



A Critical Study Of Women's Perception On The Effectiveness Of Two-Wheeler Segment In Raipur, Chhattisgarh

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ABSTRACT

Women's buying behaviour study is a powerful marketing tool for all types of businesses. It provides information on how to better reach and serve customers. This methodology may be used by businesses in order to attain market success. As a result of industrialisation, people began to migrate from rural to urban areas. This resulted in the extension of city limits, requiring individuals to travel longer distances than in the past. As a result, efficient public transit became unavoidable. However, city governments were unable to meet the ever-increasing demand for public transit. As a result, individuals began looking for a speedier form of transportation to get to their destinations. In the 1970s, public transportation was attempting to fulfil public demand. Because of its low maintenance costs and ease of use, the bicycle was the most popular two-wheeler. The biggest issue with the bicycle, though, was its poor speed. Two-wheelers such as scooters and motorbikes were popular during the time. However, the purchasing procedure was not straightforward. People were obliged to book the vehicle first, and then they were given the vehicle after many years. Due to government laws prohibiting existing car and scooter manufacturers from expanding their production facilities or allowing new companies to enter, private transportation was in short supply. As a result, the general people was unable to realise their demand for personal transportation that was both quick and economical. Until the early 1990s, this was the situation. The market potential for two-wheelers is determined by factors such as location, age, occupation, education, and income. A systematic questionnaire was used to obtain data from two-wheeler customers for the study. Scooters and mopeds have seen capacity increases in the last year, and this trend is expected to continue in the future months. Only the scooter and moped markets are predicted to see stronger demand than supply during this time period.

Keywords: Two-wheeler, Women, buying behavior, marketing, Consumer decision.



1. INTRODUCTION

Two-Wheeler Market at Global Scale

The bike auto is a natural sight in many homes. The Asia-Pacific region keeps on being the worldwide forerunner in two-wheeled autos, with China driving the way, trailed by India and Indonesia. Africa, the Middle East, and Europe additionally contribute, yet less significantly. Kline and Company, an exploration and consultancy association, figures a 700 million unit increment by 2021, with an expected development pace of 8% each year, up from the current 7%. The interest for bikes is currently driven by Brazil, India, and Vietnam. This industry has a brilliant future in front of it, as deals are anticipated to develop at a quick rate. The presentation of electric bikes is probably going to diminish bike deals somewhat, albeit the potential for customary four-stroke vehicles will stay high. Brazil is one of the main habitats for the bike business. (Statista)⁹ The development pace of the country's entire vehicle armada expanded significantly from 15% in 2003 to well more than 32% in 2013.

Bikes, bikes, and mopeds make up the bike auto business, and they offer a practical option in contrast to strolling, cycling, and public transportation for a great many people. Different factors like the passage of new purchasers into the mechanized market, the requirement for more light-footed transportation to try not to build gridlocks in metropolitan regions, the substitution of creature transportation in provincial regions, rising monetary conditions, an absence of good open transportation, terrible street foundation, high eco-friendliness/mileage, lower emanations, and an expansion in the quantity of EVs are for the most part adding to this pattern. It is easy to work, advantageous to go in and move through gridlocks, easy to stop, effective as far as fuel utilization, support, and mileage. In excess of 40% of the new purchasers have recently utilized public transportation. These are the essential factors that considerably affect the development of bike deals in many countries. The impediment of riding a bike has been distinguished as the essential driver of most traffic bottlenecks and street mishaps. To get control over and control this developing marvel, the public authority has started establishing limitations on the measure of enrollments that can be



finished. Notwithstanding this, as a result of their expense and accommodation of utilization, bikes stay the most famous vehicle among the vast majority.

Women Respondents' Buying Behavior

It takes a specific measure of boldness to open a different section and think about it as a different object of study. It's a truth of life that female customers have particular attributes and practices. In our general public, ladies have an exceptionally elevated place. They kept a noteworthy standing, held the option to possess property, and dominated in science and grant even toward the beginning of Hindu civilisation. They had political clout, and no other antiquated culture had ladies in an incredible position. During the Mohammedan time frame, ladies' status diminished. They were confined to family life, where they satisfied their jobs as spouse and mother, and thusly lost their social standing. The British reign gave the preparation to boosting ladies' interest out in the open lying. At first, the British public embraced a strategy of non-impedance in the social and strict existences of Indians. Thus, ladies' standing stayed unaltered.

Indian ladies battled for the option to cast a ballot. Under the authority of Sarojini Naidu, they had the option to acquire the option to establishment for all state governing bodies in 1917. Men esteemed the significance of ladies' schooling, and ladies acquired autonomy accordingly. Ladies were acknowledged in the working environment, yet ladies were not urged to seek after vocations in science and innovation. Ladies have more noteworthy freedoms to fill in as the quantity of ventures develops and public area exercises arise. Indian ladies showed that they were fit for playing out any assignment recently saved for men. Ladies are progressively becoming driving experts, wholesalers, apparatus exporters, distributors, article of clothing exporters, planners, and inside decorators in India. Most of working ladies can't leave their homes without a bike. On the off chance that one does exclude the expanding number of ladies who ride bikes to school or work, a city like Raipur is almost fragmented in its depiction. Bikes are not just utilized by the two sections.



The bike has turned into an image of ladies after some time. Welcome to the new universe of the metropolitan lady, where unquestionable requirements go past shoes, beauty care products, and surprisingly top of the line cellphones. It is something fundamental for one's freedom, security, and feeling of being one of life's most important things, something that one won't enthusiastically surrender regardless of whether one can bear to buy a four-wheeler. Numerous housewives depend on it as their essential method of transportation. It is an exceptionally advantageous thing since it could be utilized for an assortment of reasons. The bike is an efficient choice that works likewise to a plane out and about. Perceiving the necessities of ladies who ride bikes, producers are reacting by offering an assortment of attributes in bikes that are easy to utilize and keep up with, like stockpiling limit, simple taking care of, and lightweight, which are all significant for a lady rider. The Kinetic Nova, Honda Activa, and the well known scooty series are among the numerous players in the bike section. Legend Honda joined the ladies' cruiser market last year with the Hero Honda Pleasure and has even opened "just 4 her" businesses. Ladies currently have the choice of purchasing a bike that coordinates with their streaked hair. Regardless of whether it's opportunity, accommodation, or solace, the metropolitan lady esteems them all, and regardless the specialists say about streets turning out to be more blocked, Raipur should plan as an expanding number of ladies ride bikes. Changing ways of life and an increment in the quantity of working ladies are constraining bike producers to look past just offering bikes to ladies.

Consumers And Decision Makers: Women

Each general public anticipates that women should act with a particular goal in mind dependent on their sexual orientation. Western social orders may not be requesting or forcing any conduct on its ladies clearly. The equivalent can't be expressed for by far most of social orders and societies found all throughout the planet, remembering those found for the Indian subcontinent.

Purchases Controlled By Women

Certain labor and products are for the most part picked upon or possibly bought by ladies in male-ruled civic establishments. Food sources, ladies' and kids' clothing, adornments, kitchen hardware,



and other family necessities are among them. All things being equal, on account of huge buys, the monetary control and last decision might tumble to the family's male part.

Consumer Woman And Her Values

Understanding the buying propensities for ladies is basic. Ladies have a huge part in buying choices, and they like to make a shopping list prior to going out. Every individual's commitment in family issues altogether affects their conduct. The essential objective of this examination is to more readily see how individuals act when deciding, procuring data, and distinguishing needs. Similarly as a man's qualities, a lady's qualities are impacted by her experience, childhood, and instruction. A lady's convictions have all the earmarks of being shaped in light of the whole family instead of her very own needs. A lady is more averse to act naturally focused or egotistical than a person.

In any event, when purchasing for others instead of for oneself, a lady's extraordinary components are frequently held. At the end of the day, a lady's anxiety for cost, strength, and item quality doesn't lessen while she is looking for other people. Then again, a lady with more grounded forces of quiet perception is bound to review the requests of the real clients for whom the buy is being made. Accordingly, the present advertiser should address the developing significance of ladies as buyers and chiefs.

Women's Overview On Two –Wheelers

The expression "transport" alludes to the transportation of individuals, items, and administrations starting with one area then onto the next. Transportation is one of the significant foundations that affects the state's whole turn of events; specifically, it has made a critical commitment in the fields of industry, exchange, and business. It has turned into an essential part for the local area to have a superior and really satisfying life. Street transportation has become famous and popular among many types of transportation because of its simple availability, functional adaptability, versatility to individual requests, house to house administration, dependability, and different components. The simplicity and speed with which one can move from one spot on the world's surface has impacted the conditions where ladies have lived since forever ago. Men have had the option to find and take



advantage of the world's assets by straightforwardly bridling nature.

Street transportation is a significant sort of transportation that fills a significant need. The comfort of street transportation and its ability to adjust to individual requests are its characterizing attributes. Its ubiquity comes from its reliability and house to house administration. Street travel likewise gives an association with train terminals, ports, and air terminals. The Transport Development Council, which is important for the Ministry of Transport, is accountable for street and street transport. The Transport Development Council has set up its own arrangement of rules and guidelines, just as various laws relating to the development of vehicles. The Indian bike industry started out in the mid 1950s, when Automobile Products of India (API) started creating bikes in the country, with Royal Enfield as the sole producer. The API overwhelmed the bike section in its initial years. It was in the long run bought by Bajaj Auto.

Indian Women's Two-Wheelers Perspectives

Bikes and mopeds are the most well-known two-wheeled vehicles utilized by ladies. For the comfort of female riders, the bike has no front bar and the motor and wheels are covered. A sulked is a cruiser with pedals that has a motor, wheels, and chain uncovered. These bikes are lighter, making them simpler to oversee, and they have a computerized start framework that dispenses with the requirement for a launch. For more prominent equilibrium and versatility, they additionally have more modest wheels.

Bikes have for quite some time been the sweethearts of the Indian people because of the accommodation they bring to clients. Producers have presented minimal expense bikes to draw in a more extensive crowd. Bikes, which are an advantageous method of driving for the actually tested, have additionally been presented by bike producers.

Bikes have charmed the creative mind of India's young age. They are similarly well known in provincial regions as they are in metropolitan regions. They are cherished by all in view of their simplicity of upkeep, minimal expense, and capacity to adjust to a street. Besides, acquiring financing or an advance has turned into an effortless interaction as of late, and the quantity of bicycle



riders keeps on ascending as time passes. You don't need to be worried about support counsel, measurements, protection, finance, or the most recent patterns in the bike business when you use vehicle India. The Indian vehicle industry has encountered fast extension as of late, especially in the bike market. India is the world's second-biggest maker of bikes. India's more youthful age is fixated on bikes, and they incline toward them to four-wheelers. The Indian vehicle industry's bike market is quickly growing. Many vehicle goliaths are as of now peering toward the Indian bike market and rivaling each other by giving current innovations and stunning specialized thoughts. Bikes scooterettes and mopeds are one more significant part of the bike market. With the ascent in the quantity of working ladies, an ever increasing number of ladies are searching for helpful drive choices and a longing to act naturally adequate. Many organizations are currently zeroing in their endeavors on ladies to expand bike deals. They are continually growing new models, plans, highlights, state of the art innovation, etc. We should investigate a portion of the bikes that have been and will be planned in view of Indian ladies. With regards to speed and bicycles, young ladies are not impossible. Young ladies are more speed-fixated; they appreciate driving at high rates while being protected. After the speediest games bicycles, bicycle producers, for example, Honda, Suzuki, Kinetic, and TVS are dispatching bicycles for young ladies in India. Honda is a notable auto producer in India, and their items are incredibly dependable.

Honda makes items that are custom-made to the necessities of Indian clients and the states of Indian streets. As far as motor innovation, ladies' bicycles are totally unique; there are no cog wheels or grasps, they have a high get, are light in weight, are not difficult to oversee, and are appealing. Here is a speedy once-over of India's most prominent bikes for ladies.

Advantages Of Two-Wheelers

- Two-wheelers give opportunity of development and a feeling of being nearer to nature, in this way the fervor related with these bikes is gigantic.
- A decent looking bike or bike intrigues others, yet it can likewise make life simpler. Mopeds and bikes, which are bikes, are the symbol of mass transportation. The utilization of mechanized bikes makes living a lot simpler.



- Unknowingly, for the individuals who own a bike, it will end up being a piece of their lives. From helping others in getting to the market or to work, to requiring an end of the week outing to a close by area with similar mates, the bike is continually performing various tasks.

In India, bikes are the most widely recognized and pursued method of transportation. The notoriety of bikes originates from their minimal expense.

RESEARCH METHODOLOGY

Raipur District, the state capital of Chhattisgarh, is located in the lush plains region of the state. The boundaries of this district are 22° 33' N to 21° 14' N latitude and 82° 6' to 81° 38' E longitude. District Baloda bazaar is to the north, District Bemetara and Durg district to the west, and Dhamtari, Mahasamund, and Gariyabandh district to the east. The district includes the upper Mahanadi valley in the southeast, as well as hills to the south and east. An interview schedule was used to acquire primary data from the respondents. The research was carried out in the Raipur district. Raipur was a natural choice because it is the researcher's hometown. The sample survey employed a systematic and non-disguised questionnaire with two key elements. The first half was designed to collect demographic data, while the second section was designed to collect opinions, with questions regarding the numerous elements that influence two-wheeler purchases. The research is based on both primary and secondary data sources. Secondary data was gathered from newspapers, books, journals, and periodicals, as well as the Raipur Regional Transport Office, TVS branch, magazines, and other related websites. Published research and general articles from major national and international marketing and retailing journals are secondary sources. The required literature was also gathered through the internet and databases.

Data Collection And Fieldwork

The researcher conducted the field work for this study. Using an interview schedule, the researcher gathered primary data from respondents about their buying habits with regard to vehicle two-wheelers. The information was gathered through pre-arranged meetings with the interviewers. In the interview, every care is made to ensure accuracy and thoroughness. The researcher gathered



secondary data from a variety of sources, including newspapers, India's Economic Times, Business Line, and marketing journals.

Sampling Design

The researcher planned to acquire primary data by conducting the interview schedule to 200 sample responders because the universe is so vast. The researcher paid personal visits to the respondents' homes, offices, and schools/colleges. The information was gathered from respondents who own or want to acquire two-wheelers in order to learn about their pre-purchase and post-purchase behaviors.

RESULTS AND DISCUSSION

Application of Two-Wheelers

Today, a two-wheeler is a must. The frequency with which two-wheelers are used has a significant impact on post-purchase behaviour. The reason of buying a two-wheeler could be for regular or occasional use. The use of two-wheelers is seen in Table.

TABLE1: Distribution on the basis of usage of two- wheelers

Sl.No.	UsageofTwo-wheelers	No. ofRespondents	Percentage
1.	Regular	170	85.0%
2.	Occasional	30	15.0%
	Total	200	100.0%

Source: Primary Data

According to the above figure, 85 percent of respondents ride two-wheelers on a regular basis, while the remaining 15 percent ride them only infrequently. The two-wheelers are purchased by the majority of responders for regular use.

Two-wheelers are needed

When a buyer perceives an issue or need, the buying process begins. Two-wheelers are purchased for a variety of purposes. Some responders may buy it for necessity, while others may buy it for comfort or luxury. These aspects are classified as post-purchase behaviour. As a result, two-wheelers have become an integral part of our lives. The percentage analysis of the respondents depending on their requirement is shown in Table.

TABLE2: Distribution on the basis of need of two- wheelers

Sl. No.	Need of theTwoWheeler	No. of Respondents	Percentage
1.	Necessary	100	50.0%
2.	Comfortable	85	42.5%
3.	Luxury	15	7.5%
	Total	200	100.0%

Source: Primary Data

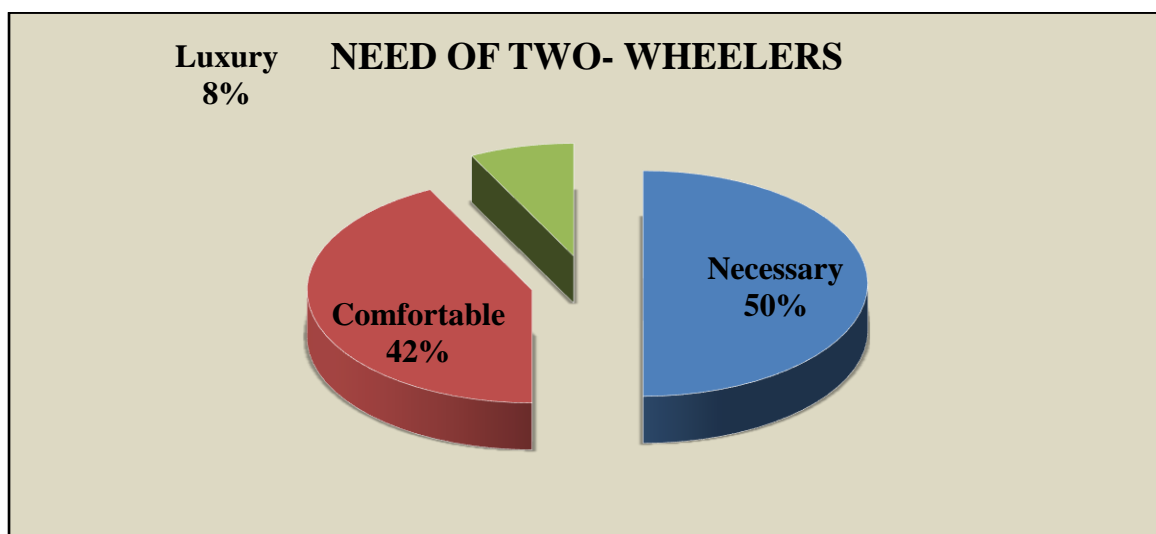


FIGURE 1: Distribution on the basis of need of two- wheelers



As seen in the table above, 50% of respondents thought two-wheelers were necessary, 42.5% thought they were comfortable, and only 7.5% thought they were luxurious. The majority of respondents believe that a two-wheeler is necessary.

Women Of Many Categories And Levels Of Awareness

One of the main aspects that determine the amount of awareness is the different types of women. Table shows the various groups of women respondents and their opinions on their level of awareness about two-wheelers.

Test Of Chi-Square

The Chi-square test is used to determine whether the difference between the two variables is significant. The chi-square test is used to look at the relationship between sources of awareness and respondents' personal factors such as age, education, occupation, and family income. The null hypotheses are examined using the chi-square test, which is shown below.

A null hypothesis is formulated to see if there is a significant association between level of awareness and socioeconomic background when using chi-square analysis. At the 5% level of significance, the estimated value of χ^2 is compared to the predicted value of chi-square for the given degrees of freedom. The null hypothesis is accepted if the calculated value is smaller than the table value; otherwise, it is rejected.

Hypothesis:

There is no discernible link between the different types of women and their level of awareness.

Table 3: Distribution on the basis of women of many categories and levels of awareness

Sl. No.	BelongtoCategory	LevelofAwareness		Total
		High	Low	
1.	Student	70 (35.0)	30 (15.0)	100 (50.0%)
2.	WorkingWomen	50 (25.0)	25 (12.5)	75 (37.5%)
3.	Home-Maker	15 (7.5)	10 (5.0)	25 (12.5%)
	Total	135 (67.5)	65 (32.5)	200 (100.00)

- Table Value @ 5% level 4.882
- Calculated Value: 3.96328
- df: 2
- Conclusion: Insignificant

The chi-square test was used to determine whether there is a significant link between the level of awareness and the category level. At the 5% level of significance, the estimated chi-square value is 3.96328, which is lower than the table value of 4.882. Because the calculated amount is less than the table value, the hypothesis is assumed to be true.

As a result, no substantial association exists between the various types of women and their level of awareness.



ANOVA technique for various category level and prestige of owning two-wheeler

The findings of the ANOVA for significance differences between the various groups of respondents and the prestige of owning two-wheelers are presented in Tables.

Null hypothesis: There is no discernible difference between the various categories of women in terms of the prestige associated with owning a two-wheeler.

**TABLE-4.34: AVERAGE SCORES FOR DIFFERENT CATEGORY AND PRESTIGE
OF HAVING TWO-WHEELER**

Category	Mean	Standard Deviation	Number of Respondents
Student	2.5570	0.1348	105
Working Women	2.3840	0.1520	25
Home-Maker	2.0304	0.3077	70
Total	2.2412	0.1327	200

CONCLUSION

The current public transportation system is completely insufficient, inefficient, and unreliable. As a result, people are compelled to rely on personal transportation. Due to exorbitant domestic prices, high operating and maintenance costs, and the conditions of limited roadways packed with mixed traffic, private cars are ruled out. Although the bicycle is a popular mode of transportation, it has the disadvantages of being less powerful, slow, and having a low weight bearing capability. The middle class might afford anything more complex than a bicycle for the past two decades, but affluence has not yet reached the level required to acquire and maintain an automobile. The focus of this class was on the two-wheeler. This part of the middle class has increased dramatically as a result of persistent growth in agriculture, trade, and industry over the last three decades, as well as the spread of prosperity that has resulted.



Two-wheeler brand names play a significant part in determining the two-wheeler's success or failure. It has been discovered that Indian customers are growing increasingly brand loyal. Consumers, whether from the countryside or the city, must rely on two-wheelers to get around on a daily basis. As a result, the researcher has chosen Raipur District as the subject of his investigation.

The purpose of this study is to learn more about women's buying habits when it comes to two-wheeler purchases in Raipur. The following are some ideas: It is proposed that the corporation endeavour to increase the mileage capacity of the TVS pep+ in order to improve customer happiness and attract new buyers. Because the majority of scooter users are between the ages of 20 and 30, the corporation may reduce the weight of the scooter and moped to attract clients. Manufacturers should position their products through sales promotional activities such as media advertising to guarantee that they find a place in the thoughts of consumers. Graduates and young people like to purchase new versions that include features such as charging ports for mobile phones and luggage storage. Homemakers anticipate enough storage room for their grocery bags, as well as a long seat for the pillion rider. The corporation should take steps to recruit homemakers as the Hero Honda Pleasure's target market. Because the majority of respondents stated that statements made by friends and relatives shaped their expectations, it would be good to investigate the extent of such groups' influence. It can be discovered by extensively observing consumer social interactions. The availability of two-wheeler loans with easy instalments and fair interest rates, according to experts, is the key driver of the Indian two-wheeler business. The majority of respondents also stated that they purchase two-wheelers because financing is readily available. To increase sales, two-wheeler dealers should form partnerships with recognised banking institutions. It is urged that businesses take steps to cover the entire segment's population. In order to increase sales, it is proposed that the manufacturers provide strong advertising for Hero Honda Pleasure and Bajaj Wave. Women had yet to experience Hero Honda Pleasures and Bajaj Wave. Dealers and showrooms do not have any ready stock. The desired brand is unavailable at the appropriate moment. The customer is supplied in two or three months. As a result, manufacturing organisations must take the required steps to ensure that their products reach their customers on time. The most significant aspects of the two-wheeler,



according to the respondents, are driving comfort and fuel economy, followed by the availability of spare parts and the two-pricing. wheeler's As a result, producers should design products with these issues at the forefront. According to the report, the middle class population has surpassed the overall population.

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