

**EMPIRICAL ANALYSIS OF RETAIL SEARCH
BEHAVIOUR OF TWO-WHEELER USERS-
AN OVERVIEW OF GANJAM DISTRICT**

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Abstract-

The era of liberalisation, privatization and globalisation has brought changes in the consumerism. In the modern consumer-oriented market, consumer is considered as the king of market. The marketing philosophy of business assumes that an organisation can best serve, prosper and attain profit by identifying and satisfying the needs of its customers. Identification of the information about the consumer decision making process helps the executives in formulating various marketing strategies that could induce consumers to take positive purchase decision. So the marketing managers have to study, analyze and interpret the ever changing consumer behaviour. This paper intends to study the retail search behavior of two-wheeler users in Ganjam District, Odisha. It also attempted to provide suggestions to accelerate the free flow of information.

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INTRODUCTION

Consumers are the pivot point around which the entire business of a firm revolves. Satisfaction of the consumers is the ultimate goal of a business enterprise. So, the marketing managers attempt to recognize the consumer along with his likes, dislikes, expectations and motivations. It not only studies what the consumers buy but also covers all where, how, when and under what condition of consumer behavior. According to Engel, Blackwell & Kollat, Consumer behavior refers to those acts of individuals directly involved in obtaining and using economic goods and services including the decision processes that precede and determine these acts.

Marketing success of an enterprise depends on its core competency to persuade the consumers. Consumer behavior is affected by a host of variables ranging from personal, professional needs, attitudes and values, individual characteristics, social economic and cultural background, age, gender, professional status to social influences of various kinds exerted by a family, friends, colleagues and society as a whole. An analysis of the consumer's behavior in terms of consumption patterns, preferences and the buying process is very much helpful to formulate a firm's marketing strategy. Information regarding the consumer is indispensable to know who consume products and services or play a role in buying decision and why they do so. Need of the consumer varies from person to person. The real problem lies with locating the factors which are responsible for selection of a particular brand. The modern marketing management tries to solve the basic problems of consumers in the area of consumption. It involves concentrated efforts to understand the buying process and all the factors influencing it. Consumer behavior differs on the basis of uniqueness of products. Buying behavior differs for durable and Non-durable products. Durable products are high-involvement products whereas Non-durable products are generally low-involvement products.

They face a lot of dilemma at the time of taking a purchase decision. Consumers have to identify their needs, collect information, evaluate alternatives and make purchase decision. These decisions are useful to both marketers and policy makers.

Automobile industry is one of the fastest growing industries of the world. After the liberalization era Indian automobile sector has come a long way. HERO, BAJAJ, TVS, ROYAL ENFIELD, HONDA, LML, KINECTIC are the major players of the motor cycle segment.

RETAIL SEARCH

The marketing managers through advertisements create stimuli in the minds of consumers. Purchase of durable products involves parting with huge amount of available resources ((time, money, effort) on consumption related items. So, the consumers are very conscious about purchasing decision. Brand selection has become a complex process. The evoked list includes only few selected brands. Retail search is undertaken on those brands and finally one best brand is selected. During the retail search, the consumers visit to the showrooms, resort to a number of resources to collect more information about the brands. Potential customers resort to a number of sources like general, personal and retail to collect information regarding the products included in the evoked list. Television, Magazine, Newspaper, internet etc are important general sources which distribute information regarding features of bikes. Personal experience of friends, colleagues are considered as most important sources of information. Inside the showroom sales personnel and sales literature provide necessary information regarding the technology, trend, style, after sales service etc. The consumers collect a lot of information regarding the product from these sources before they take the purchasing decision.

OBJECTIVES

- a. To identify the impact of demographic factors on purchasing of two-wheeler.
- b. To analyze the impact of behavioral factors of consumers on choosing particular brand of motor bike.
- c. To suggest various factors to improve sales.
- d. To identify the various factors influencing consumer's purchasing decision.

METHODOLOGY

Both primary and secondary data are used for the analysis. The primary data collected through questionnaires administered to a sample of 150 consumers which is selected from two towns of Ganjam i.e., Berhampur and chhatrapur. Well analysed Questionnaire is used to prepare and design before it was administered. Secondary data is also collected through various publications of newspapers, magazines, books and magazines websites of Hero Honda, and TVS bikes.

DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE**Table 1 Age wise Classification of Respondents**

Age in years	Number of respondents	Respondents (%)
<30	63	42
30-50	80	53
>50	7	5
Occupation		
Serviceman	69	46
Businessman	36	24
Professional	45	30
Income (Rs.)		
< 20,000	39	26
20,000-40,000	71	47
>40,000	40	27
Education		
Up to Graduation	72	48
Post Graduation	41	27
Professional	37	25

Primary Source

Table 2 Sources of information

Sl.No.	Sources	No. of Respondents
1.	General (TV, Maga., Newspaper)	48
2.	Personal (Friends & Colleagues)	79
3.	Retail (Sales personnel, Sales literature)	23

Primary Source

HYPOTHESIS 1**Analysis of Variance among Age & No of sources followed to collect information**

Null Hypothesis H_0 : The score of the sources followed for brand selection of bike among the respondents of different age group do not differ significantly.

Alternative Hypothesis H_1 : The score of the sources followed for brand selection of bike among the respondents of the different age group differ significantly.

Table 3 Age & No of sources followed to collect information

Sources followed	General (T.V.,Mega, News paper)	Personal (Friends & Colleagues)	Retail (Sales personal, Sales literature)
Age			
<30	18	36	9
30-50	27	40	13
>50	3	3	1

Table 4 ANOVA on Age & No of sources followed to collect information

Sources of Variation	Sum of Squares(SS)	Degree of Freedom(d.f.)	Mean Square (MS)	F-ratio	5 % F-limit
Between Columns	524	2	262	7.38	F(2,4)=6.94
Between Rows	1052	2	526	14.81	F(2,4)=6.94
Residual	142	4	35.5		
Total	1718	8	823.5		

As the calculated F-ratio are higher than the tabulated value the null hypothesis is rejected. The differences among both the column and row means are significant.

HYPOTHESIS 2

Analysis of Variance among Income & No of sources followed to collect information

Null Hypothesis H_0 : The score of the sources followed for brand selection of bike among the respondents of different income group do not differ significantly.

Alternative Hypothesis H_1 : The score of the sources followed for brand selection of bike among the respondents of the different income group differ significantly.

Table 5 Income & No of sources followed to collect information

Sources followed	General (T.V.,Mega, News paper)	Personal (Friends & Colleagues)	Retail (Sales personal, Sales literature)
Income			
10000-20000	11	19	9
20000-40000	24	38	9
>40000	13	22	5

Table 6 ANOVA on Income & No of sources followed to collect information

Sources of Variation	Sum of Squares (SS)	Degree of Freedom (d.f.)	Mean Square (MS)	F-ratio	5 % F-limit
Between Columns	524	2	262	10.69	F(2,4)= 6.94
Between Rows	220	2	110	4.43	F(2,4)= 6.94
Residual	98	4	24.5		
Total	842	8			

As the calculated F-ratio concerning rows is smaller than the tabulated value the difference among row means is not significant. On the other hand, the calculated F-ratio concerning columns is higher than the tabulated value. So, the difference among column means is significant.

HYPOTHESIS 3

Analysis of Variance among Educational Qualification & No of sources followed to collect information

Null Hypothesis H_0 : The score of the sources followed for brand selection of bike among the respondents of different education qualification do not differ significantly.

Alternative Hypothesis H_1 : The score of the sources followed for brand selection of bike among the respondents of the different education qualification differ significantly.

Table 7 Educational Qualification & No of sources followed to collect information

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Sources followed	General (T.V.,Mega, News paper)	Personal (Friends & Colleagues)	Retail (Sales personal, Sales literature)
Educational Qualification			
Up to Graduation	14	52	6
Post Graduation	11	26	4
Professional	9	15	13

Table 8 ANOVA on Education Qualification & No of sources followed to collect information

Sources of Variation	Sum of Squares (SS)	Degree of Freedom (d.f.)	Mean Square (MS)	F-ratio	5 % F-limit
Between Columns	944	2	472	9.44	F(2,4)=6.94
Between Rows	31	2	15	0.30	F(2,4)=6.94
Residual	199	4	50		
Total	1174	8			

As the calculated F-ratio concerning rows is smaller than the tabulated value, the difference among rows means is not significant. On the other hand, the calculated F-ratio concerning columns is higher than the tabulated value. So, the difference among column means is significant.

HYPOTHESIS 4

Analysis of Variance among Occupation & No of sources followed to collect information

Null Hypothesis H_0 : The score of the sources followed for brand selection of bike among the respondents of different occupation do not differ significantly.

Alternative Hypothesis H_1 : The score of the sources followed for brand selection of bike among the respondents of the different occupation differ significantly.

Table 9 Occupation & No of sources followed to collect information

Sources followed	General (T.V.,Mega,News paper)	Personal (Friends & Colleagues)	Retail (Sales personal, Sales literature)
Occupation			
Serviceman	9	16	14
Businessman	37	24	10
Professional	23	8	9

Table 10 ANOVA on Occupation & No of sources followed to collect information

Sources of Variation	Sum of Squares (SS)	Degree of Freedom (d.f.)	Mean Square (MS)	F-ratio	5 % F-limit
Between Columns	194	2	97	0.79	F(2,4)= 6.94
Between Rows	220	2	110	.90	F(2,4)= 6.94
Residual	488	4	122		
Total	902	8	329		

As the calculated F-ratio concerning columns and rows are smaller than the tabulated value the difference among their means are not significant. So, the mean score of demographic factors influencing the retail search do not vary much.

CONCLUSION

The study of consumer behaviour is an explication of the acts of individuals who are directly involved in obtaining and using economic goods and services including the decision processes. Thus it is an elucidation of all the psychological, physiological and socio-psychological reasons of individual consumer's response to marketing appeals. In the customer oriented market buyers are having huge choice. The study tried to analyse the effect of demographic factors on the retail search. The study observed that in the era of information outburst, news spreads with no time. Due to easy availability of information educational qualification is found to have no influence on the sources followed by the respondents. Respondents of all the age group recognized the importance of word-of-mouth. The intensity of information seeking is more among the higher and lower income group whereas it is less in the highly qualified respondents. This may be due to their prior knowledge about the technical know-how. For effective sales the following steps may be adopted-

1. Effective sales promotional are inevitable to ensure that a product is included in the evoked list.
2. Sports personalities, film stars and celebrities have strong influence on Indian youth / consumers. The manufacturers can utilize the endorsement of these celebrities for brand positioning.
3. Majors should be adopted to enhance the goodwill of the brand. So that personal resources will have more positive impact on the purchase decision of customers.
4. Attributes like Driving comfort, stylish looks and fuel economy attract the customers more. Steps should be undertaken to improve these attributes.
5. Good after sales service can attract the customers more.

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