



Perception of Women Consumers towards the Purchase Decision of Two Wheelers in India – A Study With Reference to Metropolitan Cities

Dr.M.Sakthivel Murugan
Principal, D.B.Jain College, Chennai
TamilNadu, South India.

R.M.Shanthi
Research Scholar, D.B.Jain College, Chennai
TamilNadu, South India.

ABSTRACT

In an era of increasing global competition, “consumer perception” remains a research topic of strong interest for both academic and market researchers alike. The focus of this research is to study the women consumers ‘awareness, preferences and purchase decision of two wheeler in metro cities like Chennai, Mumbai, Delhi and Kolkata. Also, the study aims to examine the influence of regions on women consumers on their preference, attitude, decision making and satisfaction. A survey was conducted and 400 completed questionnaires were used in data analysis; 100 in each four metro cities. The finding reveals that the perception of women consumers towards the two wheeler purchase decision differ widely. The researcher finds that “region” effect is an in substantial factor in two wheeler users’ evaluation. Other factors such as promotional schemes, Performance, utilitarian benefits, personal factors and value added benefits were perceived by women consumers in four cities as more important than regions. Thus the overall findings of the study provide implications for marketers and manufacturers of women two wheelers.

Key words: perception, purchase decision, demographics, region.

INTRODUCTION:

A decision is the selection of a action from two or more alternative choices. Constantly consumers make decision regarding the choice, purchase, use of products and services. They face a lot of dilemma at the time of taking a purchase decision. Thus it is a process by which the consumers identify their needs, collect information, evaluate alternatives and make purchase decision. These decisions are useful to both marketers and policy makers. This study throws light on the perception of women consumers towards the purchase decision of two wheelers in India. Today, the two wheelers industry plays a significant role in the Indian economy. India is the second largest two wheeler market in the world, fourth largest commercial vehicle market in the world, the 11th largest passenger car market in the world and is expected to become the 7th largest by 2016. (Source: Society of India Automobile Manufacture, SIAM). The two wheeler market in India comprises of 3 types of vehicles namely motorcycles, scooters and mopeds. Foreign collaboration has been playing a major role in the growth of Indian Two Wheeler Market. (Venela .G. 2009).

Women play a significant role in the domestic and socio-economic life in the society. In India over the years, both female and male roles have been changing. Now a day’s women are playing different role of chief purchasing officer and controlling 85% of buying



decisions. Certainly in male dominated societies many goods and services are actually decided and purchased by women. This is due to increasing literacy, independent income and role in the family. Significantly, the two wheeler has become a valuable support for them to increase their income, besides personal transportation. Realising this latent demand, the two Wheeler companies are competing hard with each other to cater the needs of women consumers. Many special promotional schemes are used by the manufacturers to reach the women consumers in both large cities and rural areas. Evidently, there is a decline of almost 8% in two wheeler sales during 2007-08. The motorcycle segment declined by 12%. At the same time, the scooter segment grew by 11% in the year 2007 – 08. The industry sold more gearless scooters. (Business standard , 2013). It was observed that more than 6% of all two wheeler buyers in the country are women. So many companies are targeting women to boost their two wheeler sales. Now-a-days they are coming up with latest technology models, new designs, new features, cutting edge technology etc. Hence it is necessary to study the perception of women consumers regarding the purchase of two wheeler. This study helps the two wheeler companies to chalk out their strategies to enlarge their market share and enhance the level of awareness among women consumers.

INDIAN SCENERIO

Transport systems and city character are interlinked. Also land use characteristics of a city can determine the type of transport systems it needs. Two wheelers have a special place on the Indian roads. They are extremely popular and versatile not only as passenger carriers but also as goods carriers. Indians prefer motorcycles because of their small manageable size, low maintenance and pricing, and easy loan payments. The Indian two wheeler industry has come a long way. It was started in the year 1948, when bajaj auto started importing and selling Vespa scooters in India. (Anujkumar Kanjoia, 2011). Since then customer preferences have changed. The younger generations of India are crazy about two wheelers. Now, a bird's view on Indian scenario on two wheeler industry in metropolitan cities is given below:

METROS:

DELHI: Delhi is a metropolitan region in India. It is India's second most populous city. The people of Delhi are referred to as Delhities. It is the largest commercial centre in Northern India. Delhi's rapid rate of economic development and population growth has resulted in an increasing demand for transport system. Delhi's vehicular population has been increasing at a steady pace for almost a decade now. It appears that about 70% of families in Delhi own a motorized vehicle. This is because the buying capacity of Delhities is also increasing every year. It was found that out of 787 new vehicles, 60% were two wheelers and 437 were cars. (Hindustan Times, 2013). Thus, a large number of people have started buying vehicles, though the petrol prices have gone up in the past few years.

MUMBAI: Mumbai, formally known as Bombay, is the capital city of Maharashtra. It's the most populous city in India. Its total metropolitan area population is approximately 20.5 million. Mumbai is the commercial and entertainment capital of India. In the last two years, there is a phenomenal growth in the number of two wheelers in Mumbai. More citizens prefer two wheelers because its less expensive when comparing with autos. Two wheelers are economical and easier to park. RTO statistics showed that there were 7.93 lakhs two wheelers in Mumbai in 2006 – 07. It increased to 9.80 lakhs in the year 2010 – 11. However in the present financial year, the two wheeler population has crossed 12 lakhs. (Times of India, 2013).



KOLKATA: It is the capital of the Indian state of west Bengal. It is the principal commercial, cultural and educational centre of east India. As of 2011 census, it is the third most populous metropolitan area in India. Due to its diverse and abundant public transportation, privately owned vehicles are not as common in Kolkata as in other major Indian cities. There is a steady increase in the number of registered vehicles. The 2002 data showed an increase of 44% over a period of seven years. The market share of the two wheeler industry including mopeds and motorcycles is 6%.

CHENNAI: Chennai is a major commercial, cultural, economic and educational center in South India. The city has 4.68 million residents, making it as most populous city in India. In the current scenario, many two wheeler companies coming up and competing with each other by providing cult looks, advanced technology and great engineering designs. It was stated that an average of 800 new two wheelers are registered everyday in regional transport office across the city. From April to September (201) ,the vehicle population rose by 1.5 lakh of which two wheelers account for 1.06 lakh. It can be said that people’s need to save time, inadequate public transport system and easy loan facilities are the reason for increase in the two wheeler population.

Thus the two wheeler manufacturers in India are, at present doing good business, especially in the past few years. Significantly, two wheeler models in India also get popular when they are in good price range and have other attractive features.

REVIEW OF LITERATURE : A review of previous research has revealed that a large number of studies have analysed some or other aspect of the consumer decision making behaviour. In order to satisfy the customers the manufactures should pay attention to quality, price, quantity etc. (Kannusamy, 2010). Zeng zhu and Michael Zhang (2009) in their study found that the product and consumer characteristics influence the consumer purchase decision. Now a days, the internet is a popular tool used by the consumers in their buying process. (Charles comegys, Mike Hannula, Jaani vaisanen, 2006). More over the social media parameters like websites, e-discussion, online chats, e-mail etc have effect over the consumer buying decision (Mahmood Rehmani, Muhammad Ishfag khan , 2011). A lot of studies have been conducted on behaviour of consumers but only a few studies have been established on specific, for women consumer behaviour.

Women play a major role in the purchasing decision and give highest preference to product quality (S.Saravanan, 2010). Kamolwan (2010) found that the factors like social status, personal values, educational level have impact on purchasing behaviour of women on luxury fashion goods . In Malaysia the purchase of working women is influenced by place factor correlated with demographic factors. (Hossein ,2011). The Thai female consumers are not affected by brand equity in buying foreign make up products (Anantaya, 2009) . Considering the buying behaviour of Indian women, it is influenced by advertisements, discounts offers and new schemes on the commodity (Surindar .k.v.Miglani,2011). Jelsy Joseph (2012) found that socio graphics profile of house wives is predominant in purchasing the products of children . Also Sakthivel Murugan.M. and Sundari.R (2011) found in their study that the loyalty of women is driven by ingredients, innovative features, manufacture reputation and medically tested products. In this modern era, women consumers are influenced by visual media advertisement also. (Ravikumar. T ,2012.). In the purchase of automobile products, celebrity endorsement has an impact (S A Dogra, 2011). Also , petrol prices and mass transport system have an impact on demand for two wheelers (S.Senthilkumar, A.Mahadevan,2010). Christy Dayamani (2011) suggested that factors like driving comfort, fuel economy and hospitability influence the consumers in buying cars.



Thus, the consumers buying behaviour towards motorcycles is affected by host of variables (Syed Arish Abbas, 2012).

OBJECTIVES:

After the national and international literature review, the researcher downsizes the appropriate two objectives namely:

1. To study the women consumers’ awareness, preferences and purchase decision of two wheelers in metro cities.
2. To analyze the influence of the demographic variables on the factors of purchase decision of women two wheelers

ROLE OF DEMOGRAPHIC CHARACTERISTICS:

The demand for the women two wheelers in India has grown enormously. The women two wheeler users are influenced mainly by demographic variables. Demography refers to the vital and measurable statistics of a population. The demographic variables are the personal characteristics such as age, gender, marital status, educational qualification, occupation, type of family, number of members and annual income.(J.B.Singh,2011). They are the most popular bases for distinguishing customer groups. Generally, women consumer wants, preferences and usage rates are highly associated with demographic variables. It is evident from the research conducted by Sarguna mary(2009) that the product purchase decision making among women urban married working women depend on the decision of family members. Also the study of Kamalveni et.al (2008) revealed that the brand loyalty is significantly associated with the age of consumers rather than with their income. Moreover, education links not only to thinking costs but also to product quality, exploration and search costs.(Kusum.L.Ailawadi,& et,al ,2001).Hence it is necessary to study the influence of demographic variables on the factors of purchase decision of women two wheelers.

Information search:

To measure the perception of women consumers towards the purchase decision of two wheelers, it is necessary to find out the possible options they have. They search for more information’s in order to avoid the risk of making wrong choice. The consumer first conducts an internal search..In case the internal search for information is found to be insufficient, the consumer goes in for external search. It involves information collection from personal and non- personal or commercial sources. The sources of information are remarkably diverse. It comprises of both internal source and external source. The internal source comes from the past experiences. Whereas, the external source includes friends, colleagues, peer groups, family, internet websites, magazines, medias etc.

RESEARCH METHODOLOGY

The study,” perception of women consumers towards the purchase decision of two wheelers “, analyses women behavior on the basis of primary data. The data collected through the questionnaire were scrutinized and SPSS package was used for analysis. For this research study, the secondary data were collected from business journals, internet, magazines and news articles. The secondary data helped to structure the review of literature.

Questionnaire design: To conduct the study the primary data were collected through personal interview with structured questionnaire. To measure the perception of women two wheeler users, Likert’s 5 point scale is used.

Data collection: The researcher used convenience sampling method for collecting the data from the respondents. The data was collected from the respondents who had two wheelers.



The questionnaires were served and the details were tabulated. Table:1 presents the summary of the questionnaires served and received.

Table: 1 Summary of questionnaires collected

Circles	Circulated	Reviewed	Rejected	Used
Mumbai	100	92	6	86
Calcutta	100	85	9	76
Delhi	100	80	10	70
Chennai	100	78	10	68
	400	335	35	300

Source: Primary data

From the Table: 1, it can be observed that researcher have distributed 400 questionnaires. The respondents were selected from four metro cities of India, where 100 are from Mumbai, 100 from Calcutta, 100 from Delhi and the remaining from Chennai. The questionnaires were sent through mail also. Among the 400 questionnaires distributed, it can be observed that only 335 questionnaires were received. Off the 335 questionnaires, 35 questionnaires were rejected for various reasons. The remaining 300, consisting of 86 from Mumbai, 76 from Calcutta, 70 from Delhi and the remaining 68 were used for analysis.

Validity of the data:

The purpose of this research is to test the association of the independent variables like personal factors, product characteristics, promotional schemes and satisfaction indicators regarding the purchase decision of two wheelers by women consumers in India. Marketers and consumer researchers, over the period of 50 years, have tried to grasp the concept of consumer decision making. To assure the validity of our research, the selected theories and questionnaire were extracted from other scholars. Some research findings are discussed here:

Personal factor reveals that social status, personal values, educational levels have impact on purchasing behavior of women on luxury fashion goods.(Kamolwan Tovikkai e.at 2010). Also researchers have recognized that significant differences exists among female consumers life style in greater china.(Susan.H.C.Tai,1997).Moreover, social status is the level of honour.They feel secure and accepted, when staying in group(Maisec,2004).Thus, individual variables like demographic, life style, personal and religious constructs affect women's fashion market.(Kambiz Haidarzadih,2011).The personal characteristics reveals that two wheeler consumers are influenced by popular models.(Abdul Karim.B.2012).The two wheeler have gone a complete revamp and this consist of gearless products. The weight, height, easy handling are given due importance by women.(Ranjit Mundu,2011).But most of the rural consumers are influenced by quality, features and brand image of two wheelers. (G.V.Venala 2009).The "promotional schemes" indicates that advertising value is closely related with women's attitude towards visual media advertisements. (T.Ravikumar-2012). Also the market strategy influences the women consumers in purchase decision of durable goods. (N.Kishore Chowdhay, 2011). In spite of this, the buying behavior of women in influenced by the advertisements, discounts offers and new schemes on the commodity (Surinder.K.V.Miglani, 2011). The fourth factor is satisfaction indicators. Consumers prefer to buy favorable brand in two wheeler on the basis of price, quality, advertisement, style, color, resale value etc., (Kannaswamy, 2010). Generally, the two wheeler consumers are highly influenced by the fuel economy and better road grip (Abdul Kalam, 2012). However, petrol prices and mass transport system have an impact on demand for two wheelers (Senthilkumar, 2010). This is particularly important, when the consumers are facing the problem of high fuel rate and high cost of spare parts (S.Kannaswamy, 2010). Thus the consumer buying behavior is affected by host of variables (Syed Arish Abbas, 2012). In



order to identify the influence of demographic profile of consumers on their awareness and level of satisfaction, the researcher used one-way analysis of variance. In this test, the segmentation of each independent variable gender, age, education, occupation, income, family type, family members and area of residence are subsequently undergo shortly the abstract of influence.

GLOBAL SCENERIO:

Globally, the influence of demographic profile of the customer on the purchase decision making is discussed here by analyzing the literature reviews. Kamolwan Tovikkai, Wiwatchai Tirawatlananukkol (2010), in their study found that all the demographic variables have relationships with luxury purchasing behaviour of Thai female students. They have high purchasing intentions towards global luxury fashion brands. They have higher pocket money and spend more luxury fashion products. The buying behaviour of Islamic Countries i.e., between Pakistani and Jordanian Working Women was investigated. It was found that the both women are personal style conscious. In Jordan environment, married and post-graduate working women are more personal and style conscious. [Zia- ud- Din and Riazkhan.M., [http://ssm.com/abstract]

Demographics play an important role in determining the shopping behaviour. Kusum. L. Ailawadi, Scott. A. Neslin and Karen Gednok (2001) presented a model for the relationships of demographics with each psychographic characteristics. It was found that the consumers with the higher incomes are fewer prices conscious. Older consumers are likely to be shopping mavens. Also, comparing to men, women are innovative, impulsive, shopping mavens and planners. Finally, more educated women are less financially constrained, more quality conscious and innovative. Selda Basarab Alagoz (2011), examined the turkey consumer's licenced products are stationary materials, shoes, clothes, house, textile products and cosmesticis. According to the results men, consumers do more online shopping to buy licensed products than women. Also, the rise of education level increases the ratio of consumers. The results indicate with rise of income level, consumers feel more responsible for protecting their rights of their license.

ANALSIS AND INTERPRETATION:

Demographic characteristics of respondents in metro cities:

It has been recognized that the perception of women consumers of two wheelers, particularly, their search and evaluation behaviour may vary according to individual characteristics. The age, education, occupation, and the income level are the important factors in influencing the women consumers search, evaluation and decision to buy a two wheeler. The table 2 reveals the demographic characteristics of samples in metro cities.

Table:2 Demographic profile of the respondents in metro cities

Profile of consumers	category	Valid %
Age	Less than 25 years	25.33
Education	UG degree	24.02
Occupation	Private service	15.50
Income level	1 – 3 lakhs	25.44

Source: computed data

Table: 2, indicates that the 25.33% of the respondents belong to the age group of less than 25 years. A majority (24.02%) were graduates. Most (25.44%) of the respondents belong to the family income group of Rs 1 – Rs 3 lakhs. It was observed that a major portion (15.50%)of the respondents belonged to private service. Thus the study reveals that demographics play a



role in the perception of women consumers towards the purchase decision of two wheelers in metros.

Influence of region of consumers on their preference, attitude, decision making and satisfaction.

The present study identified different variables that could possibly influence the women consumers' purchase decision of two wheelers. Cluster analysis is the task of assigning set of objects into groups, so that the objects in the same cluster are similar. In this research, the researcher considered four regions of metropolitans namely, Chennai, Mumbai, Delhi and Kolkata. The significant difference among women consumers in these four regions is identified through one way ANOVA. The principal component method identified several factors of preference, attitude, decision making and satisfaction. The influence of independent variable on dependant factors is shortly estimated through the one way analysis of variance which is given in table :3

Variables	Calculation	Sum of Squares	df	Mean Square	F	Sig
Product Performance	Between groups	6.180	3	2.060	3.830	.010
	Within groups	273.756	509	.538		
	Total	279.936	512			
Promotional Schemes	Between groups	4.711	3	1.570	4.134	.007
	Within groups	193.362	509	.380		
	Total	198.073	512			
Utilitarian benefits	Between groups	2.450	3	.817	3.110	.026
	Within groups	133.674	509	.263		
	Total	136.125	512			
Personal Factors	Between groups	3.075	3	1.025	2.912	.034
	Within groups	179.194	509	.352		
	Total	182.269	512			
Product Characteristics	Between groups	6.553	3	2.184	4.148	.006
	Within groups	268.001	509	.527		
	Total	274.554	512			
Quality information	Between groups	2.303	3	.768	1.650	.007
	Within groups	236.796	509	.465		
	Total	239.099	512			
Product Aspects	Between groups	3.564	3	1.188	2.224	.005
	Within groups	271.900	509	.534		
	Total	275.464	512			
Value Added Benefits	Between groups	.863	3	.288	.542	.004
	Within groups	270.300	509	.531		
	Total	271.164	512			

Source: computed data

The principal component method identified several factors of preference, attitude, decision making and satisfaction. The total average scores of the factors are considered as dependent variable and region is considered as independent. The table: 3 indicates that the results were significant at 95% confidence interval for all.

**Table 4-Descriptive Statistics**

Dependent Variables	Independent variables	Mean	Std Devn	SE	95%	
					Lower Bound	Upper Bound
Product Performance	1.00	3.8311	.77978	.09065	3.6504	4.0117
Promotional Schemes	4.00	4.1505	.53882	.04328	4.0650	4.2360
Utilitarian benefits	1.00	4.0828	.51488	.05985	3.9635	4.2021
Personal Factors	4.00	4.0684	.57994	.04658	3.9764	4.1604
Product Characteristics	4.00	3.8710	.71005	.05703	3.7583	3.9836
Quality information	3.00	3.9162	.66576	.04817	3.8212	4.0113
Product Aspects	4.00	3.8000	.71229	.05721	3.6870	3.9130
Value Added Benefits	3.00	3.9337	.72080	.05216	3.8308	4.0366

Source: computed data

(1.00 – Chennai, 2.00 – Mumbai, 3.00 – Delhi, 4.00 – Kolkata)

The descriptive statistics as shown in table: 4 revealed that there were some major differences between the perceptions of women consumers of two wheelers in four regions of India.

Research findings

The researcher had investigated the extent of perception of women consumers towards the purchase decision of two wheelers in metropolitan cities of India.viz, Chennai, Mumbai, Delhi and Calcutta. To do so, she had employed ANOVAs technique to study the influence of region on women consumers in their preference, attitude, decision making and satisfaction towards the purchase of two wheelers. Table 3 indicates that the results were significant at 95% confidence level for all variables. Accordingly, the perception of women consumers of two wheelers in four regions differ widely with respect to variables like schemes, product performance, promotional schemes utilitarian benefits, personal characters, product characteristics, promotional schemes, product aspects and value added benefits. This leads to the mean wise comparison of four regions women consumers of two wheelers. In Table: 4, the perception of women consumers on decision making differ widely. The table shows the influence of region of women consumers on their preference, attitude, decision making and satisfaction towards the purchase decision of two wheelers. The results reveals that the perception of women consumers of two wheelers at Chennai city are significantly differentiated with respect to variables like product performance and utilitarian benefits ,than other metropolitan cities. Whereas, the perception of women consumers of two wheelers at Delhi city was significantly different with respect to the variables, quality information and value added benefits. Personal factors, product characteristics, product aspects, promotional schemes were significant only to the women two wheeler consumers at Kolkata city. The



findings suggest that the perception of women consumers was of paramount importance with respect to the variables as far as purchase decision of two wheeler was concerned.

Conclusion

The results discussed above shows the perception of women consumers of two wheelers throughout India. Accordingly; it was found that regions have strong influence on the preference, attitude, decision making and satisfaction of women consumers towards two wheelers in India. The variables like product performance tend to influence the preference of women consumers. Also, in terms of attitude, promotional schemes and utilitarian benefits play a significant role in the Indian women consumers mind. When making a two wheeler purchase decision, the personal factors and product characteristics are important for women consumers in India. Also they show a positive attitude towards promotional schemes and utilitarian benefits derived from the women two wheelers. Moreover, the satisfaction of women consumers depend on product aspects and value added benefits provided by the women two wheelers. It can be concluded that our analysis provide important insight on the women two wheeler users. Their two-wheeler purchases are driven by different factors such as preference, attitude, decision making and satisfaction of women consumers in India. Thus, the result of this study is emphasized and further supported the importance of perception of women consumers as an important element of women purchase decision.(Rajesh Matai, Anil.K. Bhat ,2013)

References

- 1.Anantaya ponbanrungwang, Sirada chandaswang (2009), “The impact of brand on Thai female consumer in purchase decision of foreign make up product,” International marketing spring, project report, malardalens university, Sweden.
- 2.Anujkumar Kanojia, (2011), “Analysing the state of competition in Indian Two wheeler industry”, Competition commission of India,Report,New delhi,
- 3.Abdulkarim .B.(2012),”A study of two wheelers consumer buying behavior in Tirunelveli city “
- 4.Charles comegys, Mika Hannula, Jaani Vaisanan (2006),”Longitudinal comparison of finish and US online shopping behaviour among university students. The five stages of buying process”, Journal of targeting, measurement and analysis for marketing, volume 14, pp 336-356.
- 5.Christy Dayamani. T (2011), “Consumer Behaviour in buying cars in Trinelveli city, Tamil Nadu”, Golden Research Thoughts, volume 1 , Issue V, November pp 1-4.
- 6.Dogra. S.A. (2013), “Effect of celebrity endorsement on consumer buying behaviour with special reference to two wheelers industry,” The Journal of Indian management and strategy, volume 16, Issue No: 3, pp 21-26.
- 7.Feng Zhu, Michael Zhang, (2009), “Impact of online consumers review on sales: The moderating role of products hand consumers characteristics”, Project Report, Marshall school of business university of southern California.
- 8.Hossein Nezakkali, Chisockkhim, Omid asgari (2011), “The determinants of decision making in the purchase of working women clothing in Malaysia”, International Conference Sociality and economic development, Ipedr, volume 10, p-188
9. Jelsey Joseph (2012), “Influence of conflicts resolution style and role of women in joints purchase attitude decision for household consumer durables. A study at kochi metro “International Journal of business and management tomorrow, volume 2, No : 3, pp1-15.



10. Kamolwan Tovikkai, Wiwatchai Tirawattananukod (2010), “An explanatory study on young Thai women consumer behaviour towards purchasing luxury fashion brands “, project report, Malardalen University, Sweden.

11. Kannusamy (2010),”Brand preference of two wheelers: Problems and satisfaction level of consumers”, Ushers journal of business management, Volume 9, Issue no:1, Jan-June, pp 37 to 44.

12. Kamalaveni.D., Kalaiselve.S., Rajalakshmi.s.(2008),”Brand loyalty of women consumers with respect to FMCGS’, Indian journal of marketing, September, pp 44-51.

13. Kusum.L.Ailawadi, Scott.A.Neslin, Gedek,(2001),”Pursuing the value conscious consumer: store brands versus National brands promotions “Journal of marketing, volume 65, January , pp 71 to 89.

14. Kambiz Haidarz adeh Hanzaee, Shahrzad chitsaz,(2011),” A review of influencing factors and constructs on the Iranian Women’s Islamic fashion market”, Interdisciplinary journal of research in business, volume 1, Issue 4, pp (94 - 100)

15. Kishore.N. Chowdhary, Santhosh, Dandwate.S.,(2011),”Buying behavior of women and factors influencing purchase decision of durable goods, A study with reference to Nanded city”, Variorum, Multidisciplinary e- research journal, volume 2, Issue 1, August 1-5.

16. Mehmood Rahmani, Muhammed Ishfaq khan (2011),”The impact of e-media on customer purchase intention”, International Journal of advance computer science and application, volume 2, NO:3, p-100.

17. Ravikumar.T. (2012), “A study on impact of visual media advertisement on women consumer buying behaviour in Chennai city “, International Journal of Multidisciplinary Research, volume 2, Issue 2, February, p 146.

18. Ranjit Mundu, Heart Trivedi, Yuvaraj Kurade, (2011), Analysis of factors influencing two wheeler purchases by women”, Beacon management review, pp 11-18

19. Rajesh Matai, Anil.K.Bhat (2013),”Underlying dimensions of purchase decision process for consumer durables: A confirmation of the customer value hierarchy model”, Indian journal of marketing, May, pp 16 – 23.

20. Sakthivel Murugan . M , Sundari .R (2011), “ Brand Loyalty’s influence on women buying behaviour with special reference to personal care products “ , International Journal of Research in commerce , IT and Management , volume no: , Issue 2, July , pp 57-62.

21. Senthil kumar .S and Manadevan . A. (2010), “Further prospects of Indian automobiles with special reference to two wheelers and motor cycle segment “, Indian Journal of Marketing, volume 40, December, pp 47-56.

22. Saravanan . S (2010), “ A study on consumer behaviour of women with special reference to durable goods in Coimbatore city , Tamil nadu”, Indian Journal of Marketing, May, pp 36-42.

23. Surinder K.V. Miglani (2011), “Indian women buying behaviour and their values for the market “, VSRD, International Journal of Business and Management Research, volume 1 (3), pp 159-163.

24. Syed Arish Abbas (2012), “An analytical study of consumer behaviour while buying motor cycle “, Skyline business school, February 8.

25. Singh.J.B.(2011),”Buyer behavior of consumers with respect to durable products – A case study of personal computer”, Journal of Indian Management and strategy, volume 16, NO:4, PP 19-31.



26.Sarguna Mary,(2009),”Product purchase decision making process among urban married working women in Tiruchirapalli District- An analysis,Indian journal of marketing, February,pp 17 to 25.

27.Susan.H.C.Tai, Jackie.L.M.Tam(1997),” A lifestyle analysis of female consumers in greater china”,Psychology & Marketing, john wiley &sons, vol 14 (3), 287 – 307, May.

28.Selda Basaran Alagoz,(2011),”The effect of licensed products on consumer behaviour:A research from Turkey”, Research journal of international studies, Issue 19, June, pp 137-145.

29.Venela .G,V. (2009) , “A study on two wheelers in India Rural Market ,” Indian Journal of Marketing , volume 39, November 2999, pp 39-43.

30.Ziad-ud-din, Riazkhan.M.,”Working women buying behaviour:Islamic vs Non Islamic perspective”, International Islamic university, Islamabad, Pakistan,http // ssm.com/abstract.

Text Books

1. Gupta.S.L.,Sumitra Pal,(2011), “Consumer behaviour- An Indian perspective, Text and cases “, Sultan chand& sons, NewDelhi.
2. Sumathi.S., Saravanavel.P.”Marketing Research and consumer behaviour “, Vikas publishing house Pvt.ltd.
3. Ramanuj Majumder,(2010),”consumer behavior”,PHI Learning private limited,New Delhi.
4. Business standard, Saturday, July13, 2013, - e-paper

Websites

1. Articles. Times of india.indiatimes.com
2. www.hindustantimes.com/india.news/
3. www.slideshare.net/asishpsrt/ceat-me-calcutta

Indifference towards consumer expectations may lead to loss of business. In the present marketing system, consumers cannot be taken for granted. Marketing research particularly consumer research gives valuable data relating to consumers. Based on earlier done research following conclusion were drawn about Yamaha as a Brand in two wheeler industry: Yamaha's objective " It produces bikes that have speed and power irrespective of the mileage. Customer's age " 20-35 years. 16. The two wheeler segment contribute the largest volume all the segments in automobile industry in India. The country stands next to China and Japan in terms of production and sales respectively. The industry is growing at a rate of 30% annually. It consists of three segment viz. scooter, motorcycle and moped. Majority of Indians, especially the youngster prefer motorbikes rather than cars. Capturing a large share in the two wheeler industry, bikes and scooter covers a major segment. Investors' awareness about capital market investments: a study with special reference to karnataka state introduction. By iaeme iaeme. Download pdf. Today the Indian two-wheeler markets in highly aggressive the numerous companies who offer anything and everything that a consumer demands and that too at reasonable price. The Indian two-wheeler industry is conquered by three players, Bajaj, Honda and TVS Suzuki, who account for 80 percent of the total two-wheeler market. The industry can be divided in to three broad segments: scooters, motorcycles and mopeds. affect women buying behaviour. At the time of purchasing two wheeler women has different choice for two wheelers but the purchase decision depends on various factors like product attributes, price , credit facility and brand. Study concluded that Suzuki Access is the leading brand of two wheeler in Calicut city followed by. Honda and Vespa. 1. INTRODUCTION Consumer behavior is how consumer behaves in a particular situation. Consumer behavior is the study of when, why, how, and where people do or do not buy a product. It has been also found that Maximum no. of women consumers are attracted towards the marketing strategy through advertising and Maximum no. of consumers from Chandrapur city spends monthly more than 2000 rupees on purchasing FMCG products. (Geeta Sonkusare 2013) 2.2 FACTORS INFLUENCING CONSUMER BEHAVIOR AND DEMAND PATTERNS OF FEMALES OR IMPULSIVE BUYING In recent years, with the advancement of women's economic status and self-conscience, impulsive buying has increased.