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A DETAILED STUDY OF SALE OF TWO WHEELERS IN INDIAN RURAL MARKET WITH REFERENCE TO YAVATMAL DISTRICT

Amardeep B Bajpai^{1*}

*Corresponding Author: **Amardeep B Bajpai** ✉ amardeepbbajpai@gmail.com

This paper describes a detailed study of sale of two wheelers in Indian rural market with reference to yavatmal district. Promotion tools are described. The 15 branded two wheelers are selected for study. 11 factors that influence the purchase of a particular brand of two wheeler. The data collected for the study through questionnaire survey with five hundred customers. The preliminary result in this study was found the brand choice is independent with the price. Most of the customers preferred their brands to the price. The result may come after the study customers have expressed their deep desires to own quality products. Rural consumers are very serious while purchasing the two wheelers from market that gives better satisfaction.

Keywords: Behavior, Consumers, Brand, Promotion, Preference

INTRODUCTION

First of all to understand the concept of market. First of all to find out whether there is need for the product, secondary to know whether those who need a product are interested in buying or using the product. The following diagram illustrates the market concept.

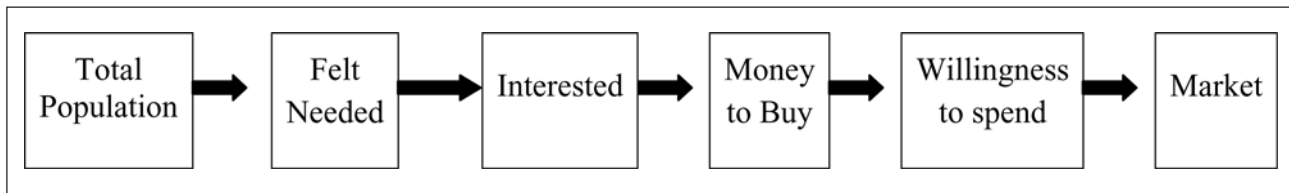
Markets are today flooded with a wide variety of products, each for specific need. Thus in two wheeler market there are two broad product class – Bikes and Mopeds. In both these classes there are many brands with attractive look, color, design, features and so on.

Market of today have a great amount of diversity. So the organization uses market

segmentation by identifying two or more sub markets based on their needs for targeting and concentration.

India is big country with ever growing and never ending population. Out of total population approx 75% people residing in rural areas. These peoples are 100% depends on agricultural income and more them are illiterate, and many of them are residing below poverty line. Though they are residing in rural areas they are maintaining their life style as good as much. Now a day in Yavatmal district situation has changed in very short time with multinational companies competing keenly for a share in rural market.

¹ Research scholar. Ph.D. (Commerce).



PROMOTIONAL TOOLS

AIDA is an acronym given to the stages a consumer passes before he buys a product.

- 1) Attention -to get the attention of the consumer or to create an awareness about the product.
- 2) Interest - to arouse interest in the product and hold it.
- 3) Desire - to create desire for the product.
- 4) Action - to motivate a consumer to buy the product.

This model is further elaborated to cover a number of more steps: awareness, knowledge, liking preference, conviction and purchase. It is called hierarchy of effects.

Rural marketing is includes the activities taking place in rural market to encourage the rural customers to purchase a specific product or specific service. To attract the rural customer to purchase a specific product they talk help to advertisement by way of audio, video and handbills. Some more altercative schemes are also introduced to encourage the customers to purchase a specific product. It creates a potential demand for various products in rural area or rural market.

The two wheeler market in India is the biggest contributor to the automobile industry with a size to nearly Rs. 2,50,000 million. The two wheeler market of India includes motor cycles (Bikes), Scooters and mopeds. Major role of foreign

companies plays in the growth of Indian two wheeler market. Foreign companies namely Suzuki, Honda, Yamaha, Kawasaki, KTM, plays major role in motor cycles. Honda-activa, Suzuki-Access, Hero-pleasure, TVS-Scooty are well known mopeds. Motor cycles (Bikes) are much better than as compare to Scooters due to average means petrol efficiency, good looking, hand, more pickup, speed and resistance to bad roads. It is well build as compare to Scooter and mopeds resulting in low maintenance. In coming days luxury segments are also entering in rural market like as Hyasung, KTM, Costing approx 1.50 lakh to 10 Lakh. Previously these companies just had entry level bikes of their company in Indian market which was around just 150 to 250cc but due to increase in sale and heavy demand from rural customers these companies have decided to launch their premium segments bikes which are around 350 to 750 cc in India market. While some Indian segment bajaj stands first followed by TVS starcy. Bajaj stands as the leader in economy segment. Honda stands for executive segment. The new entrance happen Mahindra Duro. Brand name is the key element in marketing strategy. To establish or create a successful brand name in market it is very extreme difficult task. Once brand name is established in a market it is very in valuable asset. Brand name is valuable asset for company for long time to stand in market with branded product.

A understanding of consumer behaviors is too much essential for marketing. After sale services plays an important role in creating a long run

customer relationship management. Companies provide more better services and attractive schemes on product to attract the customer and encourage rural customers to purchase the product. The identification of consumer needs and expectations is an important step towards ensuring that customer wants are satisfied.

The Following are the factors that affect the sale of two wheelers.

- 1) Basic need for transportation.
- 2) Increase in Income
- 3) Credit and financing facility easily available
- 4) Ex-change scheme
- 5) Delay in improving public transport system
- 6) Attractive schemes launched by companies
- 7) To maintain life style.
- 8) Occassional (Festival) Discount.
- 9) After Sale Service facility.
- 10) Guarantee and Warranty.

Recent Performance of Two Wheeler in India.

The sale of two wheeler all over the country is increasing day by day, more than expectations. It is expected to cross 20 million marks by 2016 and growth of industry sale by 18% to 20% in last two years. Due to main reason of petrol efficiency the sale of two wheelers are increased. Two wheeler companies have introduced some moped in new trend for girls and ladies and new sporty bikes for young stars. Some companies introduced a new bike for off road and on road bike which is very popular in young stars. A brand also identifies the product and reveals the fact of difference. Many of the companies introduced new product in market with many schemes to increase the sale. Schemes bike free insurance, free petrol, free annual maintenance contract and

so on. A study of consumer behaviour can even helps in understanding the attitudes, attributes, beliefs value norms of the consumer for the analysis of consumer behavior. Buying of two wheeler are strongly influenced by cultural, social, personal and psychological factors. It is not easy to understand the consumers behavior whether he will purchase two wheeler or not it is very difficult task. More over the latest demand for products and services has increased considerably over the years resulting in an increase in consumer awareness and aspiration.

The study was conducted in rural areas of Yavatmal district, i.e., Ghatanji, Pandharkawada, Arni, Darwha, Digras, Pusad, Umerkhed, Ner, Kalamb, Babhulgaon, Wani of collecting a sample size of 500 consumers with questionnaire to know their opinion, likings, response. A questionnaire was prepared for collecting the data regarding their preferred brand and motivational factor which influence the consumers towards the purchase of particular two wheeler brand in the consumer market. All the consumers does not respond properly or truly. This data was collected during the period of 2013-2014.

OBJECTIVE OF THE STUDY

- 1) To study the marketing polices in rural market.
- 02) To study the consumer behavior of rural area regarding two wheelers.
- 03) To study and identify the place of purchase regarding purchase of two wheelers.
- 04) To study the buying capacity of rural consumers regarding purchase of two wheelers.
- 05) The study the satisfaction level of rural buyers after purchasing of two wheeler.

Table 1: Preferred Brand of Two Wheeler

S. No.	Brand Name	No. of Buyers	Percentage
01	Hero Splendor	100	20
02	Hero Passion	80	16
03	Honda Unicorn	15	3
04	Honda Dream Yuga	20	4
05	Bajaj Pulsar	10	2
06	Bajaj Discover	40	8
07	TVS Star City	10	2
08	Suzuki Hayatte	05	1
09	Yamaha FZ	05	1
10	Royal Enfield {Bullet}	05	1
11	Honda Activa	80	16
12	Hero Pleasure	70	14
13	TVS Scooty	40	8
14	Mahindra Guesto	08	1.6
15	Do not know	12	2.4
	TOTAL	500	100%

Table 2: Factors that influence the purchase of a particular brand of two wheeler

S. No.	Factors	No. of Buyers	Percentage
01	Brand Name / Image	98	19.6
02	Features of product	58	11.6
03	Low price	12	2.4
04	Quality of product	106	21.2
05	Credit facility	16	3.2
06	Petrol efficiency	60	12.0
07	Exchange Scheme	12	2.4
08	Design/Look/Power	72	14.4
09	Company Advertisement	04	0.8
10	T.W. Advertisement	02	0.4
11	After sale service	06	1.2

Table 2 (Cont.)

S. No.	Factors	No. of Buyers	Percentage
12	Retailers advice	04	0.8
13	Friends recommendation	24	4.8
14	Occasional purchase	14	2.8
15	Resale value	12	2.4
	TOTAL	500	100%

Table 3: Place of Purchase

S. No.	Place of Purchase	No. of Buyers	Percentage
01	Company Showroom	270	54%
02	Retailers	220	44%
03	Gifted / Do not know	10	02%
	TOTAL	500	100%

SCOPE OF THE STUDY

To study the concept of rural market, behaviour of consumers residing in rural area of Yavatmal District. It is very difficult for companies to adopt marketing strategy for urban markets and rural markets in India. There are many differences in markets and not easy to understand the markets. To study the rural market regarding rural consumer behavior, likings, habits and some factors based on their income, age cultural, social & age.

METHODOLOGY

The study was mainly based on collected data from rural market as well as secondary data based on information provided by society of Automobile Manufacturers Association. Collected data from consumers as per Table 1, Data is collected from the questionnaire distributed among the consumers, encourage to them to fill

the questionnaire, Many of the consumers are not interested in filling the questionnaire.

CONCLUSION

From rural market consumer covering the purchase of two wheeler who are owners have listed quality of product as the prime factor while considering the various brands of two wheelers, features of the product, friends advice, brand image, credit facility, petrol efficiency, company reputation, Low price, Design, Power, follow quality factor regarding the two wheelers. From the above study it is proved that rural consumers have expressed their deep desire to own quality products. It indicates that rural consumers are also very conscious or very serious while purchasing the two wheeler from market that give from better satisfaction in the end. At last rural consumers are too much alert as compare to Urban consumed while purchasing the two wheelers.

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Hyderabad, INDIA. Ph: +91-09441351700, 09059645577

E-mail: editorijmrbs@gmail.com or editor@ijmrbs.com

Website: www.ijmrbs.com

