A Study on Factors Influencing on Consumers Buying Behaviour towards Two-Wheelers in Prakasam District, Andhra Pradesh

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Abstract: Buyer behaviour occupies a pivotal place in marketing research. An attempt is made in this present piece of research to find out the importance of consumer buying behavior towards two-wheelers. Two wheeler automobile market of India is one of most competitive market in the world. Enormous factors, including both internal and external factors influencing the buyer, it seem to extract an effective and efficient influence on the purchasing decisions of the consumers, purchase intention of consumers depends on several factors. The feeling of freedom and being one with the nature comes only for riding a two wheeler. Indians prefer the two wheelers because of their small manageable size, low maintenance, and pricing and easy loan repayment. Motorized two wheelers are seen as a symbol of status by the populace. The study was conducted with a sample size of 500 respondents based on convenient sample method who were potential users of two - wheeler like employees, students, and professional etc. The research model has been proposed with two factor groups, such as traditional factors and two- wheeler characteristic factors affect to consumer buying behavior towards bikes. The statistical tools like Simple percentage method, ANOVA Test and Likert's scale technique were used. In view of this, the present study is proposed to analyse the factors influencing on consumers purchase decision towards two-wheelers in the area of prakasam district, Andhra Pradesh.

Key words: Consumer behaviour, Cultural, Social, Personal, Psychological factors and Product characteristics

I. Introduction

Indian automobile industry, especially the two wheeler segment has undergone tremendous change from the earlier times, when two wheelers were more or less about the scooters and bikes were the odd one out. Over the years, consumer behaviour has changed drastically and it has become all the more dynamic, changing on a regular basis. This makes it necessary for the organizations to understand the impact that consumer behaviour has on the marketing plans and strategies. If the same is left out then it can lead to a dangerous situation. With this the automobile industry is moving at a rapid pace whereby increasing the number of vehicles on roads which includes all the four wheelers, three wheelers and two wheelers. India is global major in the two wheeler industry producing motor cycles, scooters and mopeds principally of engine capacities below 200cc. The two wheeler industry in India has grown at a compounded annual growth rate of more than 15% during the last five years and Indian two wheelers comply with some of the most stringent emission and fuel efficiency standards maintained worldwide. Motorcycle is basically a two-wheeler mechanism with an engine used basically for the purpose of conveyance. It is not only the consumer itself, but there is also a lot of internal and external stimuli, including demographic factors, economic factors, and sociological factors and psychological factors etc. which resemble the complete picture of consumer behaviour. Through this conceptual review based paper efforts has been made to get insight about the factors responsible for attracting consumers to buy motorcycles as well as factors resulting in consumer satisfaction and dissatisfaction as well. The feeling of freedom and being one with the nature comes only for riding a two wheeler. Indians prefer the two wheelers because of their small manageable size, low maintenance, and pricing and easy loan repayment. Motorized two wheelers are seen as a symbol of status by the populace. The marketing concept is consumer oriented and the emphasises more on the consumer rather than on the product. The essence of modern marketing lies in building of profit along with creating meaningful value satisfaction for the costumers, whose needs and desires have to be coordinated with the set of products and production programmes. Therefore, marketing success an enterprise depends as its ability to create a community of satisfied consumers. All the business activities should be carried out in ways which are directed towards the satisfaction of the consumer needs.

II. About the consumer

An individual who buys a products or services for personal use and not for manufacture or resale. A consumer is someone who can make the decision whether or not to purchase an item at the store, and someone who can influence by marketing and advertisements. Anytime someone goes to as store and purchases toys, shirts, beverages, two wheelers, or anything else, they are making that decision as a consumer.

Everybody in this world is a consumer of our life we are buying and consuming an incredible variety of goods and services. However, we all have different tastes, likes and dislikes and adopt different behavior patterns while making purchase decisions. Many factors affect how we, as individuals and as societies, live, buy, and consume. External influences such as culture, ethnicity, and social class influence how individual consumers buy and use products, and help explain how groups of consumers behave. Consumer behavior is comparatively a new field of study which evolved just after the Second World War. The seller's market has disappeared and buyers market has come up. This led to paradigm shift of the manufacturer's attention from product to consumer and specially focused on the consumer behavior. The evaluation of marketing concept from mere selling concept to consumer oriented marketing has resulted in buyer behavior becoming an independent discipline. The growth of consumerism and consumer legislation emphasizes the importance that is given to the consumer. The heterogeneity among people makes understanding consumer behavior a challenging task to marketers. Hence marketers felt the need to obtain an in-depth knowledge of consumers buying behavior. There are three fundamental patterns which a consumer can follow and they could be:
➢ Brand first, retail outlet second.
➢ Retail outlet first, brand second.
➢ Brand and retail outlet simultaneously.

Consumer behavior is a relatively new field of study emerged in late 1960s with no history or body of research of its own unlike branches of economics. Many early theories concerning consumer behavior were based on economic theory on the notion that individuals act to maximize their benefits in the purchase of goods and services.

III. Consumer buying behaviour

We all are consumers and due to being human it is natural to change in our behaviour. Buyer is an Individual or business that purchases the goods or services produced by a business. The customer is the end goal of businesses, since it is the customer who pays for supply and creates demand. Businesses will often compete through advertisements or sales in order to attract a larger customer base. Behaviour means the way in which an animal or person behaves in response to a particular situation or stimulus. Consumer is the King in the present competitive world. In this marketing war fare, consumer is only the person who can change the fate of companies which were struggling for survival. In ancient days, the players may have complete control over the market and customers, but the scenario completely changed. Due to the many options in the market, no customer is directly or blindly purchasing the products or services as he is going through evaluation process. Consumer behaviour is seen to involve a complicated mental process as well as physical activity (purchase decision). Consumer behaviour is a decision process and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services. Consumer Behaviour reflects the totality of consumer's decisions with respect to the acquisition, consumption and disposition of goods, services, time and ideas by (human) decision making. It is not only the consumer itself, but there is also a lot of internal and external stimuli, including demographic factors, economic factors, and sociological factors and psychological factors etc. which resemble the complete picture of consumer behaviour. So, the marketer has to examine all these factors also along with other variables for studying the consumer behaviour to its full extent.

IV. Objectives of the study

1. To analyze the traditional factors influencing on consumer purchase decision towards two-wheelers.
2. To examine the characteristics of the product that influence on purchase decision towards two-wheeler.

V. Methodology of the study

The methodology of the study is based on the primary as well as secondary data.

Primary data: Primary data for the study has been collected through a well-framed and structured questionnaire to elicit the well-considered opinions of the respondents. Convenient sampling is adopted to obtain the responses from the two wheeler consumers of Prakasam district, Andhra Pradesh. The data was collected with the help of interviews, personal observation, pilot survey and questionnaire. This study employs both analytical and descriptive type of methodology.

Secondary data: Secondary data are collected from journals, magazines, publications, reports, books,

periodicals, articles, research papers, websites, company publications, manuals and booklets etc.

V.i.Research design:

The present paper of the research design is primarily exploratory research and analytical in nature. An effort is to be made to know whether the behavior of the two wheeler owners is influenced by traditional factors, Product features and brand. The study also used descriptive research where it has used in cross sectional survey in conducting a sample survey for collecting data for analysis.

V.ii.Sampling Procedure: Sample is selected on basis of convenient sampling method.
V.iii.Sampling Area and Sample size: Convenient sampling technique is adopted in this study. Samples of 500 two wheeler users were considered from the each important towns of prakasam district in Andhra Pradesh namely Ongole, Kandhukur, Markapur, chirala.

VI. Hypothesis of the study

H_1: There is a Traditional factors do influence the buying behaviour of consumers
H_0: There is a Traditional factors do not influence the buying behaviour of consumers
H_2: There exists a degree of association between two-wheeler characteristics and consumer buying behaviour.
H_0: There exists No degree of association between two-wheeler characteristics and consumer buying behaviour

VII.   Factors Influencing Buying Behaviour of Consumers

Consumer behaviour doesn't remain the same or constant in every situation it changes time to time. There are various factors which affects consumer behaviour. As the change comes in these factors, consumer behaviour also changes. Following are the factors which affect consumer behaviour. A consumer's buying behavior is influenced by cultural, social, personal and psychological factors and also factors of product characteristics. Consumer behavior is a part of human behavior and by studying previous buying behavior, marketers can estimate how consumers might behave in the future when making purchasing decisions. (Kotler&Armstrong) Our study a consumer, making a purchase decision will be affected by the following factors:

Personal factors:

An individual's decisions are influenced by personal factors such as a buyer's age and lifecycle, occupation, economic situation, lifestyle, and personality and self concept. Consumers' change during their life and buying of products alter depending on age and stage of life. Age related factors are such as taste in food, clothing, recreation and furniture. Moreover, environment, values, lifestyle, hobbies and consumer habits evolve during lifetime. Family life stages change purchasing behavior and brand selection. Traditionally a family life cycle included only young singles and married couples with children. Nowadays marketers are focusing on alternative, nontraditional stages such as unmarried couples, childless couples, same sex couples, single parents and singles marrying later in life.

Psychological factors:

A buyer's choices are also influenced by four psychological factors, motivation, perception, learning, and beliefs and attitudes. A consumer is an individual who has different kind of needs. t hose needs can be biological like thirst or psychological arising from the need of recognition or belonging. A need can be aroused to a sufficient level of intensity when it alters   a motive. A motive is basically a need that drives a person to seek satisfaction. Abraham Maslow is probably the most k now psychologist who has examined human needs. He sought to explain why humans are driven by different needs at different times. Maslow's hierarchy of needs focus the most pressing at the bottom and the least pressing at the top. T he basic rule is to satisfy first the basic need before proceeding up the ladder. When that need has been fulfilled, it stops being a motivator and a person focuses on the next most important need. Maslow's needs are:
- ➢ Physiological: basic need such as sleep, food or water.
- ➢ Safety: need to feel secured and protected.
- ➢ Belongingness: need to feel loved and be accepted by others.
- ➢ Ego needs: to accomplish something and have status among others.
- ➢ Self -actualization: to have enriching experiences and feel self -fulfillment.

Social factors:

Social factors affect consumer behavior significantly. Every individual has someone around influencing their buying decisions. In two wheeler industry social factors like reference groups and family have a strong influence on consumer's behaviour. The important social factors are: reference groups, family, role and status.Every consumer is an individual, but t still belongs to a group. The group to which a consumer belongs is called a membership group. This is a direct and simple classification. The second group type is a reference group. The reference group influences the self - image of consumers and consumers' behavior. The reference group provides some points of comparison to consumers about their behavior, lifestyle or habits. Usually there are many smaller reference groups, which are formed by family, close friends, neighbors, work group or other people that consumers associate with. The groups to which a consumer does not belong yet can also influence. Aspirational groups are groups where a consumer aspires to belong and wants to be part in the future.

For example Bajaj XCD model has failed in Rajasthan market because of product issue. Repetitive product complaints have created a negative image in market resulting in negative image among reference groups.

Cultural Factors:

Culture refers to the set of values, ideas, and attitudes that are accepted by a homogenous group of people and transmitted to the next generation. Cultural factors also have a great impact on two wheeler consumers .It can be seen that Muslims prefer purchasing two wheeler in white colour thereby vehicles gets sold more of white colour Culture also determines what is acceptable with product advertising. Culture determines what people wear, eat, reside and travel. Cultural values in the US are good health, education, individualism and freedom. The norms and values learned from their parents (nurture) and their surroundings such as education and the work environment (nature) are then passed down to future generations. A sub culture is a homogeneous group of people who share elements of the overall culture as well as cultural elements unique to their own group. Within subcultures, people's attitudes, values, and purchase decisions are even more similar than they are within the broader culture. Sub cultural differences may result i n considerable variation within a culture in what, how, when, and where people buy goods and services.

VIII. Factors influencing on two-wheelers purchase

Indian Two-Wheeler Market is showing a continuous steady demand and thus resulting in growing production and sales volume. This is mainly due to the launching of new attractive models at affordable prices, design innovations, easy finance and latest technology utilized in manufacturing of vehicles. The sale of two-wheeler products has increased tremendously. The knowledge of consumer behaviour enables them to take appropriate marketing decisions in respect of the following factors: Product design/model, Pricing of the product, Promotion of the product, Place of distribution, mileage of two-wheeler, comfort of the bikes and brand image of the product etc.

IX. Data analysis and interpretation

Demographic Details of the Customers the demographic detail is an essential aspect in relationship marketing process useful for the marketing organization to employ suitable strategies. In particular, Gender, Age, Education, and monthly Income and also traditional factors and product characteristics play a vital role on buying behaviour of consumers towards two-wheelers.

IX.I. Traditional factors influencing on consumer purchase decision:

Table- 1. Cultural factors

S.no	item	SA	AG	NT	DA	SDA	Ms	Sd	%
1	My Values influence my p.d	178 (35.6%)	194 (38.8%)	77 (15.4%)	37 (7.4%)	14 (2.8%)	3.97	1.03	74.25
2	My perception influence my p.d	180 (36%)	94 (18.8%)	61 (12.2%)	91 (18.2%)	72 (14.4%)	3.44	1.49	60.99
3	My preferences influence my p.d	178 (35.6%)	191 (38.2%)	59 (11.8%)	42 (8.4%)	30 (6%)	3.89	1.16	72.75
	Avg.frequencies	178.76	159.67	65.67	56.67	38	3.77	1.23	69.33

Source: Data gathered from field survey   p.d stands purchase decision

The above table shows the data on Cultural factors. Under this dimension 3 variables were observed. With regard to the item My Values influence my purchase decisions 35.6% of the respondents had strongly agreed, 38.8% of the respondents had agreed and 15.4% of the respondents had neither agreed nor disagreed the statement, however 7.4% of the respondents disagreed and 2.8% of the respondents had strongly disagreed with the above statement under sub-variable one. with regard to the item My perception influence my purchase decisions 36% of the respondents had strongly agreed ,18.8% of the respondents agreed and 12.2% of the respondents had neither agreed nor disagreed the statement, however 18.2 % of the respondents disagreed and 14.4 % of the respondents had strongly disagreed with the above statement under sub-variable two.With regard to the item My preferences influence my purchase decisions 35.6% of the respondents had strongly agreed ,38.2 % of the respondents agreed and 11.8% of the respondents had neither agreed nor disagreed the statement, however 8.4% of the respondents disagreed and 6% of the respondents had strongly disagreed with the above statement under sub-variable three.

Hypothesis -1

Ha1: Cultural Factors Influence Consumer Buying Behaviour

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	854.496	4	213.624	2237.761	.000
Within Groups	47.254	495	.095		
Total	901.750	499			

To test the significance between two variables ANOVA test had conducted. from the analysis i had evidenced that p value was less than 0.05 and f value was greater than p value with 2237.76 it means cultural factor significantly influence consumer buying behaviour.

Table-2. Social factors

S.no	Social factors	SA	A	NT	D	SDA	Ms	Sd	%
1	My Reference group influence	211 (42.2%)	123 (24.6%)	59 (11.8%)	62 (12.4%)	45 (9%)	3.79	1.34	69.65
2	My Family influence my p.d	269 (53.8%)	142 (28.4%)	15 (3%)	49 (9.8%)	25 (5%)	4.16	1.18	79.05
3	My Social role influence my p.d	149 (29.8%)	139 (27.8)	90 (18%)	52 (10.4%)	70 (14%)	3.49	1.38	62.25
4	My Status influence my p.d	130 (26%)	140 (28%)	100 (20%)	60 (12%)	70 (14%)	3.40	1.36	60.00
	Average frequencies	190 (38%)	136 (27.2%)	66 (13.2%)	56 (11.2%)	52 (10.4%)	3.71	1.32	67.74

Source: data gathered from field survey

Interpretation:
The Table shows the data on social factors. under this dimension 4 variables were observed with regard to the item my Reference group influence my purchase decisions 42.2% of the respondents had strongly agreed, 24.6% of the respondents agreed and 11.8% of the respondents had neither agreed nor disagreed the statement, however 12.4 % of the respondents disagreed and 9 % of the respondents had strongly disagreed with the above statement under sub-variable one. With regard to My Family influence my purchase decisions 53.8% of the respondents had strongly agreed, 28.4% of the respondents agreed and 3% of the respondents had neither agreed nor disagreed the statement, however 9.8 % of the respondents disagreed and 5 % of the respondents had

strongly disagreed with the above statement under sub-variable two.   With regard to my social role influence my purchase decisions 29.8% of the respondents had strongly agreed, 27.8 % of the respondents agreed and 18% of the respondents had neither agreed nor disagreed the statement, however 10.4% of the respondents disagreed and 14 % of the respondents had strongly disagreed with the above statement under sub-variable three. With regard to My status influence my purchase decisions 26% of the respondents had strongly agreed,28 % of the respondents agreed and 20 % of the respondents had neither agreed nor disagreed the statement, however 12% of the respondents disagreed and 14 % of the respondents had strongly disagreed with the above statement under sub-variable four.

Hypothesis -2

Ha2: Social Factors Influence Consumer Buying Behaviour

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	873.974	4	218.494	3893.831	.000
Within Groups	27.776	495	.056		
Total	901.750	499			

To test the significance between two variables ANOVA test had conducted. from the analysis i had evidenced that p value was less than 0.05 and f value was greater than p value with 3893.831 it means social factor significantly influence consumer buying behaviour.

Table-3. Personal factors

S.no	**Personal factors**	SA	A	NT	D	SDA	Ms	Sd	%
1	My Age influence p.d	183 (36.6)	184 (36.8%)	50 (10%)	54 (10.8%)	29 (5.8%)	3.56	1.37	63.90
2	My Life styles influence p.d	132 (26.4%)	164 (32.8%)	72 (14.4%)	69 (13.8%)	63 (12.6%)	3.47	1.35	61.65
3	My Occupation influence p.d	156 (31.2%)	159 (31.8%)	79 (15.85%)	66 (13.2)	40 (8%)	3.65	1.26	66.25
4	My Economic circumstances	160 (32%)	196 (39.2%)	21 (4.2%	66 (13.2%)	57 (11.4%)	3.67	1.35	66.80
5	My Personality influence p.d	97 (19.4%)	201 (40.2%)	84 (16.8%)	61 (12.2%)	57 (11.4%)	3.44	1.25	61.00
	Average frequency	145.6	180.8	61.2	63.2	49.2	3.62	1.29	65.60

Source: Data gathered from field survey

Interpretation:

The Table shows the data on personal factors under this dimension 5 sub variables observed with regard to the item My Age influence my purchase decisions 36.6% of the respondents had strongly agreed, 36.8 % of the respondents agreed and 10% of the respondents had neither agreed nor disagreed the statement, however 10.8% of the respondents disagreed and 13.8 % of the respondents had strongly disagreed with the above statement under sub-variable one. With regard to my Life styles influence my purchase decisions 26.4% of the respondents had strongly agreed, 32.8 % of the respondents agreed and 14.4% of the respondents had neither agreed nor disagreed the statement, however 13.8% of the respondents disagreed and 12.6 % of the respondents had strongly disagreed with the above statement under sub-variable two. With regard to my occupation influence my purchase decisions 31.2% of the respondents had strongly agreed, 31.8 % of the respondents agreed and 15.85% of the respondents had neither agreed nor disagreed the statement, however 13.2% of the respondents disagreed and 8 % of the respondents had strongly disagreed with the above statement under sub-variable three. With regard to My Economic circumstances influence my purchase decisions 32% of the respondents had strongly agreed, 39.2 % of the respondents agreed and 4.2% of the respondents had neither agreed nor disagreed the statement, however 13.2% of the respondents disagreed and 11.4 % of the respondents had strongly disagreed with the above statement under sub-variable four. With regard to My Personality influence my purchase decisions 19.4% of the respondents had strongly agreed, 40.2% of the respondents agreed and 16.8% of the respondents had neither agreed nor disagreed the statement, however 12.2% of the respondents disagreed and 11.4 % of the respondents had strongly disagreed with the above statement under sub-variable five.

Hypothesis : 3

Ha3 : personal factors do influence consumer buying behaviour

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	872.143	4	218.036	3645.344	.000
Within Groups	29.607	495	.060		
Total	901.750	499			

To test the significance between two variables ANOVA test had conducted. from the analysis i had evidenced that p value was less than 0.05 and f value was greater than p value with 218.036 it means personal factor significantly influence consumer buying behaviour.

Table-4. Psychological factors

S.no	Psychological factors	SA	A	NT	D	SDA	Ms	SD	%
1	My Need influence my p.d	285 (57%)	100 (20%)	74 (14.8%)	19 (3.8%)	22 (4.4%)	4.21	1.11	80.35
2	My Security and safety p.d	209 (41.8%)	122 (24.4%)	80 (16%)	33 (6.6%)	56 (11.2%)	3.79	1.35	69.75
3	My experience influence p.d	126 (25.2%)	176 (35.2%)	84 (16.8%)	33 (6.6%)	81 (16.2%)	3.47	1.36	61.65
4	My belief influence p.d	154 (30.8%)	113 (22.6%)	93 (18.6%)	92 (18.4%)	48 (9.6%)	3.47	1.35	61.65
	Average frequencies	193.50	127.75	82.75	44.25	51.75	3.74	1.29	68.35

Source: Data gathered from field survey

Interpretation:

The Table shows the data on psychological factors under this dimension 4 sub variables observed with regard to the item My Need influence my purchase decisions 57% of the respondents had strongly agreed, 20% of the respondents agreed and 14.8% of the respondents had neither agreed nor disagreed the statement, however 3.8% of the respondents disagreed and 4.4% of the respondents had strongly disagreed with the above statement under sub-variable one. With regard to the item My Security and safety influence my purchase decisions 41.8% of the respondents had strongly agreed, 24.4% of the respondents agreed and 16% of the respondents had neither agreed nor disagreed the statement, however 6.6% of the respondents disagreed and 11.2 % of the respondents had strongly disagreed with the above statement under sub-variable two.

with regard to the item My experience influence my purchase decisions 25.2% of the respondents had strongly agreed ,35.2% of the respondents agreed and 16.8% of the respondents had neither agreed nor disagreed the statement, however 6.6% of the respondents disagreed and 16.2 % of the respondents had strongly disagreed with the above statement under sub-variable three.

With regard to the item My belief towards specific event influence my purchase decisions 30.8% of the respondents had strongly agreed ,22.6% of the respondents agreed and 18.6% of the respondents had neither agreed nor disagreed the statement, however 18.4% of the respondents disagreed and 9.6% of the respondents had strongly disagreed with the above statement under sub-variable four.

Hypothesis:-4

Ha4 : psychological factors do influence consumer buying behaviour

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	856.300	4	214.075	2331.534	.000
Within Groups	45.450	495	.092		
Total	901.750	499			

To test the significance between two variables ANOVA test had conducted. from the analysis i had evidenced that p value was less than 0.05 and f value was greater than p value with 2331.534 it means personal factor significantly influence consumer buying behaviour.

Table : 5. Traditional factors influencing consumer buying behaviour

S.no	factors	SA	AG	NT	D	SDA	Ms	SD	%
1	Cultural	179	160	66	57	38	3.77	1.26	69.25
2	Social	190	136	66	56	52	3.71	1.35	67.8
3	Personal	146	180	61	63	50	3.62	1.29	65.45
4	psychological	193	128	83	44	52	3.73	1.33	68.3
	average frequency	177	151	69	55	48	3.71	1.31	67.7

Interpretation:

The table shows the data on traditional factors .From the table it can seen all the traditional factors influence consumer buying behaviour the overall mean score of the factors 3.71 in percentage it can be measured as 67.7%. Among the four factors cultural factors strongly influence buying behaviour. Followed by psychological factors 3.73 mean score, social factors with the mean of 67.8 and personal factors mean score 65.45 hence it concluded that traditional factors influence consumer buying behaviour.

IX.II. Influence of two-wheeler characteristics on consumer purchase decision

Table-6: Influence of two-wheeler characteristics

S.no	Two-wheeler characteristics	SA	A	NT	D	SDA	MS	SD	%
1	Two-wheeler price influence my p.d	121 (24.2%)	159 (31.8%	80 (16%)	92 (18.4%)	48 (9.6%)	3.43	1.29	60.65
2	Technological features of the two wheeler p.d	162 (32.45%)	183 (36.6%)	42 (8.4%)	75 (15%)	38 (7.6%)	3.71	1.27	67.80
3	Schemes of the Brand influence my p.d	148 (29.6%)	174 (34.8%)	65 (13%)	45 (9%)	68 (13.6%)	3.58	1.35	64.45
4	Quality standards of the two wheelers influence	181 (36.2%)	200 (40%)	10 (2%)	51 (10.2%)	58 (11.6%)	3.79	1.34	69.75
5	Post purchase sales services influence p.d	154 (30.85%)	89 (17.8%)	83 (16.6%)	78 (15.6%)	96 (19.25)	3.25	1.51	56.35
6	Brand image influence my purchase decision	166 (33.2%)	187 (37.4%)	51 (10.2%)	52 (10.4%)	44 (8.8%)	3.76	1.26	68.95
7	Mileage influence my buying decision	141 (28.2%)	134 (26.8%)	77 (15.4%)	62 (12.4%)	86 (17.2%)	3.36	1.44	59.10
8	Good looks and service quality influence p.d	141 (28.2%)	215 (43%)	60 (12%)	45 (9%)	39 (7.8%)	3.75	1.18	68.70
9	Comfort of the Two-wheeler influence my	170 (34%)	126 (25.2%)	54 (10.8%)	96 (19.2%)	54 (10.8%)	3.52	1.40	63.10
10	Promotional activities influence my p.d	146 (29.2%)	186 (37.2%)	58 (11.6%)	59 (11.8)	51 (10.2%)	3.63	1.29	65.85
	Average frequencies	153.78 (30.8%)	163 (32.65)	58 (11.6%)	66.22 (13.2%)	59 (11.8%)	3.57	1.33	64.31

Interpretation:

The Table shows the data on influence of two wheeler Two-wheeler characteristics on consumer purchase decision under this dimension 10 sub variables observed with regard to the item Two-wheeler price influence my purchase decision 24.2% of the respondents had strongly agreed ,31.8% of the respondents agreed and 16% of the respondents had neither agreed nor disagreed the statement, however 18.4% of the respondents disagreed and 9.6% of the respondents had strongly disagreed with the above statement under sub-variable one. With regard to the item Technological features of the two wheeler influence my purchase decisions 32.45% of the respondents had strongly agreed, 36.6% of the respondents agreed and 8.4% of the respondents had neither agreed nor disagreed the statement, however 15% of the respondents disagreed and 7.6 % of the respondents had strongly disagreed with the above statement under sub-variable two. With regard to the item Schemes of the brand influence my purchase decision 29.6% of the respondents had strongly agreed, 34.8% of the respondents agreed and 13% of the respondents had neither agreed nor disagreed the statement, however 9% of the respondents disagreed and 13.6 % of the respondents had strongly disagreed with the above statement under sub-variable three.

With regard to the item Quality standards of the two wheelers influence my purchase decision 36.2% of the respondents had strongly agreed, 40% of the respondents agreed and 2% of the respondents had neither agreed nor disagreed the statement, however 10.2% of the respondents disagreed and 11.6% of the respondents had strongly disagreed with the above statement under sub-variable four. With regard to the item Post purchase sales services influence my purchase decision 30.85% of the respondents had strongly agreed, 17.8% of the respondents agreed and 16.6% of the respondents had neither agreed nor disagreed the statement, however 15.6% of the respondents disagreed and 19.25 % of the respondents had strongly disagreed with the above statement under sub-variable five. With regard to the item Brand image influence my purchase decision 33.2% of the respondents had strongly agreed, 37.4% of the respondents agreed and 10.2% of the respondents had neither agreed nor disagreed the statement, however 10.4% of the respondents disagreed and 8.8% of the respondents had strongly disagreed with the above statement under sub-variable six.

with regard to the item   Mileage influence my buying decision 28.2% of the respondents had strongly agreed ,26.8% of the respondents agreed and 15.4% of the respondents had neither agreed nor disagreed the statement, however 12.4% of the respondents disagreed and 17.2% of the respondents had strongly disagreed with the above statement under sub-variable seven. With regard to the item Good looks and service quality influence my purchase decision 28.2% of the respondents had strongly agreed ,43% of the respondents agreed and 12% of the respondents had neither agreed nor disagreed the statement, however 9% of the respondents disagreed and 7.8 % of the respondents had strongly disagreed with the above statement under sub-variable eight.

With regard to the item Comfort of the Two-wheeler influence my purchase decision 34% of the respondents had strongly agreed, 25.2% of the respondents agreed and 10.8% of the respondents had neither agreed nor disagreed the statement, however 19.2% of the respondents disagreed and 10.8% of the respondents had strongly disagreed with the above statement under sub-variable nine. With regard to the item Promotional activities influence my purchase decision 29.2% of the respondents had strongly agreed, 37.2% of the respondents agreed and 11.6% of the respondents had neither agreed nor disagreed the statement, however 11.8% of the respondents disagreed and 10.2% of the respondents had strongly disagreed with the above statement under sub-variable ten.

From the analysis it had observed that 64.31% of the respondents favoured that Two-wheeler characteristics influence consumer buying behaviour.

Table-7: Rank wise influence of Two-wheeler characteristics on consumer buying behaviour

S.no	Two-wheeler characteristics	Mean score	Rank
1	Quality standards of the two wheelers influence my p.d	3.79	1
2	Brand image influence my purchase decision	3.76	2
3	Good looks and service quality	3.75	3
4	Technological features of the two wheeler influence p.d	3.71	4
5	Promotional activities influence my purchase decision	3.63	5
6	Schemes of the Brand influence my purchase decision	3.58	6
7	Comfort of the Two-wheeler influence my p.d	3.52	7
8	Two wheeler price influence my purchase decision	3.43	8
9	Mileage influence my buying decision	3.36	9
10	Post purchase sales services influence my purchase	3.25	10
	Total mean scores	35.78	

Alternate Hypothesis
H_{a1}:   There exists a degree of association between Two-wheeler characteristics and consumer buying behaviour
Test Applied: ANOVA

Null Hypothesis
H_{01}:   There exists No degree of association between Two-wheeler characteristics and consumer buying behaviour
.Test Applied: ANOVA
In order to test the above hypothesis framed for verifying the dimension wise analysis towards two wheeler, an ANOVA analysis was conducted to verify the same. It runs as follows.

Table 8.: Item-wise ANOVA Analysis

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
PRICE	Between Groups	748.857	4	187.214	1060.249	.000
	Within Groups	87.405	495	.177		
	Total	836.262	499			
TECHNOLOGY	Between Groups	771.258	4	192.814	2868.728	.000
	Within Groups	33.270	495	.067		
	Total	804.528	499			
SCHEMES	Between Groups	880.686	4	220.172	3089.846	.000
	Within Groups	35.272	495	.071		
	Total	915.958	499			
QUALITY	Between Groups	871.588	4	217.897	4352.617	.000
	Within Groups	24.780	495	.050		
	Total	896.368	499			
POSTPUR	Between Groups	1068.969	4	267.242	2011.235	.000
	Within Groups	65.773	495	.133		
	Total	1134.742	499			
BRAND	Between Groups	751.202	4	187.801	2354.890	.000
	Within Groups	39.476	495	.080		
	Total	790.678	499			
MILEAGE	Between Groups	950.432	4	237.608	1346.957	.000
	Within Groups	87.320	495	.176		
	Total	1037.752	499			
GOODLOOKS	Between Groups	635.813	4	158.953	1221.094	.000
	Within Groups	64.435	495	.130		
	Total	700.248	499			
COMFORT	Between Groups	939.850	4	234.962	2846.292	.000
	Within Groups	40.862	495	.083		
	Total	980.712	499			
PROMOTION	Between Groups	798.470	4	199.617	2944.994	.000
	Within Groups	33.552	495	.068		
	Total	832.022	499			

Table shows clearly indicates the calculated values of ANOVA analysis with regard to the proposed dimensions of Two-wheeler characteristics. With regard to the items price influence purchasing behaviour of the respondent had analyzed showed significant f- values and their calculated values are higher than the table values and hence they are statistically significant at 1% level of significance accepting the alternate hypothesis and rejecting the null hypothesis. With regard to the item of technological features of the Two-wheeler analyzed , showed significant f- values and their calculated values were higher than the table values and hence they were statistically significant at 1% level of significance accepting the alternate hypothesis an rejecting the null hypothesis. With regard to the item schemes of the Two-wheeler analyzed, showed significant f- values and

their calculated values were higher than the table values and hence they were statistically significant at 1% level of significance accepting the alternate hypothesis and rejecting the null hypothesis. With regard to the item quality of the Two-wheeler analyzed, showed significant f- values and their calculated values were higher than the table values and hence they were statistically significant at 1% level of significance accepting the alternate hypothesis and rejecting the null hypothesis. With regard to the item post purchase of the Two-wheeler analyzed, showed significant f- values and their calculated values were higher than the table values and hence they were statistically significant at 1% level of significance accepting the alternate hypothesis and rejecting the null hypothesis. With regard to the item brand of the Two-wheeler analyzed, showed significant f- values and their calculated values were higher than the table values and hence they were statistically significant at 1% level of significance accepting the alternate hypothesis and rejecting the null hypothesis.

With regard to the item mileage of the Two-wheeler analyzed, showed significant f- values and their calculated values were higher than the table values and hence they were statistically significant at 1% level of significance accepting the alternate hypothesis and rejecting the null hypothesis. With regard to the item Good looks of the Two-wheeler analyzed, showed significant f- values and their calculated values were higher than the table values and hence they were statistically significant at 1% level of significance accepting the alternate hypothesis and rejecting the null hypothesis. With regard to the item comfort of the Two-wheeler analyzed, showed significant f- values and their calculated values were higher than the table values and hence they were statistically significant at 1% level of significance accepting the alternate hypothesis and rejecting the null hypothesis. With regard to the item sales promotion of the Two-wheeler analyzed, showed significant f- values and their calculated values were higher than the table values and hence they were statistically significant at 1% level of significance accepting the alternate hypothesis and rejecting the null hypothesis.

X. Conclusion

The paper has presented the research model on factor influencing consumer behaviour towards two-wheeler vehicles in prakasam district. From the analysis of the study we found that can seen all the traditional factors influence consumer buying behaviour the overall mean score of the factors 3.71 in percentage it can be measured as 67.7%. Among the four factors cultural factors strongly influence buying behaviour. Followed by psychological factors 3.73 mean score, social factors with the mean of 67.8 and personal factors mean score 65.45 hence it concluded that traditional factors influence consumer buying behaviour and also analysis of characteristics it observed that 64.31% of the respondents favoured that Two-wheeler characteristics influence consumer buying behaviour. So both factors most influencing on consumer buying behaviour towards two-wheelers in prakasam district.

XI. References

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