

## IMPACT OF SALES PROMOTION ON WOMEN TWO WHEELER BUYER BEHAVIOUR

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### Abstract

In the present era, customer is the centre point of all the marketing activities and all the players in the market are trying to hold their place in the minds of the consumers. Their satisfaction plays an essential role for the success of any business. Branding is around for centuries as a means to identify and differentiate the goods and services of one producer from those of another. It is considered to be the valuable assets of a business. The brands such as, Hero, TVS, Suzuki, Bajaj, Honda, Mahindra, and Yamaha are the popular brands in the Two wheeler automobile industry in women consumer segment. The Indian automobile sector is experiencing a slowdown since September 2018, which is likely to ease by the second half of FY 2020. The Indian government's unforeseen announcements regarding the norms of BS-VI transition and the electrification of two-wheelers by 2025 have made the market unpredictable. However, the automobile sector is expected to recover by mid-FY 2021. The two wheeler industry growth is knocked by a combination of growth-impacting factors like rate of insurance, liquidity, price increase in two wheelers due to BS - VI compliant and longtime economic slowdown in India. Not surprisingly, nearly all OEMs are in the red in Financial Year 2020. There has been a huge impact on the company's production and sales in the month of March and April because of COVID-19 lockdown across the country. The company started the transition to BS VI in Q3 of FY2020 and this effective planning helped the company in complete readiness of BS-VI vehicle supplies in Q4. This article discuss the attitude of the women consumer who by their scooters and the factors influencing them during the purchase.

**Key words:** Two wheeler, women buyer, promotion, sales, etc.

### Introduction

In today's technologically integrated world there are so many sources through which the customers can get information on a product, its uses, features, benefits, offers, schemes etc. Modern day customers are very keen to collect information from all the available sources before making their final purchase decision and they are also showing a tendency to share this information with others. In the case of Two-wheelers also there are so many sources of information to the customers. The two-wheeler market in India is segmented on the basis of scooters, motorcycles, and mopeds. The motorcycle segment occupies two-third market share of the two-wheeler market in India, and is followed by the scooters and mopeds segments. In the Scooters segment major players are Honda Activa, TVS Jupiter, Suzuki Access, Honda Dio, and Hero Maestro. With the introduction of the government-backed program, Amma Bikes Scheme, which entitles every working woman in Tamil Nadu for a subsidy of 50% up to INR 25,000 on the purchase of a two-wheeler, the sale of two-wheelers in the state has gone up. However, the conversion of conventional bikes (up to 150 cc) into electric ones had an adverse impact on top players in the two-wheeler market. Two-wheelers, with a capacity of up to 150 cc, account for approximately 88% of the overall two-wheelers production in India. The target to electrify all these two-wheelers produced by 2025 is a major challenge for giant companies as more than 90% of their businesses are constituted of such bikes.

**Table 1 Two Wheeler Sales in India**

March					Fiscal year (April-March)			
Manufacturer	2020	2019	Difference	% Change	FY 2020	FY 2019	Difference	% Change
Hero Moto Corp	3,34,647	5,81,279	-2,46,632	-42	64,09,719	72,39,460	-8,29,741	-11
Honda Motor cycle	2,45,699	2,22,325	23,374	11	47,06,572	55,20,617	-8,14,045	-15

& Scooter								
Bajaj Auto	98,412	2,20,213	-1,21,801	-55	20,78,348	25,41,340	4,62,992	-18
TVS Motor company	94,103	2,47,694	-1,53,591	-62	30,89,000	37,57,000	-6,68,000	-18
Suzuki Motor cycle India	33,930	58,701	-24,771	-42	7,90,397	7,47,506	42,891	6
Royal Enfield	32,630	58,434	-25,804	-44	6,56,651	8,05,273	-1,48,622	-18
Total	8,39,421	13,88,646	-5,49,225	-88.37	177,30,687	206,11,196	-28,80,509	-27.63

Source: <https://www.autocarpro.in>

Table 1 shows the sales trends of major two wheeler in India, there was decline in sale during 2019 and 2020. The two-wheeler industry has been badly hit by a cocktail of growth-impacting factors including slackening liquidity, rise in insurance rates, 10-15 percent price increases in BS VI-compliant motorcycles and two-wheelers, and of course the prolonged economic slowdown in the country.

**Table 2 Scooter Industry Market Share in India**

Manufacturer	Domestic Sales in No's April-February		Difference in Nos.	Market share in %	
	FY 2019	FY 2020		FY 2019	FY 2020
Bajaj Auto	0	121	121	0.00	0.00
Hero Moto Corp	6,75,491	3,75,560	-2,99,931	10.70	7.08
Honda Motor cycle & Scooter India	35,22,006	30,03,634	-5,18,372	55.78	58.64
India Yamaha Motor	3,34,851	2,59,491	-75,360	5.30	4.89
Mahendra Two wheelers	2,379	746	-1,633	0.04	0.01
Piaggio vehicles	71,554	60,630	-10,924	1.13	1.14
Suzuki Motor cycle India	5,57,395	6,15,898	58,503	8.83	11.61
TVS Motor company	11,50,202	9,86,778	-1,63,424	18.22	18.61
Total	63,13,878	53,02,858	-1011020	100.00	100.00

Source: <https://www.autocarpro.in>

Table 2 shows the sales trends of major scooter industry market share in India From the table can understand that there was a sales decline in FY 2020 than FY 2019.

## Review of Literature

Basavaraj H. Huggi (2016) made a study to measure the consumers buying behavior towards different models of TVS two-wheelers, the factors influencing the consumers to purchase TVS two-wheelers. According to this study Television Advertisements, Internet and Hoardings are the biggest sources of information on two-wheelers to the customers. Velumani M. (2015), in his study identified the consumer buying behavior and satisfaction level of Suzuki motorcycle. According to this study customers are using multiple sources of information to know about the product. Out of available sources of information - newspapers, television, price list and display are recognized as important. Friends are the most important sources of information in the category of word of mouth publicity. Vijayalakshmi, et al. (2015) in their study they found that, high price of two-wheelers leads to dissatisfaction of consumers. Williams, et al. (2011) in their study, found that customer attitudes have included customer satisfaction, customer value, price perceptions, the quality of the relationship and service quality. Many studies have found strong links between customer attitudes and customer loyalty behaviour.

### **Objectives of the Study**

1. To analyze the sources of awareness on women consumer purchase towards scooters.
2. To identify the source which have a positive influence on buying decision
3. To investigate information sources considered by the women customers for the purchase of two wheelers.

### **Scope of the Study**

The aim of the study is to know the factors which influencing towards scooter purchase among women buyer and to identify the brand of scooter which influence more among various brands. For this study the data were collected from the women scooter users from different category of women such as Government employee, business women, private employees, students, retired person, agricultural related workers and self-help group members, and the number of sample limited to 100.

### **Limitation of the Study**

The study was limited to women scooter buyer. The sample size of the study is limited to 100. The women who possessed scooters were selected for the study and the study results cannot be generalized as the number of sample is small. The study results may not be applicable in other part of the segment.

### **Research Methodology**

#### **Collection of Primary Data**

For the purpose of the present study, the necessary Primary data have been collected using a survey method with the help of a structured questionnaire. The data were collected from the respondents regarding their opinion about their purchase and the factors they considered more during the purchase of scooters. The respondents of this study were women scooter buyer. The researcher has totally collected 100 responses for the present study. Hence, the sample of 100 is considered for the study.

#### **Collection of Secondary Data**

The researcher collected secondary data on scooter sales, market situation, consumer satisfaction, various factors influencing in the purchase action. This information has been collected from Journals, Magazines, Reports and company's News Bulletin and Internet sources.

#### **Statistical Tools Used**

Firsthand information is collected from 100 respondents. Responses were coded and data were entered and then analysed using a computer programme called Statistical Package for Social Sciences (SPSS) 20.0 to get inferences. Descriptive analysis were used to describe the sample, to show the numbers and percentage of items into categories, percentage analysis, one -way ANOVA and ranking method were used for this study.

### **Research Analysis and Discussion**

**Table 3 Profile of the Respondents**

Variable		Frequency	Percentage	Cumulative Percentage
Age (years)	18-25	17	17.0	17.0
	25-30	20	20.0	37.0
	30-35	28	28.0	65.0
	35-40	11	11.0	76.0
	40-45	15	15.0	91.0
	45 and Above	9	9.0	100.0
	Total	100	100.0	
Nature of Job	Govt. Employee	12	12.0	12.0
	Business women	6	6.0	18.0
	Private Employees	29	29.0	47.0
	Student	15	15.0	62.0

	Retired Person	2	2.0	64.0
	Farmer	30	30.0	94.0
	Self Help Group	6	6.0	100.0
	Total	100	100.0	
Brand of Scooters owned	Honda	23	23.0	23.0
	TVS	37	37.0	60.0
	Yamaha	18	18.0	78.0
	Bajaj	2	2.0	80.0
	Hero	16	16.0	96.0
	Suzuki	4	4.0	100.0
	Total	100	100.0	
Year of Ownership on Vehicle	1 Year	10	10.0	10.0
	2 Years	28	28.0	38.0
	3 Years	38	38.0	76.0
	Years	10	10.0	86.0
	5 Years	10	10.0	96.0
	Above 5 Years	4	4.0	100.0
	Total	100	100.0	

Source: Primary Data.

Table 3 shows the profile of the respondents, among the respondents 20 percent of the respondents belong to the age group of 25-30 and 28 percent of the respondents belong to the age group of 30-35 years. Regarding the occupation 30 percent of the respondents are doing farming related works, 29 percent of the respondents are private employees, 15 percent of them are students and 6 percent of the respondents are belongs to self-help group. Among the respondents 37 percent of them having TVS brand of vehicle, 23 percent of the respondents having Honda brand of scooters and 18 percent of them having Yamaha. Regarding the years of ownership of the vehicle, 38 percent of the respondents owning the vehicle for last 3 years, and 28 percent of the respondents owning the vehicle for 2 years.

**Table 4 Respondents' Opinion on Source of Awareness**

Factor	Frequency	Percent	Cumulative Percent
Friends	22	22.0	22.0
Relatives	30	30.0	52.0
News Paper	17	17.0	69.0
TV	18	18.0	87.0
Pamphlets	13	13.0	100.0
Total	100	100.0	

Source: Primary Data.

Table 4 shows the source of awareness about the product. Among the various sources of information about the product 30 percent of the respondents were influenced by the relatives, and 22 percent of the respondents were influenced by friends of them. Among the respondents 18 percent of them influenced by TV advertisement followed by Newspaper advertisement, the least influencing factor were pamphlets' issued by dealers. From the analysis it is undershoot that word of mouth information influence more than other form of advertisement among the women consumer.

**Table 5 Impact of Sales Promotion**

Factor	Frequency	Percent	Cumulative Percent
Yes	64	64.0	64.0
No	33	33.0	97.0
Cannot say	3	3.0	100.0
Total	100	100.0	

Source: Primary Data.

Table 5 shows the impact of sales promotion on scooter purchase. The respondents were asked to express their opinion on influence of sales promotion activities performed by the company. Among the respondents 64 percent of the respondents expressed that the various promotional activities performed by the company were influencing the purchase of the two wheeler, and 33 percent of the respondents expressed that the promotional activities performed by the company were no way influencing the purchase of the two wheeler and 3 percent of them expressed that they cannot say anything on the promotional activities of the company. From the study it is understood that company's promotional activities were influencing the purchase behavior of the consumer on two wheeler.

**Table 6 Respondents' Opinion on Sales Promotion**

Sales Promotion Activities	Rank					
	1	2	3	4	5	6
Scratch & Win	13	16	17	20	18	16
Road Show	13	14	13	23	22	15
Low Down Payment	14	18	15	24	10	19
Bank Loan	24	11	23	13	19	10
Exchange Facility	14	27	17	12	20	10
Complimentary Gift	25	14	17	7	10	27

Source: Primary Data.

Table 6 shows the respondents opinion on method of sales promotional activities. Respondents were asked to rank the promotional activities followed by the seller. Among the respondents 25 percent of them considered complimentary gift offered by the company as the best promotional activity and ranked first, 27 percent of the respondents considered exchange offer as the best promotional activity and ranked second, 23 percent of the respondents considered arrangement of Bank loan as the best promotional activity and ranked third. Among the respondents 24 percent of them considered Low down payment as the best promotional activity and ranked fourth followed by Road show with 22 percent of the response. From the study it is observed that women buyer considered compliments offered by a company and exchange facility are most considerable factor during the purchase of scooter.

**Table 7 Respondents Opinion on Future Purchase**

Factor	Frequency	Percent	Cumulative Percent
Yes	69	69.0	69.0
No	18	18.0	87.0
Cannot Say	13	13.0	100.0
Total	100	100.0	

Source: Primary Data.

Table 7 shows the respondents' opinion on future purchase plan. Among the respondents 69 percent of them are willing to buy the same brand of two wheelers in future also and 18 percent of the respondents expressed their unwillingness to buy the same brand in future and 13 percent of the respondents expressed their opinion as they cannot decide right now. From the study we can understand that most of the respondents are preferred to buy the same brand of two wheelers in future also.

**Table 8 Respondents' Opinion on Preference of Celebrities**

Factor	Frequency	Percent	Cumulative Percent
Film Stars	41	41.0	41.0
Sports Personality	19	19.0	60.0
Others	40	40.0	100.0
Total	100	100.0	

Source: Primary Data.



Table 8 shows the respondent's opinion on type of celebrities engaged to promote the two wheeler brands. Among the respondents 41 percent of the respondents expressed that the engaging film stars are the best source to promote the two wheeler sale, 19 percent of the respondents expressed that engaging sports personality is the best source to promote the two wheeler and 40 percent of the respondents expressed to engage other than Film stars, sports personality to increase sale in scooter segment.

### **Findings**

Among the respondents 20 percent of the respondents belong to the age group of 25-30 and 28 percent of the respondents belong to the age group of 30-35 years. Among the respondents 37 percent of them having TVS brand of vehicle, 23 percent of the respondents having Honda brand of scooters and 18 percent of them having Yamaha. In case of sources of information about the product, most of the respondents were influenced by the relatives, and friends of them and the least influencing factor were pamphlets' issued by dealers. From the analysis it is undershoot that word of mouth information influence more than other form of advertisement among the women consumer. Among the respondents most of them considered complimentary gift offered by the company as the best promotional activity and ranked first, followed by the respondents considered exchange offer as the best promotional activity and ranked second. Regarding the repeat purchase of the consumers 69 percent of them are willing to buy the same brand of two wheelers in future also. Most of the respondents are satisfied when the company engaging the film stars to promote the two wheeler sale, and also they encouraged to buy two wheeler after watching the advertisement performed by other than film stars and sports personality.

### **Conclusion**

The market players in the two wheeler segments focuses on the female customers as their target, they can create effective and appealing advertisements and attract the potential customers and widen their market base. Information Search is a stage wherein the Consumer starts their decision process during which a consumer searches for information. In today's technologically integrated world there are many sources through which the customers can get information on a product or its uses, features, benefits, offers, and schemes etc. Modern day customers are very keen to collect information from all the available sources before making their final purchase decision and they are also showing a tendency to share this information with others. It is not exempted in the case women Two-wheeler buyer also. Women two wheeler buyer also gives importance to different types of promotional activities performed by the two wheeler manufacturer or dealer's promotional activities. Manufacturer or dealers have to understand the expectation of the customers and to fulfill.

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