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A STUDY OF CONSUMER BUYING BEHAVIOUR TOWARDS TWO-WHEELER AMONG TRIBAL YOUTHS IN DUMKA DISTRICT, JHARKHAND

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ABSTRACT
The main objective of this paper is to study consumer behaviour towards two-wheelers among the youth. In addition, it focuses on the decision-making process involved in considering and purchasing two-wheelers. A total of 105 youths of Dumka district, Jharkhand constitutes the study sample. A questionnaire was prepared for this study. The results of the study indicated that the majority of the respondents were bike owners. Mileage and its features were the two most important factors considered by youth when purchasing two-wheelers. Most of the respondents expressed satisfaction with the company's after-sales service. The majority of the respondents purchased their two-wheelers in cash, and the most important external factor influencing respondents' decisions to buy two-wheelers was brand image.
KEYWORDS: *Consumer Buying Behaviour, Two-Wheeler, Purchase Decision, Tribal Youths, Dumka*

INTRODUCTION

Consumer buying behaviour is widely regarded as an integral part of marketing. Kotler and Keller (2011) states that consumer buying behaviour is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants.

Consumer behaviour studies how individuals, groups, or organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. It involves understanding the motivations, attitudes, preferences, and behaviours of consumers as they make decisions about what products or services to buy and how to use them.

DEFINITION

"Consumer behaviour is the study of how people buy, what they buy, when they buy and why they buy."-Kotler (1994)

"Those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts"- Engel, et al. (1986)

"The behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs"- Schiffman (2007)

REVIEW OF LITERATURE

Numerous factors influence consumer behaviour with regards to two-wheelers, as demonstrated in the literature. Studies have shown that various factors such as service quality, price perception, customer satisfaction, and continuous favourable price perceptions play a significant role in customer retention (Jiang & Rosenbloom, 2005). Furthermore, there exists a positive correlation between the opinions of consumers towards electric two-wheelers and their intention to purchase these vehicles (Jayasingh et al., 2021). Factors such as service quality, perceived product quality, perceived consumer value, brand image, and consumer empowerment influence two-wheeler consumer retention behavior (Malhotra, 2021). In developing countries like India, despite the associated risks of accidents two-wheelers are the most popular mode of transport due to their affordability and convenience (Arfee et al., 2019). Utility, comfort, social image, and accessibility are some of the elements that affect people's decisions to buy two-wheelers ("Exploring the Relationship of Factors Affecting Consumers' Buying Behaviour for Scooty in Kolkata.", 2024). Positive user experiences with two-wheelers can enhance satisfaction and intrinsic motivation, impacting their intention to purchase electric two-wheelers (Huang, 2019). Overall, consumer behaviour towards two-wheelers is a complex interplay of factors such as price perception, service quality,

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environmental concerns, cultural orientation, and user experiences, all of which shape purchase intentions and preferences in the two-wheeler market.

OBJECTIVES OF THE STUDY

1. To determine the factors influencing purchase of two wheelers among youths
2. To study after-sales service satisfaction among youths.

Hypothesis of the study:
H01: Gender has no significant association between the types of vehicles owned by the respondents
H02: Income has no significant association between the mode of billing among the respondents.

SCOPE OF THE STUDY

The study is limit to the youth of Dumka district in Jharkhand

SAMPLE SIZE

For this study 105 respondents were selected by random sampling method.

SOURCES OF DATA

Both Primary and secondary data were used for the purpose of the study. A questionnaire was prepared to collect primary data and various articles, journals, books etc. were used to collect secondary data.

LIMITATION OF THE STUDY

1. The study is limited to youth in Dumka district of Jharkhand. Thus, the sample may not be representative of all.
2. Owing to time limitations only 105 samples were collected for the purpose of the survey.

DATA ANALYSIS

Table 1: Gender

	Frequency	Percent
Male	60	57.1
Female	45	42.9
Total	105	100.0

As shown in Table 1, the majority of respondents (57.1%) were male, while the remaining 42.9% were female.

Table 2 : Age

	Frequency	Percent
18-25 years	82	78.1
25-32 years	17	16.2
32-39 years	6	5.7
Total	105	100

Table 2 indicates that the majority of respondents (78.1%) were in the 18–25 age group, followed by 16.2% in the 25–32 age group, and the remaining 5.7% in the 32–39 age group.

Table 3: Income

	Frequency	Percent
10000-20000	57	54.3
20000-30000	10	9.5
30000-40000	11	10.5
40000-50000	12	11.4
Above 50000	15	14.3
Total	105	100.0

Table 3 presents the income distribution of respondents. The majority (54.3%) have an annual income between Rs. 10,000 and Rs. 20,000, followed by 14.3% earning above Rs. 50,000. Additionally, 11.4% had an income between Rs. 40,000 and Rs. 50,000, 10.5% between Rs. 30,000 and Rs. 40,000, and the remaining 9.5% between Rs. 20,000 and Rs. 30,000.

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Table 4: Types of two-wheelers owned.

	Frequency	Percent
Bike	59	56.2
Scooty	46	43.8
Total	105	100

Source: Sample survey

The above table represents the types of two-wheelers owned by the respondents. It shows that majority (56.2%) owned a bike, while the remaining 43.8% owned a scooty

Table 5: Consideration taken while purchasing two-wheeler

	Frequency	Percent
Model	16	15.2
Design	9	8.6
Colour	1	1
Mileage	48	45.7
Features	31	29.5
Total	105	100

Table 5 illustrates the factors considered by respondents when purchasing a two-wheeler. The majority (45.7%) prioritized mileage, followed by 29.5% who considered features. Additionally, 15.2% focused on the model, 8.6% on design, and only 1% considered color as a deciding factor.

Table 6: Impact of advertising on purchase of two-wheelers

	Frequency	Percent
Yes	80	76.2
No	25	23.8
Total	105	100

Table 6 indicates that advertisements influenced the purchasing decisions of the majority (76.2%) of respondents, while the remaining 23.8% were not impacted. This suggests that advertisements play a significant role in influencing two-wheeler buyers.

Table 7: Satisfaction on after-sales service.

	Frequency	Percent
Yes	87	82.9
No	18	17.1
Total	105	100

Table 7 shows that the majority of respondents (82.9%) were satisfied with the company's after-sales service, while 17.1% expressed dissatisfaction

Table 8: In two-wheeler what does matter the most

	Frequency	Percent
Performance	55	52.4
Fuel efficiency	50	47.6
Total	105	100

The table indicates that for 52.4% of respondents, the performance of the two-wheeler was the most important factor, while 47.6% prioritized fuel efficiency.

Table 9: Maintenance cost of two wheeler

	Frequency	Percent
Average	95	90.5
High	10	9.5
Total	105	100

The table illustrates the maintenance cost perceptions of two-wheeler owners. The results indicate that the majority (95%) of respondents consider the maintenance cost to be average."

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Table 10: Mode of Billing

	Frequency	Percent
cash	80	76.2
finance	25	23.8
Total	105	100

The table indicates that the majority of respondents (76.2%) preferred cash as their mode of payment, while the remaining 23.8% opted for financing.

Table 11: External factors influencing Two wheelers purchase

	Frequency	Percent
Print media	11	10.5
Electronic media	20	19
Exhibition	10	9.5
Trade show	6	5.7
Brand Image	58	55.2
Total	105	100

The table indicates that brand image was the primary factor influencing respondents' decision to purchase a two-wheeler.

FINDINGS

- The majority (57.1 %) of the respondents were male, while 42.9 % were female.
- Majority (78.1 %) of the respondents were in the 18-25 age group, 16.2 % in the 25-32 age group and the rest 5.7 % in the 32-39 age group.
- Majority (54.3 %) of the respondents had an annual income between Rs. 10,000 and Rs. 20,000
- More than half (56.2 %) of the respondents owned bikes.
- Mileage and features were the two most important influencing two wheelers purchase among the respondents.
- Majority (86 %) of the respondents were satisfied with after sales service of the company.
- 52.4 % of the respondents feels performance of the bikes matter to them the most while the remaining 48 % consider fuel efficiency.
- Majority (80%) of the respondents purchase their two wheelers in cash.
- Brand image was the most influential external factors among the respondents for purchase of two wheelers.

CONCLUSION

This research explored the consumer buying behaviour towards two wheelers among the tribals in dumka district, Jharkhand. It looked at different product features which could influence the consumer's decision to buy two wheelers like, mileage, price, performance, after sales service. The study found that majority of the respondents owned bikes, out of many features mileage and product features were the two most considerations while purchasing two wheelers. Most of the respondents were satisfied by the customer services provided by the dealers and majority of the respondents purchase their bikes in cash. The study concludes that understanding consumer buying behavior is essential for businesses to succeed in today's competitive environment. Analyzing this behavior is key to maximizing customer satisfaction and gaining a competitive edge.

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