variable for the Bajaj two wheeler customers, family members were exceedingly impacting element for the Honda two wheeler customers and friends were profoundly impacting component for the Yamaha two wheeler customers. Most influencing factor is Design for Yamaha followed by Bajaj, Honda, Hero MotoCorp and TVS. Mileage as a influencing factor was dominated among motor bike owners of Bajaj and Hero MotoCorp. For Yamaha bike owner's speed and technology was the influencing factor to purchase. All the motor bike owners were happy and satisfied about their purchase decision and the study concludes that Honda and Bajaj shows maximum satisfaction whereas TVS remains last.

Tamilmozhi P, Sateeshkumar L(2017). In their combined work highlighted on the basis of the respondents response observed that Yamaha has superior technology, Hero-Honda 60% buyers belonged to student's category as well as Hero-Honda was ruling the market as far as mileage per liter of petrol was concerned and in findings also, the same was favored by the consumers. 50% of respondents favored Yamaha due to its speed whereas 45% purchased due to acceptance of design/style/model. It was suggested that to meet the heavy demand for Hero-Honda motorcycles in the market so their supply has to drastically improve and the bikes recently introduced by Hero-Honda were mostly concerned about youth so it was also recommended to consider/focus middle –aged people, while for Yamaha, it was suggested to decrease the price to attract more consumer and there was also a need felt to improve the technology of TVS.

III. STATEMENT OF PROBLEM

Due to increase in population use of public transport and personal transport increased in recent year in India particularly in metro cities. In personal transport use of two wheeler are increased rapidly in the past years .The generation z are those in between the age group of 18 to 28 year of age. Mostly they are first time uses of bikes or finite buyers of bike. Honda is a familiar company for two wheeler which is having high market share. So it is decided to study the buying behavior and perception of generation z towards buying unisex bikes in Chennai city

IV. OBJECTIVES OF THE STUDY

- To study the buying behavior of Generation z towards unisex bikes.
- To know the perception of generation z towards unisex bikes.
- To find the factors influencing to buy the unisex bikes.

- To suggest suitable measure to improve the market share of unisex bikes.

V. NEED FOR THE STUDY

The study of buyer behavior has assumed paramount importance in the two wheeler industry in general and in the bike market in particular. It has thrown open several challenges to the unisex bike manufacturers and bike dealers in formulating effective and competitive promotional strategies for growth and market acceptance. This study is conducted in the field of two wheeler services, to identify the various factors in mela and the customer's expectations, experience and their satisfaction level in the mela and to provide suggestion to improve their show among the other competitors.

VI. SCOPE FOR THE STUDY

The scope of the study comprised consumer behavior, marketing mix, sales promotion, service identity, positioning, attribute analysis and demographic variables. In today's context both market and marketing is complex. Most of the research studies related to buying behavior and perception are undertaken in general for all the group of customers. No study is undertaken so far generation z (age group between 18 to 28 year). So it is decided to carry out the study buying behavior and perception of generation z towards buying unisex bikes in Chennai city

VII. RESEARCH METHODOLOGY

Methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. Research Methodology is a step by step study of a problem. The study is descriptive in nature and convenience sampling is adopted for the study. The population of the study consists of the generation z that is in the age group of 18 to 28 year of age among the general public. The sample size adopted for the study is 170 which is arrived by using appropriate formula. The researcher has collected both primary and secondary data for the study. The primary data are collected by using structured questionnaire and the secondary data are collected from business magazines, websites, newspapers etc. The data collection instrument is structured questionnaire which is pretested before going for the final study.

VIII. DATA ANALYSIS AND INTERPRETATION

ONE WAY ANOVA TEST

Null hypothesis (H0): There is no significant difference between the Age and prefer to buy unisex bikes.

Alternate hypothesis (H1): There is significant difference between the Age and prefer to buy unisex bikes.

ONE WAY ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.

Between Groups	15.051	2	7.525	7.382	.001
Within Groups	170.249	167	1.019		
Total	185.300	169			

Inference: Here p value is lesser than 0.05. Hence reject null hypothesis. There is significant difference between the Age and prefer to buy Honda unisex bikes.

KRUSKAL-WALLIS TEST

Null hypothesis (H0): There is no significant difference between the Occupation and factors of purchasing the unisex bikes.

Alternate hypothesis (H1): There is significant difference between the Occupation and factors of purchasing the Unisex bikes.

Ranks			
	Which factor do you consider the most while purchasing the Honda bikes?	N	Mean Rank
Occupation	Style	52	106.08
	Price	29	86.26
	Comfort	19	52.76
	Mileage	22	57.32
	Performance	27	83.63
	Brand image	21	95.05
	Total	170	

Test Statistics	
	Occupation
Chi-Square	28.113
df	5
Asymp. Sig.	.000

a. Kruskal Wallis Test

b. Grouping Variable: Which factor do you consider the most while purchasing the Honda bikes?

Inference: Since $p\text{-value} = 0.000 \leq 0.05 = \alpha$, we reject the null hypothesis. There is significant difference between the Occupation and factors of purchasing the Honda bikes.

MANN-WHITNEY TEST

Null hypothesis (H0): There is no significant difference between the occupation and influence of purchase the Unisex bike model

Alternate hypothesis (H1): There is significant difference between the occupation and influence of purchase the bike model.

Ranks				
	Who influenced you to purchase this bike model?	N	Mean Rank	Sum of Ranks
Occupation	Family member	43	61.58	2648.00

	Friends	51	35.63	1817.00
	Total	94		

Test Statistics^a	
	Occupation
Mann-Whitney U	491.000
Wilcoxon W	1817.000
Z	-4.862
Asymp. Sig. (2-tailed)	.000

Inference:

Since $p\text{-value} = 0.000 \leq 0.05 = \alpha$, we reject the null hypothesis. There is significant difference between the occupation and influence of purchase the bike model.

IX. FINDINGS OF THE STUDY

- Using One Way Anova Test it is found that there is significant difference between the Age and prefer to buy Honda unisex bikes.
- Using Mann Whitney test it is found that there is significant difference between the occupation and influence of purchase the bike model.
- Using Kruskal Wallis test it is found that there is significant difference between the Occupation and factors of purchasing the Honda bikes.

X. SUGGESTION FOR THE STUDY

- There is heavy demand for Honda unisex bike in the market, so their supply has to be drastically improved so as to meet the demand of the buyers.
- The automotive dealer should introduce low price unisex bikes Increase the sales. The company should give more concentrate on the advertisements.
- The automotive dealer should implement a new strategy to reduce the competition and lead into a big market.
- Dealer has to put efforts to improve quality of after sales service as majority opined that they would not prefer the dealer after free services.
- Feedback from the buyers should be highly considered. This will motivate the buyers to come out with new ideas and will definitely help in development.

XI. CONCLUSION

The buying behavior and perception in purchasing two wheeler involves several psychological factors. This study also focuses on market place of unisex bikes two wheeler in Chennai. It is evident that the unisex bikes are annual income

buyer's necessary vehicle. These factors govern the individual thinking process like motivation and perception decision making step involved in buying process interaction of the consumer with several group like friends and family oriented concept and selection of the models of unisex bikes. The brand preferences are much depending on image, millage and price. The advertisements in television, newspaper, magazines are effective in giving information to the buyers about the vehicle and its characteristics. They buyer can purchase the certain fundamental decision making design or life styles, including rational purchase the model Honda bikes. This study helped the researcher to use theoretical knowledge and to gain useful insights about the importance of buyer perception.

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