



TO STUDY THE EFFECTIVENESS OF TWO-WHEELER SEGMENT IN RAIPUR, CHHATTISGARH

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ABSTRACT

India had a population of nearly 36 crores at the time of independence. The need for movement and transportation was comparatively low. Horse carts, bullock carts, bicycles, trains, and other major modes of public transportation were not only not fast but also not necessary in those days. Only a few persons with a high income had personal vehicles such as cars. Scooters were first used by the upper middle class and the lower strata of the wealthy in the 1950s. Bicycles were used for transportation by both the middle class and the impoverished. Because the country's infrastructure was so bad, public transit was also a bottleneck. India's literacy rate was very low during the time. The Indian government took various initiatives to improve literacy, which resulted in increased income and, as a result, increased people's purchasing power. This has a significant impact on India's economic progress. This research looks at the two-wheeler market potential in Chhattisgarh's Raipur district. Two-wheeler market potential refers to the likelihood of a product being sold in the future. The market potential for a product varies by location. It is dependent on the consumer's preferences. Age, occupation, qualification, and income are all factors that influence two-wheeler preferences.

Keywords : *Consumer Buying Behavior, Two-Wheeler, Decision, Purchasing, Customers.*

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1. Introduction

Purchasing conduct alludes to the psychological and actual practices that customers take part in to acquire happiness from labor and products. It's a complex and dynamic framework that is continually evolving. A few purchasers are searching for a feeling that all is well with the world and having a place, while others are hoping to accomplish regard among their friends. A purchaser is ordinarily alluded to as a "black box" since they are uncertain of their own reasoning or tastes. Ladies are not difficult to lead, however they are likewise simple to delude. The buying choice is impacted by one's demeanor, inclinations, and sentiments. Buying choices that are great or ominous to a specific item. The achievement or disappointment of a showcasing effort is controlled by the singular's response, which is showed as a buying design. Individual and gathering measures are similarly engaged with buying conduct. It is addressed all through the buy cycle, from attention to post-buy examination, communicating bliss or disappointment with the buy. In promoting, arranging, and programming, a comprehension of purchasing conduct is basic. Eventually, purchasing conduct is one of the main elements in effective item and administration

showcasing. Purchaser conduct incorporates the activities of both extreme and modern shoppers. The previous is the item's end-buyer, while the last is just a delegate client who increases the value of the item and administration before it is devoured. The client's viewpoint When the two kinds of purchasers' conduct is talked about, the expression "buying conduct" is utilized to depict it.

Purchasing conduct is about a solitary individual, while utilization conduct is about a gathering or total of individuals. In various events, it has been exhibited that the more an organization comprehends its clients, the almost certain it is to prevail in the commercial center. "Our business is based on understanding the shopper and giving the sort of item that the customer wants, with a weighty accentuation on our item advancement and advertising divisions, just as others who know about the purchaser."

Consumer Buying Behavior Influencing Factors

The accompanying four standards will affect a female customer's buy choice.



- Cultural Aspects
- Factors of Society
- Personal Aspects
- Factors of Psychology

Cultural Aspects

Customer conduct is most impacted by social impacts. The impact of the purchaser's way of life, subculture, and social class in influencing client conduct is basic for advertisers to appreciate. The effect of social components can be summed up as follows.

Three sub-factors make up the social factor.

- Culture
- Subculture
- Social Class

Culture

Culture is a bunch of essential worth discernments, wants, and practices that citizenry gain from their families and other significant associations. It is the most basic justification for an individual's longings and activities. Each gathering or local area has a culture, and social effects on buying conduct may vary fundamentally starting with one country then onto the next. An advertiser should conform to

these progressions deliberately. Inability to do as such could prompt helpless promoting and exorbitant mistakes.

Subculture

A subculture is an assortment of individuals who have comparative worth frameworks because of shared educational encounters and circumstances. Every civilization has more modest subcultures, or gatherings of individuals who share a typical arrangement of qualities dependent on shared educational encounters and conditions. Identities, religions, gatherings of people, and geographic districts are largely instances of subcultures. Numerous subcultures make up key market areas, and advertisers habitually tailor items and showcasing plans to meet their particular prerequisites. The subculture to which a lady has a place impacts her buying conduct. Food inclinations, closet decisions, sporting interests, and expert targets will all be impacted by subculture.

Social Status

A social class structure exists in each development. The social classes are society's moderately long-lasting and efficient divisions, with people who share comparative beliefs,



interests, and practices. Raipur is isolated into three financial classes: top, center, and base. A solitary component, like pay, doesn't distinguish social class. It depends on a mix of variables like occupation, pay, training, abundance, and different components. The divisions between financial classes in a general public, then again, are not extremely durable and severe. Individuals may ascend through the social statuses or fall into the least. Advertisers are keen on friendly class since people from a similar social class have comparable buying propensities. Attire, home decorations, recreation exercises, and cars all have particular item and brand inclinations dependent on friendly class. Family, companions, jobs, and status are among social components that sway customer buy. Relatives, like a companion, kids, and guardians, can fundamentally affect a buyer's purchasing choices. Friend pressure is another significant part that impacts a client's buying choices. From companions to neighbors and colleagues, everybody is a piece of a gathering. Individuals purchase things that make them fit in instead of being forgotten about. Certain buy choices are impacted by a lady's capacity throughout everyday life, like that of a supervisor, and the status that accompanies it.

Social elements, like sexual orientation, affect buyer conduct.

- Families
- Groups
- Roles and social standing

Buying Behavior Styles

Purchaser dynamic differentiations depending upon the kind of acquirement. Buying toothpaste, a tennis racquet, a PC, a bicycle, and another vehicle all have basic changes. More buyer discussion and backing are presumably going to be locked in with the more inconvenient and expensive purchases. The proportion of commitment in the purchasing choice, which relies upon the importance and force of interest in a thing in a particular situation, chooses such purchaser buying conduct.

How much a buyer is involved coordinates why the individual is stirred to search for information about explicit things and brands while neglecting others.

Complex Purchasing Behaviour

At the point when buyers are profoundly put resources into a buy and know about significant differentiations between brands, they take part in modern purchasing conduct. At the point



when a buy is costly, bought rarely, perilous, and strongly self-expressive, buyers are profoundly dedicated. Much of the time, the purchaser is new to the item class and has a long way to go.

This client will go through an intellectual learning measure that incorporates framing item convictions, mentalities, lastly settling on an educated buying choice. The data gathering and assessment conduct of high inclusion purchasers should be perceived by the advertiser of high association things. The advertiser should devise strategies to help the purchaser in finding out with regards to the item classes' characteristics. Disharmony contrarily affects buying conduct.

At the point when a client is profoundly put resources into a buy, the individual in question might see little distinction across brands. The significant degree of investment originates from the way that the exchange is expensive, exceptional, and risky. In the present circumstance, the purchaser will glance around to perceive what's accessible, yet will settle on a quick choice in light of the fact that the brand differentiations aren't huge. The purchaser might be fundamentally spurred by a low cost or the simplicity of procurement, just as the

general setting. Following the buy, the shopper might experience post-buy cacophony because of perceiving certain agitating parts of the bought item or hearing positive things about different items. The purchaser starts to find out more and attempts to legitimize their choice to diminish cacophony. For this situation, the shopper made a move first, then, at that point, acquired new convictions, lastly adjusted their perspective. In the present circumstance, the significant occupation of promoting interchanges is to give mentalities and evaluations that help the buyer have a decent outlook on their buy decisions a short time later. Buying Behavior that Seeks Variety.

Shopper input is immaterial in some purchasing conditions, in spite of the fact that there are significant brand incongruities. Shoppers are often seen trading brands around here. For example, on the off chance that somebody wishes to get some invigorating beverages. The buyer holds specific perspectives; the person picks any brand of cool beverage absent a lot of thought and investigations it while drinking it. Be that as it may, the shopper might pick an alternate brand the following break of weariness or a longing for an alternate character. Maybe than being inspired by misery, individuals trade brands with the end goal of assortment. In this



item class, the showcasing approach for the market chief and the more modest brand varies. By controlling rack space, forestalling unavailable circumstances, and subsidizing incessant update publicizing, the market chief will endeavor to prompt routine purchasing conduct. Challenger organizations, then again, will push individuals to attempt new things by offering diminished rates, offers, coupons, free examples, and promoting that accentuates the advantages of doing as such.

Consistent Purchasing Practices

Numerous items are bought without any considerable brand contrasts and with little buyer input. The acquisition of salt is a genuine model. Customers assume a minor part in this item class. They go to the store and search for a specific brand. It is habitually and solid brand devotion that they keep on going after a similar brand. Shopper communication with most minimal expense, frequently bought items is low, as per proof.

In these examples, purchaser conduct doesn't follow the typical conviction/mentality/personal conduct standard. Shoppers don't lead extensive examination into the brands, investigate their components, and settle on a basic choice on which one to buy. All things being equal, while

they sit in front of the TV or read papers, they are latent shoppers of data. Rather than brand conviction, ad redundancy produces brand commonality. Purchasers don't procure an assessment on a brand; all things considered, they pick this is on the grounds that it is recognizable. They may not assess it in the wake of buying since they are not related with the products. Subsequently, the purchasing system involves the arrangement of brand convictions through inactive learning, trailed by buy conduct, and possibly assessment. Since clients are not vigorously given to any brand, advertisers of low-association things with minor brand varieties think that it is viable to use evaluating and deals advancement as a motivator to item preliminary. There are a couple of things to remember while publicizing a low-contribution item. A couple of urgent things ought to be accentuated in the commercial duplicate. Since visual images and symbolism are immediately recollected and connected with a brand, they are vital. The publicizing effort ought to have a high pace of reiteration and a short message span. Since TV is a low-association medium that is helpful for learning, it is more compelling than paper. The promoting system ought to be established on the old-style molding guideline, as per which a



purchaser figures out how to connect an item with an image that is over and again connected with it. Advertisers can likewise endeavor to transform a low-inclusion item into a high-contribution offering. This can be cultivated by relating the item to an antagonistic issue, or by connecting the item to an argumentative individual circumstance, or by baiting the purchaser in with promoting that inspires compelling feelings identified with individual qualities or inner self guard. It ought to be noticed that these strategies just raise purchaser interest from a low to a moderate level; they don't, in any capacity, urge shoppers to participate in complex buying conduct.

RESEARCH METHODOLOGY

The planned study's research design is its blueprint. It represents the study's general plans. "A research design is a logical and systematic plan that aids in the direction of a research project."

A research design specifies a course of action to be followed in conjunction with a certain project. The selection of the research problem, presentation of the problem, formulation of objectives, formulation of hypotheses, methodology, geographical area, conceptual clarity, and construction of interview schedule,

data collection, sampling technique, statistical tools used, and other steps are all part of the research design process.

Pilot Study

The researcher did a pilot study to evaluate women's shopping behaviour in order to determine their level of interest in a certain product and to analyse the personal relevance of purchasing activities. Twenty young female respondents in Raipur, Chhattisgarh, and ten female respondents from Raipur were interviewed for this reason, and it was discovered that 39 of the forty females were involved in two-wheeler purchases. Respondents found it challenging to answer specific questions during pre-testing. Those questions were appropriately changed.

Data Collection

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.

Raipur District's Geographical Information

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.

RESULTS AND DISCUSSION

Reason For Purchasing Two-Wheelers

Women respondents buy two-wheelers for a variety of reasons. They can utilize it to get to school or college, as well as for personal purposes. Some women may utilize two-wheelers to go to and from work (like marketing).

Table 1: Distribution on The Basis of Purchasing Two- Wheelers

Sl. No.	Purpose of Buying	No. of Respondents	Percentage
1.	School/College	70	35.0%
2.	Personal Work	90	45.0%
3.	Office Work	30	15.0%
4.	Business	10	5.0%
	Total	200	100.0

Source: Primary Data

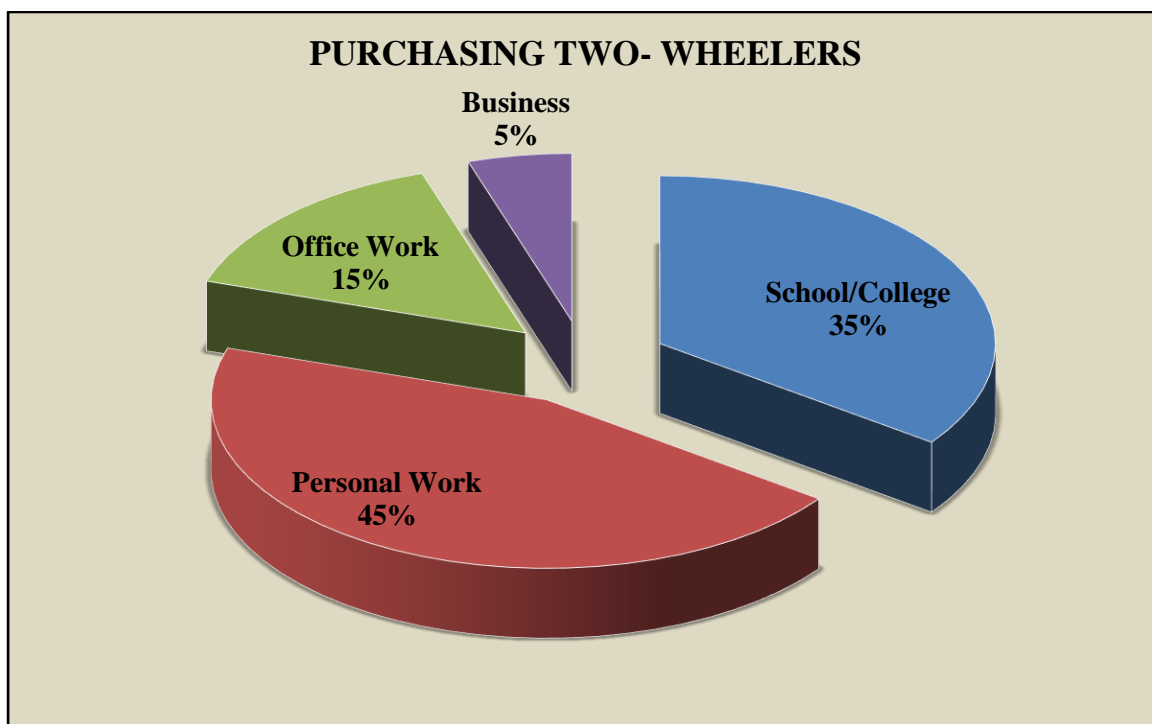


Figure 1: Distribution on The Basis of Purchasing Two- Wheelers

Table shows that 45.0 percent of respondents bought two-wheelers for personal use, 35.0 percent for going to school/college, 15.0% for office work, and 5.0 percent for business. The majority of respondents said they buy two-wheelers for personal use.

Persons influencing

The majority of respondents who buy two-wheelers are persuaded by others. Family members, friends, relatives, and others may influence respondents. Some of them may decide on their own. The percentage analysis of respondents who are persuaded to buy two-wheelers is shown in Table.

Table 2: Distribution on The Basis of Persons Influencing

Sl. No.	Sources of influence	No. of Respondents	Percentage
1.	Family Members	95	47.5%
2.	Self–decision	60	30.0%
3.	Friends	25	12.5%
4.	Relatives	15	7.5%
5.	Others (Mechanic shopkeeper.)	05	2.5%
	Total	200	100.0

Source: Primary Data

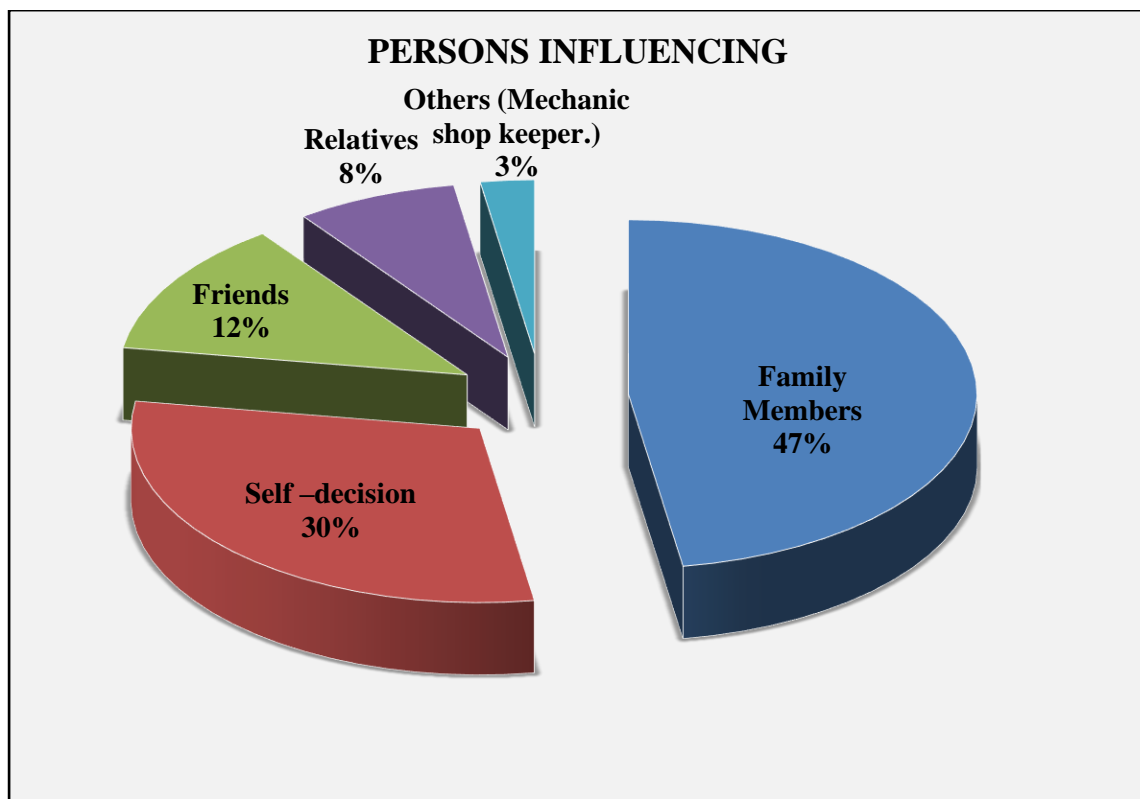


Figure 2: Distribution on The Basis of Persons Influencing



According to the above data, the majority of respondents are affected by their family members (47.5%), 30.0 percent make their own decision, 12.5 percent buy two-wheelers based on recommendations from friends, and the remaining 7.5 percent are influenced by relatives and others. The majority of respondents are influenced by their relatives.

Awareness prior to purchase

The respondents should be aware of two-wheelers before obtaining an automotive two-wheeler. The sources of awareness play a significant role in influencing purchasing decisions. Advertisements and hearing other people's perspectives can both help to raise awareness. The percentage analysis based on their awareness is shown in Table.

Table 3: Distribution on The Basis of Awareness Prior To Purchase

Sl. No.	Pre-Purchase Awareness	No. of Respondents	Percentage
1.	I knew of this before purchase	150	75.0%
2.	I don't know	50	25.0%
	Total	200	100.0%

Source: Primary Data

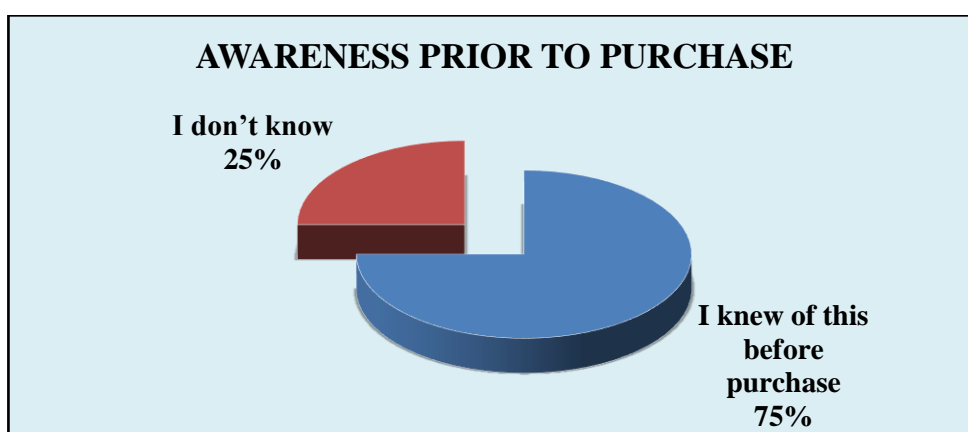


Figure 3: Distribution on The Basis of Awareness Prior To Purchase



According to the table, 75.0% of respondents were aware of two wheelers before to purchasing one, whereas only 25.0 percent of respondents were unaware of two wheelers. Before acquiring two-wheelers, the majority of respondents had knowledge.

The media's part in the pre-purchase of two-wheelers

The respondents' attitude is influenced by the

source of their information. In the purchasing of two-wheelers, the media plays an important influence. The media assists respondents in finding low-cost, high-quality products. TV, radio, magazines, dealers, friends, and relatives are among the various media. Information is used to determine how a buyer learns about two-wheelers. The percentage analysis of awareness among women respondents is clearly shown in Table.

Table 4: Distribution on the Basis of Pre- Purchase of Two- Wheelers

Sl. No.	Role of Media	No. of Respondents	Percentage
1.	TV& Radio	60	30.0%
2.	Magazine	20	10.0%
3.	Dealers	40	20.0%
4.	Friends and Relative	80	40.0%
	Total	200	100.0%

Source: Primary Data

Only 200 respondents had heard of two-wheelers before acquiring one. The bulk of women's awareness was established by friends and relatives, (40.0 percent). TV and radio were responsible for 30.0 percent of their awareness. The dealer was responsible for 20.0 percent of

the respondents' awareness. Only 10.0 percent of female respondents had used periodicals to raise awareness. Friends and relatives were the primary sources of information for the majority of the respondents.

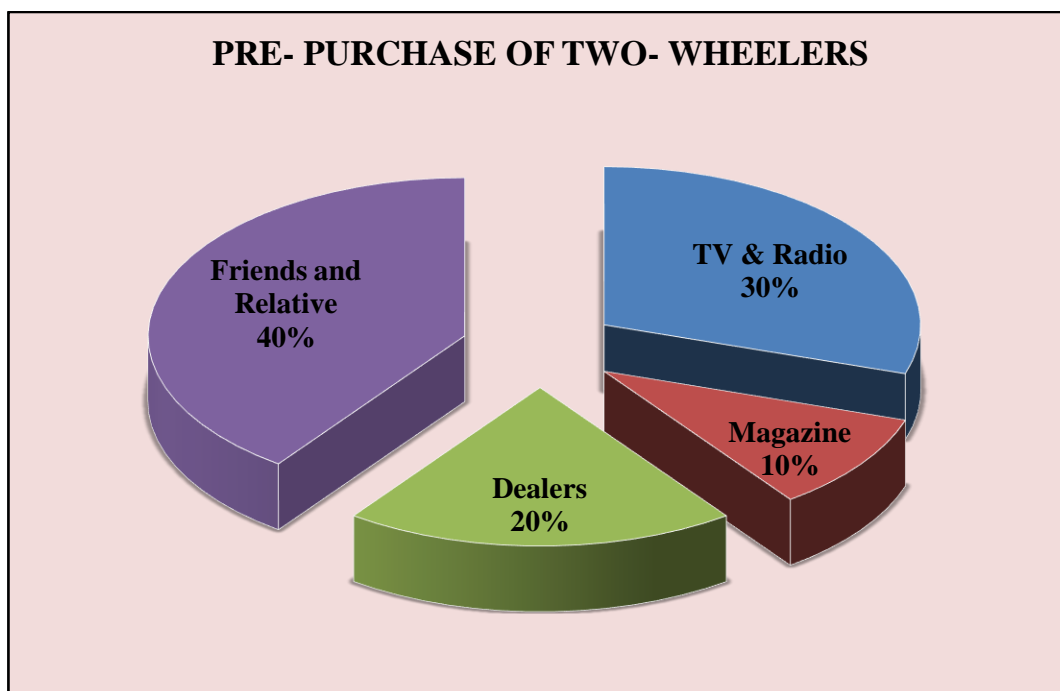


Figure 4: Distribution on The Basis of Pre- Purchase of Two- Wheelers

Final Decision on Two-Wheelers Purchase

In the buying of two-wheelers, the final selection is crucial. Any of the following people can make the final decision: ourselves, our

friends and relatives, our spouse (husband or wife), or our family members and children. Table shows the percentage analysis of the respondents depending on their final decision.

Table 5: Distribution on The Basis of Final Decision on Two- Wheelers Purchase

Sl. No.	Final Decision	No. of Respondents	Percentage
1.	Self-decision	60	30.0%
2.	Friends/Relatives	25	12.5%
3.	Spouse	30	15.0%
4.	Family Members	70	35.0%
5.	Children	15	7.5%
	Total	200	100.0%



According to the table above, 35.0% of respondents responded that family members make the final decision before making a purchase. 30.0 percent of them make the decision to buy two-wheelers on their own,

while 15.0 percent say their spouses make the final decision. Only 7.5 percent of purchases are influenced by children. After consulting with family members, the majority of responders make their decision.

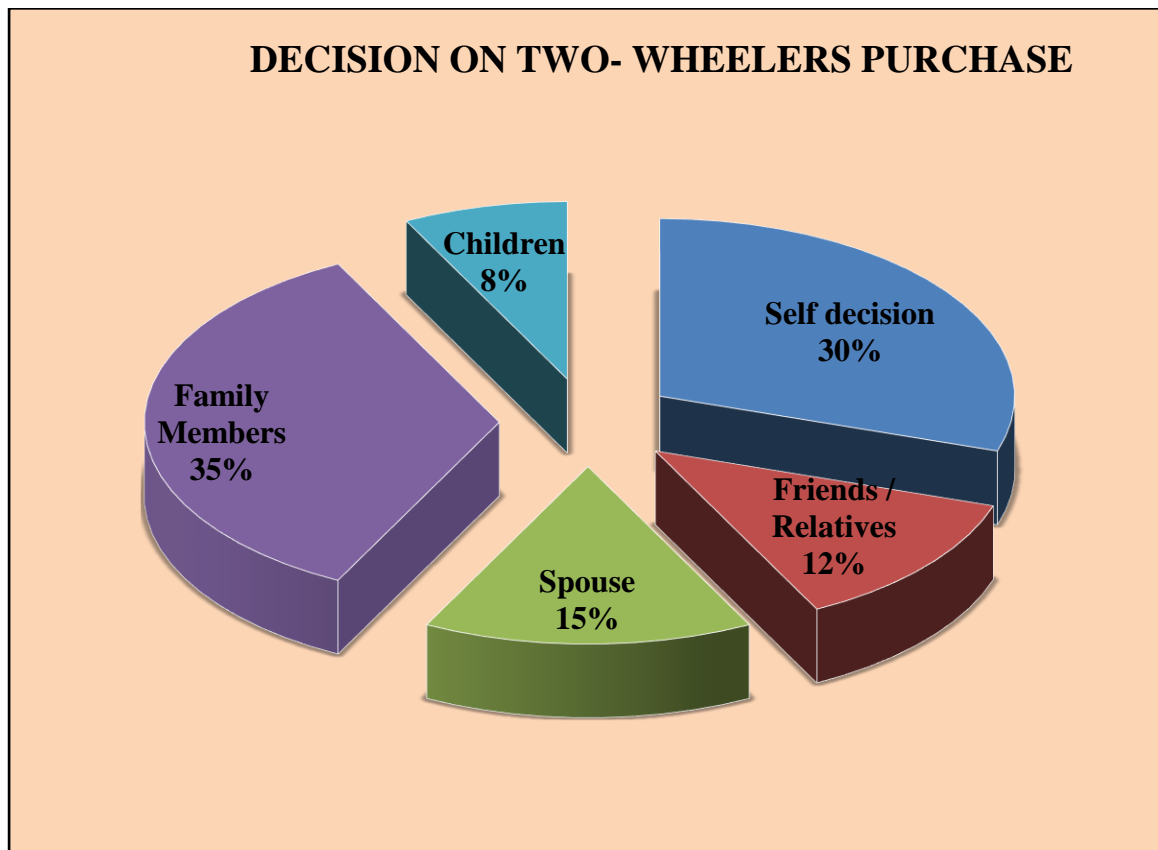


Figure 5: Distribution on The Basis of Final Decision on Two- Wheelers Purchase

CONCLUSION

Today's successful businesses employ an inside-out approach to their operations. They understand the value of constant monitoring and

adaptation to the environment. They also spent more time with customers and observed competition as a result of the changes in the environment, which provided marketers with possibilities to develop. The modern market is



extremely competitive and in flux. Individual consumers have achieved such prominence in marketing decision-making that the marketer is compelled to examine and organise each component of the marketing mix through the eyes of the customer. As a result, buying behaviour research has emerged. To begin, a business must determine what it can offer, how much it can sell, to whom it can sell, and how it will contact the targeted clients.

Buying behaviour encompasses all aspects of human behaviour that influence purchase decisions. The study of how individuals, groups, and organisations pick, buy, use, and dispose of goods, services, ideas, or experiences to meet their needs and preferences is known as consumer buying behaviour. Understanding women's behaviour and "getting to know your clients" is never easy. Women may say one thing but do something completely another. They might not be aware of their true motivations. They may be influenced by factors that cause them to change their minds at the last minute. When it comes to purchasing, women have a more nuanced and detailed decision-making process. Buying behaviour is the study of how people decide how to spend their limited resources (time, money, and effort) on

consumer goods. It entails examining what people buy, why they buy it, when they buy it, where they buy it, how frequently they buy it, and how frequently they use it.

The study of purchasing behaviour is an important part of marketing research. Due to the frequently changing nature of beliefs, perceptions, attitudes, behaviour, and the like, studying consumer behaviour is extremely challenging. The importance of studying consumer behaviour in relation to public policy formation and execution is becoming increasingly apparent. The various elements affecting customer behaviour can be linked to a variety of causes, which can be used to develop marketing strategies. At each stage of the purchasing process, marketers can effectively meet women's requirements, worries, and desires. Two-wheelers were once regarded as a status symbol. They have, nonetheless, become indispensable in today's world. Due to rising purchasing power, two-wheelers are being used more frequently these days.

The concept of studying buying behaviour is thought to entail looking at a product from the consumer's perspective. Recognizing the importance of the two-wheeler and customer



purchasing behaviour in the current economic climate, the researcher examined consumer perceptions and behaviour about this product. Yesterday's luxuries are today's necessities, as

the saying goes. As a result, in today's digital society, a two-wheeler is no longer considered a luxury.

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