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## Study on the Customers' Attitude Towards the Purchase of Two Wheelers during Pandemic

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**Abstract:** Consumer attitude is the feeling of favourableness or unfavourableness that an individual has towards an object. As we, all know that an individual with a positive attitude is more likely to buy a product and this results in the possibility of liking or disliking a product. Consumer attitude basically comprises beliefs, feelings and behavioural intentions towards some objects. This paper highlights the customer's attitude towards the purchase of two wheelers during covid-19. For this study, the population around Coimbatore region was taken and data was collected using questionnaires from the 151 respondents. Health and safety have become a paramount concern and simultaneously consumer purchasing power has changed in the recent economic conditions. This study focuses on consumer attitudes and preferences while purchasing a vehicle. Vehicle selection is considered to be a multiple criteria decision-making problem. The study is used to determine consumer preferences towards vehicle selection using the following criteria: financial aspects, safety aspects, vehicle features, and services offered.

**Keywords;** customer attitude

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### INTRODUCTION

The two-wheeler industry in India has grown rapidly in the country since the announcement of the process of liberalization in 1991 by the then finance minister DR. Manmohan Singh, now Former Prime Minister of India. Previously, there were only a handful of two-wheeler models available in the country. Currently, India is the second largest producer of two-wheelers in the world. It stands next only to China and Japan in terms of the number of two-wheelers produced and the sales of two-wheelers respectively. In the year 2005-2006, the annual production of two-wheelers in India stood at around 7600801 units. The trend of owning two-wheelers is due to a variety of facts peculiar to India. One of the chief factors is poor public transport in many parts of India. Additionally, two-wheelers offer a great deal of convenience and mobility for the Indian family.

The two-wheeler industry has been going steadily over the years all over the world. India is not an exception for that. Today India is the second largest manufacturer of two wheelers in the world. It stands next only to Japan and China in terms of the number of two wheelers produced and sold. Until 1990 geared scooters dominated the two wheelers market so much so that their sales equalled the combined sales of Motorcycles and Mopeds. Today the customer preferences have shifted from geared scooters to motorcycles and also to an extent to the premium end scooters. With rising fuel cost and more recently stringent emission norms imposed by the government, there is a distinct consumer preference for high efficiency. The change in the government's policy owing to pollution control norms and the Kyoto agreement saw the phasing out of two stroke two-wheelers from production. Currently there are around 10 two-wheeler manufacturers in the country, being Raja, Hero, Hero Honda, Honda, Indus, Kinetic, Royal Enfield, Suzuki, TVS, and Yamaha.

### NEED FOR THE STUDY

- To find the customer behaviour pattern and attitude while purchasing two wheelers during covid19 pandemic situation.
- To understand the consumer behavior towards purchasing characteristics.

### OBJECTIVES OF THE STUDY

#### PRIMARY OBJECTIVES

- To study the customers' attitude towards the purchase of two wheelers during Pandemic.
- To analyze the specific factors that influenced the customers to buy the two wheelers during the pandemic.
- To know the satisfaction level of the customers on the purchase of two wheelers.

- To know about the services provided by Shri Venkateshwar TVS.

### SCOPE OF THE STUDY

This study will help assess the adoption of customer attitude while Purchasing two wheelers during the covid 19 situation. This would help in identifying the consumer behavior towards purchase and customer satisfaction. Therefore, the study would help in identifying the attitude and consumer behavior of customers while purchasing two Wheelers.

### NEED FOR THE STUDY

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- To understand the consumer behavior towards purchasing characteristics.

### RESEARCH METHDOLOGY

**Research design used for the study:** The research design used for the study is descriptive. Descriptive research studies are those, which are concerned with describing the characteristics of a particular individual or group.

**Data collection:** The research primarily relies on primary and secondary results. Primary data is data that has been gathered recently. Questionnaire, Personal interviews, polls, and other methods are used to gather primary data. The word "secondary data" refers to information that is already available. When a researcher uses secondary data, it is usually obtained by other organisations or departments and has already been processed; the method of collecting and analysing secondary data is known as desk science. Secondary data helps you save time and money. It is readily accessible and objective. Secondary data may be either released or unpublished information. Secondary data was obtained for this analysis from the company's annual reports as well as the company's website. The research is primarily based on primary and secondary evidence, such as books, journals, newspapers, magazines, and the internet.

**Sample design:** It is a definite plan for obtaining a sample from a given population. It refers to the technique the researcher adopts in selecting items for the sample. The respondents are selected based on a simple random sampling method.

**Sample size:** This study is done by collecting the data from 151 respondents, from the customer database from Sri Venkateshwar TVS who bought two wheelers during pandemic time.

**Tools used for analysis:** Percentage analysis, Chi square, ANOVA Analysis, Correlation and independent sampling T-test.

### LIMITATIONS OF THE STUDY

- Due to time constraints, only specific sample size has been collected.
- Customers may have faced some problems/conflicts so they may have given negative feedback.
- Customers may be not interested to express their views to the questionnaire.

### DATA ANALYSIS AND INTERPRETATION

Demographic profile of the respondents

Demographic profile	Particulars	Number of respondents	Percent
Gender	Male	99	65.6
	Female	52	34.4
	Total	151	100
Age	School	10	6.6
	UG	62	41.1
	PG	75	49.7
	Diploma	4	2.6
	Total	151	100
Occupation	Student	53	35.1
	Employee	47	31.1
	Business	41	27.2
	Professional service	10	6.6
	Total	151	100

Marital Status	Married	38	25.2
	Unmarried	113	74.8
	Total	151	100

65.6 % of male are the higher respondents followed by 34.4 % of females. 6% of the respondents were having school level education, 41.1% of the respondents have done UG. 49.7% of the respondents have done PG and only 2.6% are Diploma holders. the students (35.1%) comprised the highest percentage followed by employees (31.1%). higher percentage of respondents are 74.8 % of unmarried followed by 25.2 % of married. , 27.8 % respondents came to know about TVS vehicles by Family, 7.3 % respondents came to know about TVS vehicles by Dealers, 19.2 % respondents came to know about TVS vehicles by others.

### Reasons to purchase tvs vehicles

Reason for purchase		
	Number of Respondents	Percent
Brand name	28	18.5
Price	30	19.9
Fuel efficiency	51	33.8
After sales service	17	11.3
Variants	11	7.3
Style	14	9.3
Total	151	100.0

The above table shows that 18.5 % of the respondents said that the brand name is the main reason to buy TVS vehicles. 19.9% said price is the main reason to buy TVS vehicles, 33.8% said fuel efficiency is the main reason to buy TVS vehicles, 11.3% said the after sales service is the main reason to buy TVS vehicle, 7.3% said the availability of variants is the main reason to buy TVS vehicles and 9.3% of the respondents said style is the main reason to buy TVS vehicles.

### Chi-square

**To find out the difference between occupation and the purchasing of TVS vehicles.**

(H<sub>0</sub>): There is no significant relationship between occupation and purchasing of TVS vehicles.

Occupation * Purchasing of TVS vehicle Cross Tabulation							
			Purchasing of TVS vehicle				Total
			friends	family	dealers	others	
Occupation	student	Count	20	21	2	10	53
		% within Occupation	37.7%	39.6%	3.8%	18.9%	100.0%
		% within Purchasing of TVS vehicle	32.8%	42.9%	13.3%	38.5%	35.1%
		% of Total	13.2%	13.9%	1.3%	6.6%	35.1%
	employee	Count	23	11	4	9	47
		% within Occupation	48.9%	23.4%	8.5%	19.1%	100.0%
		% within Purchasing of TVS vehicle	37.7%	22.4%	26.7%	34.6%	31.1%
		% of Total	15.2%	7.3%	2.6%	6.0%	31.1%
	business	Count	15	14	7	5	41
		% within Occupation	36.6%	34.1%	17.1%	12.2%	100.0%
		% within Purchasing of TVS vehicle	24.6%	28.6%	46.7%	19.2%	27.2%
		% of Total	9.9%	9.3%	4.6%	3.3%	27.2%
professional	Count	3	3	2	2	10	

	service	% within Occupation	30.0%	30.0%	20.0%	20.0%	100.0%
		% within Purchasing of TVS vehicle	4.9%	6.1%	13.3%	7.7%	6.6%
		% of Total	2.0%	2.0%	1.3%	1.3%	6.6%
Total	Count		61	49	15	26	151
	% within Occupation		40.4%	32.5%	9.9%	17.2%	100.0%
	% within Purchasing of TVS vehicle		100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total		40.4%	32.5%	9.9%	17.2%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.512 <sup>a</sup>	9	.391
Likelihood Ratio	9.653	9	.379
Linear-by-Linear Association	.202	1	.653
N of Valid Cases	151		

From the above table the significant value  $p=0.391$  which is greater than 0.05, hence null hypothesis ( $H_0$ ) is accepted. Hence there is no significant relationship between occupation and purchasing of TVS vehicles.

**To find out the difference between gender and TVS brand.**

( $H_0$ ): There is no significant relationship between gender and TVS brand.

Gender * TVS brand Cross Tabulation											
			TVS brand								Total
			TVS 100	xl plus	zest	jupiter	ntorq	radeon	star city	apache	
Gender	male	Count	11	4	5	18	12	1	11	37	99
		% within Gender	11.1%	4.0%	5.1%	18.2%	12.1%	1.0%	11.1%	37.4%	100.0%
		% within TVS brand	84.6%	28.6%	38.5%	43.9%	80.0%	100.0%	100.0%	86.0%	65.6%
		% of Total	7.3%	2.6%	3.3%	11.9%	7.9%	0.7%	7.3%	24.5%	65.6%
	female	Count	2	10	8	23	3	0	0	6	52
		% within Gender	3.8%	19.2%	15.4%	44.2%	5.8%	0.0%	0.0%	11.5%	100.0%
		% within TVS brand	15.4%	71.4%	61.5%	56.1%	20.0%	0.0%	0.0%	14.0%	34.4%
		% of Total	1.3%	6.6%	5.3%	15.2%	2.0%	0.0%	0.0%	4.0%	34.4%
Total	Count	13	14	13	41	15	1	11	43	151	
	% within Gender	8.6%	9.3%	8.6%	27.2%	9.9%	0.7%	7.3%	28.5%	100.0%	
	% within TVS brand	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	8.6%	9.3%	8.6%	27.2%	9.9%	0.7%	7.3%	28.5%	100.0%	

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-

			sided)
Pearson Chi-Square	39.003 <sup>a</sup>	7	.000

From the above table the significant value  $p=0.000$  which is less than 0.05, hence null hypothesis ( $H_0$ ) is rejected. Hence there is a significant relationship between gender and TVS brand.

### ANOVA

**To find out the difference between monthly income of family and mode of payment.**

**Null Hypothesis ( $H_0$ ):** There is no significant difference between monthly income and mode of payment

ANOVA					
Mode of payment					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.011	4	.503	.925	0.049
Within Groups	79.327	146	.543		
Total	81.338	150			

The significance value  $p=0.049$  is greater than 0.05. Therefore, the null hypothesis ( $H_0$ ) is accepted. There is a significant difference between monthly income and mode of payment. There is no significant relationship will be correct.

### T-TEST

**To find the significant difference between gender and long-distance travel.**

**Null Hypothesis ( $H_0$ ):** There is no significant relationship between gender and long-distance travel.

**Independent T-test sampling for gender and long-distance travel**

Independent Samples t-Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Long distance travel	Equal variances assumed	.908	.342	-1.496	148	.137	-.214	.143	-.496	.069
	Equal variances not assumed			-1.478	97.742	.143	-.214	.145	-.501	.073

From the table, it is inferred that significance value is 0.342 and it is greater than 0.05. Therefore,  $H_0$  is accepted. There is no significant difference between gender and long-distance travel.

### FINDINGS

#### Percentage analysis

- Majority (65.6%) of the respondents are under the male group.
- Majority (49.7%) of the respondent's educational qualification is pg.
- Majority (35.1%) of the respondent's occupation is students.
- Majority (47%) of the respondents are influenced to buy the vehicle by friends.
- Majority (55.6%) of the respondents are influenced by external factors to purchase their own vehicle.
- Majority (33.8%) of the respondent's reason to purchase a TVS brand vehicle is fuel efficiency.
- Majority (70.9%) of the respondents are satisfied with the price level of the TVS vehicle.
- Majority (76.2%) of the respondents answered yes for TVS having a healthy relationship with the customers.

- Majority (90.1%) of the respondents think the dealer maintained covid-19 regulations in their dealership.
- Majority (89.4%) of the respondents answered yes that the executives maintained social distance while providing their service.

#### **Chi square**

- There is no significant relationship between occupation and purchasing of TVS vehicles.
- There is a significant relationship between gender and TVS brands.

#### **ANOVA**

- There is no significant difference between monthly income and mode of payment.

#### **Correlation**

There is a significant relationship between monthly income of family and purchase due to lack of public transport.

#### **T-Test**

- There is no significant difference between gender and long-distance travel.
- There is no significant difference between gender and vehicle suitability for men and women.

#### **SUGGESTION**

- During this pandemic situation if the prices are less for TVS vehicles it will be useful for customers to purchase.
- To maintain social distance is very important during this situation so a two-wheeler is the best option to travel and it will be useful for customers.
- Consumers have ranked affordable prices with less percentage. So, companies should use advanced production techniques to cut costs and provide good quality motor-cycles to consumers at affordable prices.
- The company should also give proper attention to after sales service, variants and style according to the trend to increase their sales and provide satisfaction to consumers.
- Companies should provide attractive incentives to the dealers for promoting the products and increase the network of after sales services to "delight" the customers.
- They should incur more expenditure on electronic media and digital marketing so that they can influence many customers.

#### **CONCLUSION**

The study has focused on consumer attitudes and preferences while vehicle purchase during the pandemic in Shri Venkateswar TVS. The main criterions set for the vehicle purchase decision-making are financial aspect, after sales service, and vehicle features. Automobile Companies gain market leadership only if it understands the customer needs and final solution that delights customers through superior value, quality and service. Consumers typically describe what they want in terms of products benefits, functions, characteristics, performance, Criteria and even manufacturing procedures. Since consumers differ on their present and future buying requirement, hence knowledge of the buyer purchasing behavior is very much required. Buying patterns of different market segments helps marketers to identify groups, which represent the greatest sales potential. Therefore, marketing managers must know what buyers are really seeking in the purchase of two-wheelers. The ultimate motive of all marketing activities is consumer satisfaction which needs a keen attention especially during the continuance of pandemic situations.

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