

Influencers of Decision Making For Two-Wheeler Purchase: A Study with Special Focus to Malappuram District of Kerala

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Abstract

Influencer is a person or group of people who influences the buying decision of the others and helps them to buy the product or service they intent to purchase. Almost all kinds of our purchases today are influenced by one or more people in one way or another. The knowledge about people who have a greater influence on the purchase decision of customers for a particular product or service is very much vital for a marketer to streamline his marketing efforts in a more efficient and customized way. In that context, the present study is intended to investigate and identify the major influencers of the decision making for purchasing two-wheelers. This study also tends to analyze the effects of the socio-economic characteristics of consumers on these influencers. This study is based on a questionnaire survey conducted among 681 Two-wheeler users in Malappuram district of Kerala. Statistical tools like Chi-square analysis, ANOVA, Z-Test, Multiple Correlation, Multiple Regression and Friedman Test has been used for the meaningful analysis and interpretation of data. This study will be a ready reckoner for the two-wheeler manufacturing companies and dealers to identify the influencing factors or people the customers consider to be most reliable and highly influential in their selection of two-wheeler brands/models. The findings of this study will equip the marketers to redefine their marketing strategies in a more customer centric manner and will also facilitate them in the selection of the right mode of approaching the customers.

Keywords: *Influencers, Decision Making, Purchase Behaviour, Two-wheeler, Bike, Scooter, Automobile.*

Introduction

Decision Making

Decision making is a process of selecting the best among the different available alternatives. It is the act of making a choice. According to Stephen P. Robbins, “decision making is defined as the selection of a preferred course of action from two or more alternatives.” *BusinessDictionary.com* defines decision making as “the thought process of selecting a logical choice from the available options.” “Decision making is the process of sufficiently reducing uncertainty and doubt about alternatives to allow a reasonable choice to be made from among them.” (Robert Harris, 2012). For effective decision making the decision maker should evaluate all the available options/alternatives in detail, forecast the outcome of each option and determine which option is the best for that particular situation.

Kinds of Decisions

According to Robert Harris, there are 3 basic types of decisions.

1. Decisions whether: These constitutes the yes/no, either/or decision that must be taken before proceeding with the selection of an alternative.

Eg: Whether should I buy a two-wheeler?

Is a two-wheeler very much essential for me now?

2. Decisions which: These decisions involve a selection of one or more alternatives from among a set of choices, the selection being based on how well each alternative scales up to a set of predetermined criteria.

Eg: Which brand of two-wheeler should I buy?

Should I buy a bike or a scooter?

3. Contingent decisions: These are the decisions for a particular course of action to be taken upon the fulfillment of some pre-defined criteria or conditions.

Eg: I will buy a two-wheeler if I get bonus this year.

I will buy a sports bike if I get a salary hike this month, or else I will buy a scooter.

Decision Making Unit

The decision Making Unit (DMU) is a set or group of individuals who participate in a purchase decision making process. There are a number of key players in this process such as the initiators, the gatekeepers, the buyers, the deciders, the users and the influencers.

Influencers

Influencers are those who may have a persuasive role in the purchase decision of a product or service. They may be specialists who make recommendations based upon their own experience and knowledge about products and services. For Example, in case of two-wheeler purchase two-wheeler dealer/salespersons, two-wheeler mechanics, automobile consultants etc can provide expert opinion to the buyer and influence his decision. There are also informal influences such as family members, friends, relatives, colleagues and people that you meet at trade shows or any other informal gatherings.

Major Influencers in Decision Making for Two-wheelers

1. Influence of Family Members

The family is the biggest shopper and the major decision making unit for the purchase of various products for consumption from a safety pin to consumer durables. However, all family members do not have equal role to play in decision making. Therefore, it is essential to differentiate and study the attitude and role of various family members in purchase decision so that different members of the family may be approached accordingly. A marketer has to rightly understand the likely user and likely purchaser to get a richer picture about consumers and also to boost up his/her sales by fine-tuning the products or services accordingly.

Family members can be classified in to three.

1. Spouse (Husband/Wife)
2. Parents (Father/Mother)
3. Children

The relative influence of these different family members depends upon what is being purchased, who are the users and who pays for it. Accordingly the likely influence of various members differs, but in most cases the outcome of the decision will be a combined effort of all the above three players.

Spouse

In normal cases, either husband or wife or both have a dominant role in the purchase decision of the family. But their role and dominance may differ according to the nature of the product or service they intend to purchase. The relative influence of husband and wife can be classified as: husband dominated, wife dominated and joint. In case of the items like kitchen

utensils, home appliances and other related FMCG goods wife seems to have a dominant role. But in most cases of buying a two-wheeler, car or laptops husband plays a dominant role. In case of costly items like buying a house/villa, refrigerators, television, air conditioners etc often it turns out to be the joint decision of the family. But in some instances husband or wife, whoever is the financier, plays the key role. He/she fixes the financial limit and thereafter final decisions are taken upon the joint consensus of all the family members.

Children

Some researches in USA points out that in case of the items such as candy, chewing gum, soft drinks, gift items, snacks, books, magazines, fast food, garments, music systems, CDs, movie tickets and sports equipment the purchase decision is basically taken by the children. The influence of children is high for the items used by them and it declines when it comes to costly items and those which are purchased for the family as a whole. Further, we can also notice that the influence of children in family purchase decision increases in direct proportion to their age. It has also been observed that teenagers and post teenagers are in due course given more responsibility in purchase decision. Some recent studies in USA states that 40 to 60 percent teenagers have a say in family decision. In India also there is a tendency to involve children more and more in the purchase decision making as their age advances. This may be because of the fact that children in this age group have better access to latest information on products and services through television, internet and social media.

Parents

Many studies have indicated that teenagers and even post- teenagers depend to a great extent on parents for information and guidance for making a purchase decision and thus are influenced by their family. Dependence upon parent is more in high priced items than on peer group. Here the experience and expertise of the father or mother in purchasing a particular line of product will come handy to the buyer. In case of the purchase of cheaper commodities like notebooks, text books, pen, movie tickets, snacks, garments and to some extent in case of mobile phones the parents are not having any key role to play other than sanctioning the amount required for it. But when it comes to costly products such as two-wheelers, laptops, college admissions, admission to specialized courses, purchase for wedding and special occasions etc. parents continue to keep a hold on the decision making and they even have a final word on the purchase.

Thus it can be understood that the role of various family members differ according to their age, gender, family lifecycle, the usage of product, the user of the product and finally the price of the product. The position of various members within the family, especially with regard to financing of purchases also has greater influence on the family purchase decision.

2. Influencers outside Family

Apart from the family members there are many external forces that influences the purchase decision of a person such as friends, peer groups, relatives, colleagues, referrals from familiar people, two-wheeler dealers, existing two-wheeler users, two-wheeler mechanics, reviews in media, customers past experience of buying two-wheelers and finally the internet and social media.

Friends, Peer Groups, Relatives and Colleagues

Many researches have substantiated the fact that friends and peer group are a major source influence for making a purchase decision despite of the category and range of the products. From mobile phone to automobiles friends and peer groups have a word to say in the purchase decision and it has a greater implication upon the final decision of the buyer. A greater influence of the friends and peers can be found in the case of two-wheelers. According to Anand Christopher and Franklin John (2013), "Peer influence has an effect on the buying behavior of the two-wheeler purchasers. More specifically purchasers belong to the age group

of 40-50 years significantly get influenced by their peers. Further, the two-wheeler purchasers remain homogeneous with regard to their levels of peer influence". Velumani (2015) in his study identified that friends are the most important sources of information in the category of word of mouth publicity. According to Viswaprakash and Arunkumar(2015), "influence of friends in the purchase of motor bikes plays a vital role when compared to family members, relatives and others." TauseefAhamed (2014) in his study stated that "buyer's relatives and friends influenced more in purchasing decision of bikes." Even though not to the same extent to that of friends and peers, the relatives and colleagues of the buyer also have a pivotal influence upon his/her buying decision.

Reviews in Media

Now days the reviews, sponsored programmes and articles in television, newspapers and magazines have a considerable impact on the buying decision of two-wheelers. Today there are at least 30 incredible automotive-themed television shows telecasting in various Indian television channels focusing on road and track testing, adventures, aesthetic and technical features of the vehicles. There are many regular viewers to these programmes who even make their purchase decisions in tune with the information they obtained through these programmes. Now days, almost all newspapers use to dedicate a special page or column for the current updates on automobiles. They use to give news items on vehicle launches, sales figures, upcoming vehicle models, gist of company reports, reviews of latest models, customer feedbacks etc in these pages/columns which are regularly followed by many a number of automobile enthusiasts. Some newspapers have sequentially extended these columns and pages to special booklets/supplements and there to dedicated automotive magazines. Readers get updated on the latest developments in the automobile industry from these reports and articles and get influenced by what they read in their decision to buy cars or two-wheelers.

Dealers

Dealers are certainly one among the most important sources of influence for making the purchase decision for two-wheelers. Customers who are intended to buy a two-wheeler or those wanted to know more about two-wheelers can make a walk in to a two-wheeler showroom from where they will get a deep pool of information about the brand and models of two-wheelers traded by that dealer. The sales people at the dealerships will provide them the necessary information such as features of different models, price, benefits, offers, finance facilities, mode of purchase etc. Customers can also see the different model of two-wheelers, touch it, feel it and even make a test drive to get more clear knowledge of the two-wheeler models. This direct intimacy with different brands and models of two-wheelers will have a psychological effect on the buyer which may influence his final selection of two-wheeler.

Two-wheeler Mechanics

It is a fair truth that mechanics are becoming the prime opinion givers for the purchase of automobiles. Being in close interaction with different brands and types of vehicles, the mechanics will be well aware of the relative merits and demerits of these brands and models. Now days, customers are showing a greater inclination towards the feedback and suggestions given by the automobile mechanics for the purchase of all kinds of automobiles. They consider mechanics as the source of the most reliable and accurate information regarding vehicles, which turns out to be more or less realistic in most cases. Some automobile companies have even started the practice of giving incentives to the automobile mechanics for giving favorable feedback on their vehicles to the customers and induce them to purchase their brand.

Internet

According to 'Internet in India 2015' the number customers accessing internet for getting information about the products they intend to purchase has witnessed a tremendous increase. Similarly in the case of two-wheelers also there is an increasing tendency among the prospective customers to rely on the internet for collecting information related to its features,

price, user feedback, test drive reports etc. Apart from the official websites and social media pages of the two-wheeler manufacturers, today there are many other websites and portals to help the customers for this purpose. Recent research reports on digital trends show that nearly half of auto buyers now follow the ROPO (research online purchase offline) method. Compare this to two decades ago when information on brands and products were limited to the family and friends circle. With Google came online portals disseminating information on brands/products, be it Facebook, Twitter and other social media tools. Suddenly, it was not just friends and family but a whole host of influencers contributing to the purchase decision. Customers today are far better informed and the free flow of information is pushing them out of their inertia to pick the best brand/product at an affordable price. With ROPO picking up, most consumers do thorough research and comparisons before making their purchase decision.

Existing Users

People who are already using a product are the best option for getting the actual feedback or review about any product. That is very well applicable in case of Two-wheelers too. Being the regular users of a particular brand or model of a two-wheeler they know its merits and demerits well and the reliability of the information they provide will also be very high. A person who plans to buy a two-wheeler can directly approach the existing two-wheeler users instead of wasting his time on other sources and get the most accurate and unprejudiced information from them that may be very useful for his buying decision.

Word of Mouth Publicity

Word of Mouth Publicity is an oral or written recommendation by a satisfied customer to the prospective customers of a good or service. It is an unpaid form of promotion in which satisfied customers tell other people how much they like a business, product or service. According to Nielsen, 92% of consumers believe recommendations from friends and family over all forms of advertising. In a recent study, 64% of marketing executives indicated that they believe word of mouth is the most effective form of marketing. This type of communication may either be based on the personal experience of a person or on the basis of what he learned from another person. A prospective customer for two-wheeler can listen to this word of mouth communications roaming around for taking a buying decision.

Customer's Past Experience

There is a famous saying that 'experience is the best guru'. It is our experiences in past that guides us in our day to day life. Similarly a customer's previous experience of buying a product can have an effect on his present purchase decision. In that context, a person's earlier experience of buying a two-wheeler, either for himself or for others, has a considerable impact on his buying decision of a new two-wheeler. He makes an evaluation of his experience during that purchase based on which he will alert and guide himself throughout the present purchase process.

This study is intended to find out the relative influence of these influencers upon the buyer's decision for two-wheelers and also to identify which of these influencers have a greater impact on the purchase decision of the customers.

Review of Literature

Anand Christopher J and Franklin John S (2013) in their study '*Influence of Peer in Purchase Decision Making of Two-Wheelers: A Study Conducted in Coimbatore*' made an attempt to find out the importance of peers on the buying behavior of Two-wheelers with reference to buyers residing in and around Coimbatore city. Using convenient sampling technique 85 Two-wheeler buyers were identified and included as sample for the study. The results were analyzed using One-Way Anova statistical technique, F-test and Turkey's test. The findings of the study revealed that Peer influence have an effect on the buying behavior of

the two-wheeler purchasers. Customers use to do a market survey before going for any decision in purchase decision making. They will have the tendency to read and refer before any decisions are made before the purchase decision is made. Further, the two-wheeler purchasers remain homogeneous with regard to their levels of peer influence.

Bilal SirajuddinLuhar (2013), in his study '*Factor Influencing Purchase Decision of Two Wheeler in Himmatnagar*' analyzed the impact of behavioral factors of consumers on choosing particular brand of Two-wheeler. 200 two-wheeler users in Himmatnagar were selected for this study using Convenience sampling. Statistical tools like Factor Analysis and Chi-Square Analysis used for data analysis and interpretation. As per the findings, Friends and family members are the major influencers for the purchase of a new two-wheeler. About 70% of consumers take their own decision to purchase a particular brand of two-wheeler.

Chauhan V.S (2015) in his study '*A Research Paper on Impact of Social Media on Sales Promotion – A Case Study on Indian Automobile Industry*' discusses the various types of social media and its impact on sales promotion and how this would affect individuals and organizations in their buying decisions. Social media is an economical promotional tool that is used by companies to attract potential consumers. It is evident that 'Viral Word Of Mouth' is much more effective in influencing the purchase behaviour of individuals. Potential consumers in recent times have started to rely more on individuals who they do not know personal, they share only a virtual relationship. Social media is also an inexpensive way of reaching out to the potential consumers and spread awareness about the various schemes introduced by the business organization. Social media is gaining more importance and marketers have started to see social media as an important tool to reach out to their potential consumers. Companies are also looking at blogs and forums as a means of improving their product features and services to serve consumer needs better. Social media are also a way through which companies get to know about the products of their competitors by observing their blogs. There is a stronger tie among members in an on online community. Social media helps companies to identify consumers who in their blog may give innovative ideas to improve the features of existing products or ideas to come up with new products.

FahmeedaYasmeen (2015) made a study on '*Consumer Behaviour towards Brand Positioning of Two-Wheeler Bikes in Chennai City*', to identify the factors influencing consumers in the selection and purchase of a particular brand of two-wheeler. This paper presents the results of the research study based on the responses from 200 two-wheeler users in Chennai city of Tamil Nadu. Simple statistical tools like Percentage Analysis, t-test, ANOVA and Chi-Square were used for the analysis of data. It was found that most respondents do not take a final decision to purchase a particular brand, before considering two or more brands. The decision to buy a particular brand was mostly influenced by parents and friends. The television plays an important role in influencing them to buy the product.

KetanKamra (2015) in his paper '*Influence of Social Media on the Indian Automotive Consumers: Primary Study in National Capital Region*' ventured to identify and investigate the extent of influence of social media in the Indian Automotive Consumers by conducting a thorough primary research. The results reveal a strong influence of social media in influencing the consumers over multiple buying processes parameters. The number of people searching information relating to their next purchase vehicle was significantly dependent on social media platforms and reviews formed a good part in influencing the buying decision of the same. Most of the people today are present on some or the other social media platforms and new vehicle launches related posts followed by promotions attracted most of the customers. Influence of social media on vehicular research, suggestions, vehicle technologies, finance calculator and Facebook page marketing have showed a significant share in impacting a consumer before buying an automobile.

Priyanka Jain (2015) in her research paper '*A Study of Customer Satisfaction of Two Wheelers on Yamaha*' tries to find the customer satisfaction level towards Yamaha two-wheeler

vehicles. The study was restricted only to Delhi. A total of 100 consumers were surveyed online with a structured questionnaire. Statistical analysis such as percentage analysis was done. The findings revealed that friends are the major influencers in buying decision making process.

Sirajudeen M. and Leyakath Ali Khan U. (2015) made a study titled '*An Empirical Study on Brand Position among Two-wheeler Motorcycles in Tiruchirappalli District*', to identify the brand position among two-wheelers in Tiruchirappalli District and also to analyze the importance of various promotional tools in the purchase of two wheelers. The study adopted a stratified random sampling method for sample selection. Thus 300 sample units were selected for the study covering different areas like Lalgudi, Pullampady, Musiri, Thottiam, Manapparai and Thuraiyur. The findings reveal that majority of the buyers in the Tiruchirappalli district rely on their own decision to purchase a two-wheeler followed by the decision of their own family members. 'Word of mouth' was pointed out to be the major factor that influence the purchase decision for two-wheelers followed by magazines, television, internet, newspaper, test ride, radio and exchange melas.

Tauseef Ahmad (2014) conducted a study on '*Buying Behaviour with Special Reference to Two- Wheeler Bikes*' to know the basic consumer buying behaviour and the reasons because of which they switch from one company to another and also to study effect of advertisement on the purchasing decision of the consumers. 200 two-wheeler users in and around Delhi were surveyed for this study. The findings suggested that the most important factor which influence to the customer is fuel efficiency, maintenance cost, price and service availability of the company. The most buyers are influenced by the stylish look and sporty look of the bikes. Advertisement is the main source of making awareness of two wheeler bikes. Buyer's relatives/friends influenced more in purchasing decision of bikes.

TrinankurDey and L. S. Sharma (2015) in their study '*An Empirical Study of Buying Behavior of the Two Wheeler Consumers in Agartala City*' attempted to enquire about the purchasing motives of the two wheeler customers in Agartala city. The study also endeavored to identify the purchase behavior of the customers of Agartala city in relation to their demographic factors. The study used Factor Analysis to explore the data and came to the conclusion that product features and market accessibility plays a major factor in the development of two-wheeler market in India. The analysis has shown that the customers are influenced by word of mouth by peer groups and, to some extent, by the salespersons at the point of purchase.

Viswaprakash V. and Arunkumar K. (2015) in their paper '*A Study on Consumer Attitude towards the Brand Image of Motor Bikes that has an Impact on their Buying Behaviour with Reference to Chennai City*', investigated the various determinants of consumer buying behavior towards brand image of motorbikes in Chennai city. A sample of 210 respondents was selected for this study from the Chennai city and the data were analyzed using Simple Percentage Analysis. The findings of this study indicated that the influence of friends in the purchase of motor bikes plays a vital role when compared to family members, relatives and others.

Objectives of the Study

The objectives of the study include the following:

1. To investigate and identify the people influencing the decision for purchasing two- wheelers.
2. To identify the influencing factors which have a higher positive influence upon the buying decision of the customers.
3. To analyze the demographic characteristics of the respondents and their relative effect on the influencers for the purchase of two wheelers.

Scope of the Study

The present research work is conducted within the Malappuram district of Kerala. According to 2011 census, Malappuram district have a population of 4,110,956. At a population growth rate of 13.39%, the district has a population density of 1,158 inhabitants per square kilometer. The census statistics also indicates a sex ratio of 1096 females for every 1000 males and a literacy rate of 93.55% in this district. Agriculture is the primary occupation of the people which is supplemented by other industries like timber industry, fishery, tourism, textile and spice trading. The income earned abroad by the native migrants in Middle-East is a significant source of revenue to the district. The main reason for selecting this location for study is that this place is one of the booming markets for two-wheelers in Kerala.

Research Methodology

This study covers a period of 5 years from January 2013 to December 2016. Both primary and secondary data are used for this study. Primary data spring from the concerned respondents of the present study using an interview schedule. A total of 1000 Interview schedules were prepared and circulated among the respondents. Out of this, only 714 interview schedules were filled up and collected. A scrutiny of these schedules led to the rejection of 33 interview schedules on account of incomplete responses. Thus 681 completed interview schedules were used for the present study. There for the actual sample size for the study is 681. Statistical tools like Chi-square analysis, ANOVA, Z-Test, Multiple Correlation, Multiple Regression and Friedman Test has been used for the meaningful analysis and interpretation of data using SPSS. Secondary data have been collected from various books, journals, research reports, magazines, websites and other records.

Data Analysis and Interpretation

Socio-Economic Characteristics and Two-wheeler Usage Pattern of the Consumers

A proper knowledge of the social, economic, cultural, behavioral, demographic and psychographic pattern of the consumers are very much crucial for the clear cut understanding of the findings of a research project and its further successful implementation. The socio-economic characteristics and Two-wheeler usage pattern of the 681 Two-wheeler users surveyed here are as below:

Table 1:

Socio-Economic Characteristics and Two-wheeler Usage Pattern of the Consumers

Factor	Variable	Frequency	Percentage
Gender	Male	500	73.4
	Female	181	26.6
	Total	681	100
Age	Less than 25	301	44.2
	26-35	209	30.7
	36-45	121	17.8
	Above 45	50	7.3
	Total	681	100
Education Qualification	SSLC	151	22.2
	Higher Secondary	195	28.6
	UG	243	35.7

	PG	56	8.2
	Others	36	5.3
	Total	681	100
Occupation	Unemployed	98	14.4
	Daily wage	98	14.4
	Private	161	23.6
	Teacher	41	6
	Own Business	115	16.9
	Student	115	16.9
	Government	53	7.8
	Total	681	100
Monthly Income	No income	208	30.5
	Less than 10,000	210	30.8
	10,001 to 20,000	170	25
	20,001 to 30,000	52	7.6
	30,001 to 40000	22	3.2
	Above 40,001	19	2.8
	Total	681	100
Marital Status	Married	368	54
	Single	313	46
	Total	681	100
Family Size	Up to 3 members	82	12
	4-5 members	379	55.7
	6-7 members	160	23.5
	More than 7 members	60	8.8
	Total	681	100
Nature of Family	Joint family	124	18.2
	Nuclear family	557	81.8
	Total	681	100
Regional Background	Urban	156	22.9
	Rural	525	77.1
	Total	681	100
Brand of Two-wheeler owned	Hero	285	41.9
	TVS	55	8.1
	Yamaha	68	10

	Suzuki	37	5.4
	Honda	150	22
	Royal Enfield	16	2.3
	Bajaj	58	8.5
	Mahindra	12	1.8
	Total	681	100
Type of Two-wheeler owned	Bike	365	53.6
	Scooter	316	46.4
	Total	681	100
First Two-wheeler ownership	Yes	546	80.2
	No	135	19.8
	Total	681	100
Duration of using the present Two-wheeler	Less than 1 Year	235	34.5
	1 – 2 Years	129	18.9
	Above 2 Years	317	46.5
	Total	681	100
Point of Purchase	Dealer	476	69.9
	Sub dealer	205	30.1
	Total	681	100
Mode of Purchase	Ready Cash	403	59.2
	Bank Loan	146	21.4
	Private Finance	80	11.7
	Company Loan	13	1.9
	Society Loan	28	4.1
	Others	11	1.6
	Total	681	100
Price of Two-wheeler	Less than 55000	229	33.6
	55001 to 66000	291	42.7
	66001 and Above	161	23.6
	Total	681	100
Displacement of Two-wheeler	100 CC	170	25
	101-110 CC	171	25.1
	111-125 CC	196	28.8
	126-250 CC	127	18.6
	Above 250 CC	17	2.5

	Total	681	100
Distance travelled per day in Two-wheeler	Less than 20 Km	432	63.4
	21 – 40 Km	163	23.9
	41 – 60 Km	62	9.1
	Above 60 Km	24	3.5
	Total	681	100
Avg. monthly expenditure on Two-wheeler	up to Rs.1000	377	55.4
	Rs.1001 to 2000	216	31.7
	Rs.2001 to 3000	70	10.3
	Above Rs.3001	18	2.6
	Total	681	100
Period of using a Two-wheeler	1-3 Years	344	50.5
	4-6 Years	208	30.5
	More than 6 Years	129	18.9
	Total	681	100
No. of Brands considered	1	422	62
	2	152	22.3
	3	78	11.5
	4 and above	29	4.3
	Total	681	100
No. of Two-wheelers owned	1	562	82.5
	2	95	14
	3	24	3.5
	Total	681	100
Planning to buy one more Two-wheeler	Yes	113	16.6
	No	568	83.4
	Total	681	100
Planning to exchange the two-wheeler	Yes	164	24.1
	No	517	75.9
	Total	681	100

Source: Primary data

Two-wheelers are mostly used by men than women. Hence the researcher has given emphasis to males for this study. 73 percent of the Two-wheeler users surveyed here are males. As Two-wheelers are more popular among the youth, that too in the age group of 15-35, almost 75 percent of the Two-wheeler users surveyed here are below 35 years of age. With respect to Educational Qualification 36 percent of the Two-wheeler users are Graduates while 50 percent of them comprises of higher secondary and below. Also majority of the Two-wheeler

users are students with no income or working class with an income level less than Rs.20000. This clearly states that Two-wheelers are mostly preferred by students and the customers with a monthly income of less than Rs.20000. It is also clearly understood from the above table that 82 percent of the Two-wheeler users are members of Nuclear family and hence we can assume that Two-wheelers are mostly preferred by Nuclear family with a size of 3-4 members. It is a known fact that the rural customers are more inclined towards Two-wheelers than their urban counterparts because of poor rural road infrastructure and non-affordability of cars. In the present study also almost 77 percent of the Two-wheeler users surveyed are hailing from a rural background.

Table 2:

ANOVA Table: Influence of Socio-Economic Factors and Two-wheeler Usage Pattern on Influencers of Decision Making for Two-Wheelers

Factors	Group	N	Mean	Std. Deviation	F	Sig.
Age	Less than 25	301	58.55	11.55	3.25	.02(*)
	26-35	209	59.2	12.43		
	36-45	121	57.14	12.56		
	above 45	50	53.56	14.21		
	Total	681	58.13	12.27		
Point of Purchase	Dealer	476	57.33	12.6	2.61	.01(*)
	Sub dealer	205	60	11.29		
Distance Travelled per day on Two-wheeler	Less than 20 Kms	432	58.84	12.31	3.57	.01(*)
	21-40 Kms	163	58.17	11.91		
	41-60 Kms	62	55.55	10.79		
	More than 60 Kms	24	51.79	15.41		
	Total	681	58.13	12.27		
Average Monthly Expenditure on Two-wheeler	Up to Rs.1000	377	56.48	12.23	5.33	0.00(*)
	Rs.1001 to Rs.2000	216	60.09	11.91		
	Rs.2001 to Rs.3000	70	59.96	12.8		
	Above Rs.3000	18	62.06	10.86		
	Total	681	58.13	12.27		
Intention to buy one more Two-wheeler	Yes	113	61.57	12.22	3.28	.001(*)
	No	568	57.45	12.18		
	Total	681	58.13	12.27		

* - Significant at 0.5 level

Through the results of ANOVA test we could find that there is significant difference in the mean scores of influencers of decision making based on Age, Point of purchase of the two-wheeler, Distance travelled per day on two-wheeler, Average monthly expenditure on two-wheeler and Intention to buy one more two-wheeler (*from Table 2*). It can also be understood that there is no significant difference in the mean scores of influencers of decision making based on the Gender, Educational Qualification, Occupation, Monthly Income, Marital Status, Family Size, Nature of Family, Regional Background, Brand of Two-wheeler owned, Type of Two-wheeler owned, First time buyer, Duration of usage, Mode of purchase, Price of Two-wheeler, Displacement of Two-wheeler, Duration of changing Two-wheeler, Number of Brands considered, Total number of Two-wheelers owned and Intention to exchange the existing Two-wheeler.

Effect of Socio-Economic Variables and Two-wheeler Usage Pattern of the Respondents on the Influencers of Decision Making for Two-wheelers

Multiple regression analysis was used to find out the effect of several socio-economic variables and Two-wheeler Usage Pattern like Age, Gender, Educational Qualification, Occupation, Monthly Income, Marital Status, Family Size, Nature of Family, Regional Background, Brand of Two-wheeler owned, Type of Two-wheeler owned, First time buyer, Duration of usage, Point of Purchase, Mode of purchase, Price of Two-wheeler, Displacement of Two-wheeler, Distance travelled per day on Two-wheeler, Average Monthly Expenditure on Two-wheeler, Duration of changing Two-wheeler, Number of Brands considered, Total number of Two-wheelers owned, Intention to buy one more Two-wheeler and Intention to exchange existing Two-wheeler and the psychographic attributes such as Negative emotionality, Extroversion, Openness, Agreeableness, Conscientiousness and Self-esteem on the Influencers of Decision Making for Two-wheelers studied here.

Table 3: Multiple Regression Analysis: Effect of Socio-Economic Variables and Two-wheeler Usage Pattern of the Respondents on the Influencers of Decision Making for Two-wheelers

Variables	Mean	Std. Deviation	Regression coefficient	t	sig
Age	1.88	0.95	-0.072	-1.24	.215(NS)
Gender	1.27	0.44	0.034	0.566	.572(NS)
Educational Qualification	2.46	1.08	-0.015	-0.363	.717(NS)
Occupation	3.78	1.9	-0.056	-1.412	.158(NS)
Monthly Income	2.31	1.23	-0.004	-0.079	.937(NS)
Marital Status	1.46	0.5	-0.073	-1.324	.186(NS)
Family Size	2.29	0.79	0.07	1.35	.177(NS)
Nature of Family	1.82	0.39	0.057	1.151	.250(NS)
Regional Background	1.77	0.42	0.005	0.141	.888(NS)
Brand of Two-wheeler owned	4.08	2.17	-0.076	-1.877	.061(NS)
Type of Two- wheeler owned	1.46	0.5	0.039	0.736	.462(NS)
First time buyer	1.2	0.4	-0.035	-0.686	.493(NS)
Duration of usage	2.12	0.89	-0.032	-0.692	.489(NS)
Point of Purchase	1.3	0.46	0.066	1.626	.104(NS)
Mode of purchase	1.75	1.16	0.042	1.098	.273(NS)
Price of Two-wheeler	1.9	0.75	0.038	0.709	.479(NS)
Displacement of Two-wheeler	2.49	1.13	-0.056	-0.969	.333(NS)
Distance travelled per day on Two-wheeler	1.53	0.8	-0.119	-2.974	.003(*)
Average Monthly Expenditure on Two-wheeler	1.6	0.78	0.182	4.586	.000(*)
Duration of changing Two-wheeler	1.87	1.12	-0.021	-0.511	.610(NS)
Number of Brands considered	1.58	0.85	0.028	0.695	.487(NS)
Total number of Two-wheelers owned	0.21	0.49	0.043	0.861	.390(NS)
Intention to buy one more Two-wheeler	1.83	0.37	-0.091	-2.242	.025(*)
Intention to exchange existing Two-wheeler	1.76	0.43	-0.015	-0.36	.719(NS)

* - Significant at 5% level, NS - Not significant, R=0.338, R²=0.114, F=2.789*

According to Table 3, the Multiple Correlation value is 0.338 (r) which indicates that there is moderate level of correlation between influencers of decision making and the set of predictor variables. r^2 value (0.114) when expressed in terms of percentage shows that 11.4% of the variation in information sources has been explained by the set of independent variables.

When the individual correlation between influencers of decision making and other set of independent variables were calculated, it shows that the socio economic variables like Age, Gender, Educational Qualification, Occupation, Monthly Income, Marital Status, Family Size, Nature of Family, Regional Background, Brand of Two-wheeler owned, Type of Two-wheeler owned, First time buyer, Duration of usage, Point of Purchase, Mode of purchase, Price of Two-wheeler, Displacement of Two-wheeler, Duration of changing Two-wheeler, Number of Brands considered, Total number of Two-wheelers owned, Intention to buy one more Two-wheeler and Intention to exchange existing Two-wheeler have very low correlation with the information sources on two-wheelers. Whereas Distance travelled per day on Two-wheeler and Average Monthly Expenditure on Two-wheeler have moderate correlation with the influencers of decision making on two-wheelers.

The regression coefficient gives the effect of each of the independent variable separately on the influencers of decision making on two-wheelers. Among the selected variables Age, Educational Qualification, Occupation, Marital Status, Brand of Two-wheeler owned, First time buyer, Duration of usage, Displacement of Two-wheeler, Distance travelled per day on Two-wheeler, Duration of changing Two-wheeler, Intention to buy one more Two-wheeler and Intention to exchange existing Two-wheeler have negative effect on the influencers of decision making on two-wheelers.

Hence among the socio economic and Two-wheeler Usage Pattern variables Distance travelled per day on two-wheeler, Average monthly expenditure on two-wheeler and intention to buy one more two-wheeler are chosen to be the predictor variables for influencers of decision making.

Table 4: Order of Importance of the Influencers of Decision Making for Two-wheelers

Influencers	Mean	Std. Deviation	Mean Rank	Ranking Order
Family Members	3.71	1.07	11.38	2
Parents	3.35	1.17	9.84	9
Spouse	2.93	1.26	8.05	16
Kids	2.79	1.2	7.35	17
Friends	3.46	1.12	10.2	6
Relatives	3.07	1.14	8.68	15
Colleagues	3.36	1.13	9.85	8
Referrals	3.52	1.22	10.83	3
Past Experience	3.17	1.21	9.47	10
Dealer	3.08	1.16	8.92	14
Word of Mouth Opinion	3.44	1.24	10.57	4
Existing Two-wheeler users	3.81	1.08	12.06	1
Two-wheeler Mechanics	3.46	1.26	10.51	5
Media Reviews	3.33	1.3	10.01	7
Social Media	3.17	1.33	9.36	11
Online Discussions	3.1	1.34	9.07	12
Online Reviews	3.09	1.33	9.01	13
Self-Decision	2.28	1.12	5.84	18

Test Statistics ^a	
N	681
Chi-Square	1184.681
df	17
Asymp. Sig.	0
a. Friedman Test	

Through the use of Friedman Test the order of importance of the influencers in decision making for two-wheeler purchase is understood from this descriptive table. In this table, the significance (.000) is less than 0.05 which means that the ranks given to the factors are not the same. We can clearly understand from this table that the feedback from existing two-wheeler users influences the decision making for two-wheeler purchase the most followed by family members, referrals from reliable sources and word of mouth opinion. The findings also reveal that two-wheeler mechanics, friends, colleagues and reviews in media have much influence upon the purchase decision for two-wheelers. We can also understand that opinion of the parents and customers' past experience of buying two-wheelers also influences their purchase decision for two-wheelers. This study further suggests that social media, online

discussions and online reviews also have a remarkable influence upon the customers' decision making for buying two-wheelers.

Findings

1. There is a positive correlation between the influencers of decision making for two-wheeler purchase and the Age of customer, Point of purchase of the two-wheeler, Distance travelled per day on two-wheeler, Average monthly expenditure on two-wheeler and Intention to buy one more two-wheeler.
2. Consumers tend to be influenced by the suggestions and recommendations of others depending upon the Distance they intend to travel per day on two-wheeler, Average monthly expenditure on two-wheeler and intention to buy one more two-wheeler.
3. Feedback from existing two-wheeler users influences the decision making for two-wheeler purchase the most followed by family members, referrals from reliable sources and word of mouth opinion.
4. Two-wheeler mechanics, friends, colleagues and reviews in media have much influence upon the purchase decision for two-wheelers.
5. Opinion of parents and customers' past experience of buying two-wheelers also influences their purchase decision for two-wheelers.
6. Social media, online discussions and online reviews also have a remarkable influence upon the customers' decision making for buying two-wheelers.

Conclusion

It is a normal practice of the customers to seek the opinion and guidance of people around them before taking a decision on purchasing a product or service. Even though they avail the feedback and opinion from different people all of them may not influence their purchase decision. Only a few can have some influence upon their final selection of products or services. Even in case of the influencers their relative influence may vary according to the situation, type of product, use of the product and buyer's attitude. The present study is an attempt to find out the relative influence of these influencers upon the buyer's decision for two-wheelers and also to identify which of these influencers have a greater impact on the purchase decision of the customers. The findings flashes light upon some 'not much discussed' factors that have some influence upon the buying decision of the customers towards two-wheelers such as internet, social media, existing two-wheeler users, two-wheeler mechanics, referrals etc. At the same time the study also reinstates the influence of some already known factors like friends, family members, peer groups, relatives, colleagues, mass media etc. The results also reveal the importance of the discussions in online and social media in influencing the purchase decision for two-wheelers. Hence it can be concluded from this study that despite of the colourful advertisements and other sales promotion tactics initiated by the manufacturers, it is the favourable feedback or opinion of the people in the market that determines the success or failure of their products and services. Majority of the customers keep the habit of checking with others and collecting their feedbacks before buying two-wheelers. Existing two-wheeler owners, two-wheeler mechanics and social media friends tops the list of major influencers for two-wheeler purchase. Therefore the two-wheeler manufacturing companies should now turn their attention towards creating a positive image in the minds of the existing customers and general public through enriched customer service and good public relations instead of wasting their time and money on costly ads and other promotion strategies.

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