

A STUDY ON CUSTOMERS' PROFILE AND THEIR OPINION ON TWO WHEELER/PURCHASES IN MADURAI CITY

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Abstract

The customer is the pivot around which the entire business activity revolves. It is essential and inevitable for the marketing managers to understand how and why a customer prefers and buys a product. The growth and development of science and technology paved the way for tremendous changes in the field of automobiles. The two wheeler industry has been witnessing a remarkable change because of the increased purchasing capacity and modified taste of the general public.

The opinions of customers regarding two wheelers are analysed by considering their socio-economic characteristics such as age, gender, marital status, education, occupation, number of members in the family and annual family income. The rationale for considering the personal details is that the socio-economic characteristics can influence the opinion level of customers. In this context, the relationship between the personal profile of two wheeler consumers and their level of opinion has been analysed by using percentage and chi-square test.

The term 'Respondents' in the context of the present study refers to the consumers, the ultimate users and beneficiaries of a well-known product namely, the two wheeler which finds an important place in almost all the families residing in the study area. Among these variables, gender, age, marital status, educational qualification, occupational status and family monthly income do not influence the level of opinion of the respondents on two wheelers in Madurai city. The size of the family of the respondents influences it.

keywords: *automobiles, consumers, Respondents, goodwill, two wheelers, Madurai city*

Introduction

In today's marketing world, marketers have to be consumer-centric and they need to understand them and to provide goods and services accordingly. The marketers have to take necessary steps and measures to keep in touch with the customers regularly. There should be a convenient contact with customers, for identifying customer needs, measuring customers' attitude and focus on response. However, if a company offers less than what the customers wants, it is as good as offering them nothing as they will never come back to the company and eventually the company will lose its goodwill. Once the company

identifies the genuine customers, the next task is to retain them and bring them back to the company again and again. The best way to retain them is fulfilling their expectations.

Statement of the Problem

Until the businessmen understand the attitude and behaviour of the customers, they cannot survive in their respective fields. To satisfy the customers and make them loyal it is essential to study their behaviour. More and more companies have come into the two wheeler market and offer a large number of models of two wheelers to the people. This article seeks to identify customer behaviour regarding two wheelers and the personal factors in forming opinion on two wheelers in Madurai city.

Objective of the Study

The specific objective of this article is to study the relationship between profile variables of the customers and their level of opinion on purchasing of two wheelers.

Null Hypotheses

The following null hypotheses were framed for analysing the opinion of respondents: There is no significant relationship between the gender, age, marital status, educational qualification, occupation, monthly income of the family and family size of the respondents and their level of opinion.

Research Methodology

This is an empirical research based on the survey method. The primary data were collected through a well structured questionnaire administered to a sample of 380 consumers selected from Madurai city and it was designed and pre-tested before it was administered.

In order to select the two wheeler consumers in Madurai city, the random sampling technique was used. The Madurai city comprises 100 Wards. The Ward-wise list of households was obtained from the Madurai Corporation and 380 households were randomly selected from all the wards. In each household, one person who has a two wheeler was randomly chosen for primary data collection. Only 380 questionnaires were filled up and collected. Out of 380 sample consumers 284 are male and 96 are female and the 115 are post-graduates, 125 are under-graduates while 38 of the respondents have studied upto school level, 63 are diploma holders and the rest have professional degrees.

Profile of the Respondents

The term 'Respondents' in the context of the present study refer to the consumers, the ultimate users and beneficiaries of a well-known product, namely the two wheeler which finds an important place in almost all the families residing in the study area. In this

study, people belonging to the various strata of society living in Madurai have been included. Respondents have also been classified on the basis of gender.

| Score | Very good | Good | Neither Good nor Poor | Poor | Very Poor |
|---------------------|-----------|------|-----------------------|------|-----------|
| Score for Statement | 5 | 4 | 3 | 2 | 1 |

Factors Influencing the Level of Opinion

Opinion of the Two wheeler Customers in the Madurai City

The following variables have been identified as the factors influencing the attitude of the respondents. They are: Gender; Age; Marital status; Educational qualification; Occupational status; Family monthly income; and the size of the family.

The minimum scores will be 10 and the maximum scores will be 50. The customers were classified into three categories namely those having high-level, medium level and low levels of opinion towards two wheelers.

The arithmetic mean (\bar{x}) and standard deviation (\uparrow) of the total opinion scores of the 380 respondents were computed. Scores above ($\bar{x} + \uparrow$) were considered to be of high level opinion. Scores below ($\bar{x} - \uparrow$) were treated as low level opinion. Scores in between ($\bar{x} - \uparrow$) and ($\bar{x} + \uparrow$) were considered to be of medium level opinion.

Arithmetic mean score was 77.

The standard deviation score was 10.

Calculation of an arithmetic mean and standard deviation regarding the level of opinion of customer of two wheeler in Madurai city.

Respondents whose opinion score were above 87 ($77+10$) were considered to have high level opinion and those whose opinion score was below 67 ($77-10$) were considered to have a low level opinion and the respondents whose opinion score was in between 87 and 67 were classified as those with a medium level opinion.

Gender and the Level of Opinion

Table 1: Gender and the Level of Opinion

| Sl. No. | Gender | Opinion Level | | | Total |
|---------|--------|----------------|-----------------|----------------|------------------|
| | | Low | Medium | High | |
| 1. | Male | 44 (11.58%) | 188 (49.47%) | 52 (13.68%) | 284 (74.73%) |
| 2. | Female | 10 (2.63%) | 62 (16.32%) | 24 (6.32%) | 96 (25.27%) |
| Total | | 54 (14.21%) | 250 (65.79%) | 76 (20.00%) | 380 (100.00%) |

Source: Compiled from Primary Data.

Gender is an important factor in determining the level of opinion of respondents. The gender of the respondents has been identified as the first variable. Table 1 shows the gender of the respondents and their level of opinion.

Table 1 shows that out of the 380 respondents, 284 (74.73%) are males and 96 (25.27%) are females. Out of the 76 respondents with high level of opinion 52 (13.68%) are males and the remaining 24 (6.32%)

are females. Out of 250 (65.79%) respondents with a medium level opinion, 188 (49.47%) are males and 62 (16.32%) are females. Out of the 54 respondents with low level of opinion, 44 (11.58%) are males and the remaining 10 (14.21%) are females respectively.

$$\begin{aligned} \text{Degrees of Freedom} &= (c-1)(r-1) \\ &= (3-1)(2-1) \\ &= 2 \end{aligned}$$

$$\text{Calculated Value of } \chi^2 = 2.94$$

$$\text{Table Value of } \chi^2_{0.05} = 5.99$$

Since the calculated value of 2.94 is less than the table value both at the 5 per cent and the 1 per cent level of significance, the null hypothesis is accepted. Hence, it is concluded that there is no relationship between gender and the level of opinion on two wheelers.

Age and the Level of Opinion

Table 2: Age and the Level of Opinion

| Sl. No. | Age | Opinion Level | | | Total |
|---------|----------------|----------------|-----------------|----------------|------------------|
| | | Low | Medium | High | |
| 1. | Up to 35 Years | 29 (7.63%) | 148 (38.95%) | 54 (14.21%) | 231 (60.79%) |
| 2. | 36 - 45 Years | 23 (6.05%) | 91 (18.00%) | 22 (5.79%) | 136 (35.79%) |
| 3. | 46 - 55 Years | 2 (0.53%) | 9 (3.26%) | --- | 11 (2.89%) |
| 4. | Above 55 Years | -- | 2 (0.53%) | -- | 2 (0.53%) |
| Total | | 54 (14.21%) | 250 (65.79%) | 76 (20.00%) | 380 (100.00%) |

Source: Compiled from Primary Data

Age is one of the important factors which help to identify the level of opinion. Table 2 shows the age and level of respondents' opinion in respect of two wheelers. From Table 2, it is observed that out of the 76 respondents with high level of opinion, 54 (14.21%) are in the age group of up to 35 years, followed by 22

(5.79%) in the age group of between 36 and 45 years. Out of the 250 respondents with medium level of opinion, 148 (38.95%) are in the age group of up to 35 years, followed by 91 (18.00%) in the age group of 36-45 years, 9 (3.26%) in the age group of 46 and 55 years and 2 (0.53%) in the age group of above 55 years. Further, it is also clear that out of the 54 respondents with low level of opinion, 29 (7.63%) are in the age group of up to 35 years, followed by 23 (6.05%) in the age group of between 36-45 years, 2 (0.53%) in the age group of 46 and 55 years respectively.

$$\begin{aligned} \text{Degrees of Freedom} &= (r-1)(c-1) \\ &= (4-1)(3-1) \\ &= 6 \end{aligned}$$

$$\text{Calculated Value of } \chi^2 = 7.38$$

$$\text{Table Value of } \chi^2_{0.05} = 12.6$$

Since, the calculated value 7.38 per cent is less than the table value at the 5 per cent level of significance, the null hypothesis is accepted. Hence, it is concluded that the age of the respondents does not influence the level of opinion of the customers.

Marital Status and the Level of Opinion

Table 3: Marital Status and The Level of Opinion

| Sl. No. | Marital Status | Opinion Level | | | Total |
|---------|----------------|----------------|------------------|-----------------|------------------|
| | | Low | Medium | High | |
| 1. | Married | 32 (8.42%) | 163 (42.897%) | 43 (11.324%) | 238 (62.63%) |
| 2. | Unmarried | 22 (5.79%) | 87 (22.89%) | 33 (8.68%) | 142 (37.37%) |
| | Total | 54 (14.21%) | 250 (65.79%) | 76 (20.00%) | 380 (100.00%) |

Source: Compiled from Primary Data

The level of opinion may also depend upon the marital status. Hence, an attempt is made to study the relationship between the marital status and the level of opinions of the respondents on two wheelers.

It is seen from Table 3, out of the 76 respondents with high level of opinion 43 (11.32%) are married while 33 (8.68%) are unmarried. Out of the 250 respondents with medium level opinion 163 (42.89%) are married, followed by 87 (22.89%) who are unmarried. Further out of the 54 respondents with low level opinion 32 (8.42%) are married followed by 22 (5.79%) who are unmarried.

The results of the chi - square test are below:

$$\begin{aligned} \text{Degrees of Freedom} &= (c-1) (r-1) \\ &= (3-1) (2-1) \\ &= 2 \\ \text{Calculated Value of } \chi^2 &= 2.16 \\ \text{Table Value of } \chi^2 0.05 &= 5.99 \end{aligned}$$

Since the calculated value 2.16 is less than the table value at the 5 per cent level of significance, the null hypothesis is accepted. Hence, it is concluded that the marital status of the customers does not influence the level of opinion on two wheelers in Madurai City.

Educational Qualification and Level of Opinion

Table 4 Educational Qualification and the Level of Opinion

| Sl. No. | Educational Qualification | Opinion Level | | | Total |
|---------|--------------------------------|----------------|-----------------|----------------|------------------|
| | | Low | Medium | High | |
| 1. | 5 th Standard - HSC | 5 (1.32%) | 32 (8.42%) | 1 (0.26%) | 38 (10.00%) |
| 2. | Under Graduate | 15 (3.95%) | 80 (21.05%) | 30 (7.89%) | 125 (32.891%) |
| 3. | Post-graduate | 16 (4.21%) | 71 (18.68%) | 28 (7.37%) | 115 (30.26%) |
| 4. | Diploma Holders/ Professionals | 18 (4.74%) | 67 (17.63%) | 17 (4.47%) | 102 (26.84%) |
| | Total | 54 (14.21%) | 250 (65.79%) | 76 (20.00%) | 380 (100.00%) |

Source: Compiled from Primary Data

Education is an important factor influencing the opinion of the consumers on two wheelers. The educational qualification of the respondents and their level of opinion are shown in Table 4. Table 4 shows that out of the 76 respondents with high level of opinion, 30 (7.89%) are undergraduates, 28

(7.89%), 17 (4.47%) and 1 (0.26%) are postgraduates, Diploma holders/Professionals and people educated from 5th standard to HSC respectively. Out of the 250 respondents with medium level of opinion, 80 (21.05%) are undergraduates, followed by 71 (18.68%), 67 (17.63%) and 32 (8.42%) whom are postgraduates, Diploma holders/Professionals and 5th Standard to HSC level of education respectively. Out of the 54 respondents with low level opinion, 18 (4.74%) are diploma holders/professionals followed by 16 (4.21%), 15 (3.95%) and 5 (1.32%) who are postgraduates, undergraduates and 5th Standard to HSC level of education respectively.

The chi - square test is presented below:

$$\begin{aligned} \text{Degrees of Freedom} &= (r-1) (c-1) \\ &= (4-1) (3-1) \\ &= 6 \\ \text{Calculated Value of } \chi^2 &= 12.1 \\ \text{Table Value of } \chi^2_{0.05} &= 12.6 \end{aligned}$$

Since the calculated value 12.1 is less than the table value at the 5 per cent level of significance, the null hypothesis is accepted. Hence, it is concluded that the educational qualification of the respondents does not influence the level of opinion on two wheelers in Madurai City.

Occupational Status and the Level of Opinion

Table 5 Occupational Status and the Level of Opinion

| Sl. No. | Occupational Status | Opinion Level | | | Total |
|---------|---|----------------|-----------------|----------------|------------------|
| | | Low | Medium | High | |
| 1. | Government Employee | 19 (5.00%) | 76 (20.00%) | 23 (6.05%) | 118 (31.05%) |
| 2. | Private Employee | 10 (2.63%) | 69 (18.16%) | 17 (4.470%) | 96 (25.26%) |
| 3. | Self-employed/ Businessmen/ Housewife | 3 (0.79) | 43 (11.31%) | 5 (1.32%) | 51 (13.42%) |
| 4. | Farmer/Student/Casual Labourers | 22 (5.79%) | 62 (16.32%) | 31 (8.16%) | 115 (30.270%) |
| | Total | 54 (14.21%) | 250 (65.79%) | 76 (20.00%) | 380 (100.00%) |

Source: Compiled from Primary Data

Occupation is one of the best socioeconomic characteristics to measure the level of opinion. An attempt has been made to analyse the relationship between the occupational status and the level of opinion on two wheelers. It is observed from Table 5 that out of the 54

respondents with low level of opinion, 22 (5.79%) are in the category of farmers, students and casual laborers followed by 19 (5.00%), 10 (2.63%) and 3 (0.79%) in the categories of government employees, private employees, self-employed/businessmen and housewives respectively. Out of the 250 respondents with medium level of opinion 76 (20.00%) are

government employees while 69 (18.16%) 62 (16.32%) and 43 (11.31%) respondents are in the categories of private employees, farmer / students / casual laborers and Self employed / Businessmen / Housewives respectively. Out of the 76 respondents with high level opinion 31 (8.16%) are in the category of Farmer / Students / Casual labours, while 23 (6.05%), 17 (4.47%) and 5 (1.32%) are Government employees, private employees and in the category of Self-employed / Businessmen / Housewives respectively.

The results of chi-square are given below:

$$\begin{aligned} \text{Degrees of Freedom} &= (r-1) (c-1) \\ &= (4-1) (3-1) \\ &= 6 \\ \text{Calculated Value of } \chi^2 &= 7.11 \\ \text{Table Value of } \chi^2 0.05 &= 12.6 \end{aligned}$$

Since the calculated value 7.12 is less than the table value at the 5 per cent level of significance, the null hypothesis is accepted. Hence, it is concluded that the occupational status of the respondents does not influence the level of opinion on two wheelers in Madurai City.

Monthly Income and the Level of Opinion

Table 6 Family Monthly Income and the Level of Opinion

| Sl. No. | Monthly Income | Opinion Level | | | Total |
|---------|-----------------------|----------------|-----------------|----------------|------------------|
| | | Low | Medium | High | |
| 1. | Up to Rs.20,000 | 36 (9.47%) | 164 (43.16%) | 44 (11.58%) | 244 (64.21%) |
| 2. | Rs.20,001 - Rs.30,000 | 6 (1.58%) | 37 (9.74%) | 8 (2.10%) | 51 (13.42%) |
| 3. | Rs.30,001 - Rs.40,000 | 7 (1.84%) | 27 (7.11%) | 10 (2.63%) | 44 (23.43%) |
| 4. | Above Rs.40,000 | 5 (1.32%) | 22 (5.79%) | 14 (3.68%) | 41 (10.79%) |
| Total | | 54 (14.21%) | 250 (65.79%) | 76 (20.00%) | 380 (100.00%) |

Source: Compiled from Primary Data

Monthly income is one of the most important factors to measure the level of opinion. An attempt has been made to analyse the relationship between the monthly income and the level of opinion on two wheelers.

It is seen from table 6 that Out of the 76 respondents with high level of opinion 44 (11.58%) have up to Rs.20,000 monthly income, 14 (3.68%) 10 (2.63%) and 8 (2.10%)

respondents have above Rs.40,000, Rs.30,001 to Rs.40,000 and Rs.20,001 to Rs.30,000 respectively. Out of 250 respondents with a medium level opinion, 164 (43.16%) get up to Rs.20,000 while 37 (9.74%), 27 (7.11%) and 22 (5.79%) get Rs.20,001 to Rs.30,000, 'Rs.30,001 to Rs.40,000 and above Rs.40,000 respectively. Out of the 54 respondents with low level of opinion, 36 (9.47%) get up to Rs.20,000 followed by 7 (1.84%) 6 (1.58%) and 5 (1.32%) who get income of Rs.30,001 to Rs.40,000, Rs.20,001 to Rs.30,000 and above Rs.40,000 respectively.

$$\begin{aligned}
 \text{Degrees of Freedom} &= (r-1) (c-1) \\
 &= (4-1) (3-1) \\
 &= 6 \\
 \text{Calculated Value of } \chi^2 &= 7.16 \\
 \text{Table Value of } \chi^2 0.05 &= 12.6
 \end{aligned}$$

Since the calculated value 7.16 is less than the table value at the 5 per cent level of significance, the null hypothesis is accepted. Hence, it is concluded that the family's monthly income does not influence the level of opinions of the respondents regarding the purchase of two wheelers in Madurai City.

Family Size and the Level of Opinion

Table 7 Size of the Family and the Level of Opinion

| Sl. No. | Size of the Family | Opinion Level | | | Total |
|---------|--------------------|----------------|-----------------|----------------|------------------|
| | | Low | Medium | High | |
| 1. | Up to 2 Members | 1 (0.26%) | 15 (3.95%) | 6 (1.58 %) | 22 (5.59%) |
| 2. | 3 Members | 12 (3.16%) | 48 (12.63%) | 15 (3.95 %) | 75 (19.34%) |
| 3. | 4 Members | 13 (3.42%) | 111 (29.21%) | 24 (6.32%) | 148 (38.95%) |
| 4. | Above 4 Members | 28 (7.367%) | 76 (20.00%) | 31 (8.16%) | 135 (35.52%) |
| Total | | 54 (14.21%) | 250 (65.79%) | 76 (20.00%) | 380 (100.00%) |

Source: Compiled from Primary Data

The size of the family may influence the level of opinion. The level of opinion varies from a small size family to a large size family. The customers who have large families may feel the need for two or more two-wheelers than those in the small families.

Out of the 54 respondents with low level of opinion 28 (7.36%) have the families of above four members, followed by 13 (3.42%), 12 (3.16%) and one (0.26%) with families of four members, three members and up to two members respectively. Out of the 250 respondents with medium level of opinion 111 (29.21%) are of the families consisting of four members, while 76 (20.00%), 48 (12.63%) and 15 (3.95%) belong to families consisting of above four members, three members and up to two members respectively. Out of the 76 respondents with high level of opinion 31 (8.16%) belong to families consisting of above four members while 24 (6.32%), 15 (3.95%) and 6 (1.58%) belong to families with four members, three members and up to two members respectively.

$$\begin{aligned}
 \text{Degrees of Freedom} &= (r-1) (c-1) \\
 &= (4-1) (3-1) \\
 &= 6 \\
 \text{Calculated Value of } \chi^2 &= 14.78 \\
 \text{Table Value of } \chi^2 0.05 &= 12.6
 \end{aligned}$$

Since the calculated value 14.78 is greater than the table value of the 5 per cent level of significance, the null hypothesis is rejected. Hence, it is concluded that the size of the family of the respondents influences the level of opinion on two wheelers in Madurai City.

Conclusion

Among these variables, gender, age, marital status, educational qualification, occupational status and family monthly income do not influence the level of opinions of the respondents on two wheelers in Madurai city. The size of the family of the respondents influences it.

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