



AN EMPIRICAL STUDY ON ECONOMIC CONDITIONS OF SELECT TWO WHEELER CUSTOMERS IN ANDHRA PRADESH

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Abstract

Two wheeler markets has a significant growth over the last decades. Because of increase the demand of the product due to non availability of sufficient transportation and increase transportation charges. Hence, the it is need for buying of two wheeler for reducing time, expenses and other. The present study depicted that the economic conditions of the two wheeler in select two district namely Kurnool and Anantapuramu district. The two wheeler automobile industries have been facing several challenges especially after Covid-19 due to loss of economic context. Hence, the present paper focuses on the economic conditions of two wheeler customers in the study area.

Introduction

In today's competitive marketplace where companies compete for customers, customer satisfaction is seen as a key success factor and is considered as a vital point of overall business strategy. There is a substantial body of empirical literature that establishes the benefits of customer satisfaction for firms. In today's competitive world, any organization needs to have a greater focus on a major aspect called "Customer Satisfaction" which decides the future of the business as well as the organisation.

Recent interpretations in the consumer domain now couch satisfaction as a fulfilment response. Fulfilment implies that a consumption goal is known as in basic motives of hunger, thirst, and safety. However, observers of human behavior understand that these and other goals can be and frequently are modified and updated in various ways. Thus, consumer researchers have moved away from the literal meaning of satisfaction and now pursue this concept as the consumer experiences and describe it. Satisfaction is the consumer's fulfilment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfilment, including levels of under or over-fulfilment.

Statement of the Problem

The functional areas of marketing and researches in consumer behaviour have become the breadwinner of any company. The assets of the company have no value without the existence of customers. The key task of any company has been to attract and retain customers. Customers are attracted though competitively superior offers and can be retained through satisfaction. The present scenario of consumers is giving more importance for easy, convenient, stylish and more comfortable vehicle rather than highly sophisticated vehicle.

Generally in India, customers have many scarcities like time, attention, trust, cash, purchasing power, choice and availability. The present ground realities are the continuous entry of new competitors in exploding choices for the customers, fast falling process, exposure to global quality standards which forces companies to deliver better products as the high spenders and budget shoppers are demanding value for their money. However, preferences and satisfaction does not translate into loyalty at the time of purchase. Companies should strive to achieve 100 percent customer satisfaction and must even try to achieve the kind of loyalty they desire. A company to survive in the present market should see that its



marketing effort is not internally but externally directed. For this to happen, customer needs, preferences and satisfaction should be continuously tracked and monitored. Against this background, it will be worth undertaking a study to understand the economic conditions of the two wheeler customers in Anantapuramu and Kurnool district.

Objectives of the Study

1. To study the theoretical framework of customer satisfaction
2. To analyse the economic perception of the selected customers

Research Methodology

Research is the plan structure & strategy for investigation conceived to answer to research question & control variance. It is the overall operation pattern to framework of project that stipulated the information to be collected from which sources by word procedure. The two possible sources of data for securing in the above mentioned information are the primary & secondary data.

Research Design: The study is undertaken to access and analyze the customer’s economic perception of Honda and Royal Enfield Motorcycle Customers in the districts of Anantapuramu and Kurnool, Andhra Pradesh.

Research Procedure: Here, the interview schedule is designed for the study in the structured & in disguise nature. It consists of multiple choice & short questions.

Data: Information that is required for the project is of primary data and secondary data. The data is collected from the company journals, magazines, brochures & websites and the information is also to be collected by survey method and with the help of questionnaire by meting various motors cycle customers, preparing various analytical methods, etc.

Sample frame/unit: Professionals, business people, employees etc, who are using Honda and Royal Field Motor Cycles. Sample size: The total sample size is 400 only.

Sample method: The information is planned to collect by sample method. The sample method followed is simple random sampling method. The probability random sampling method is stratified random sampling. Analytical method: simple percentage method is used for the analysis purpose.

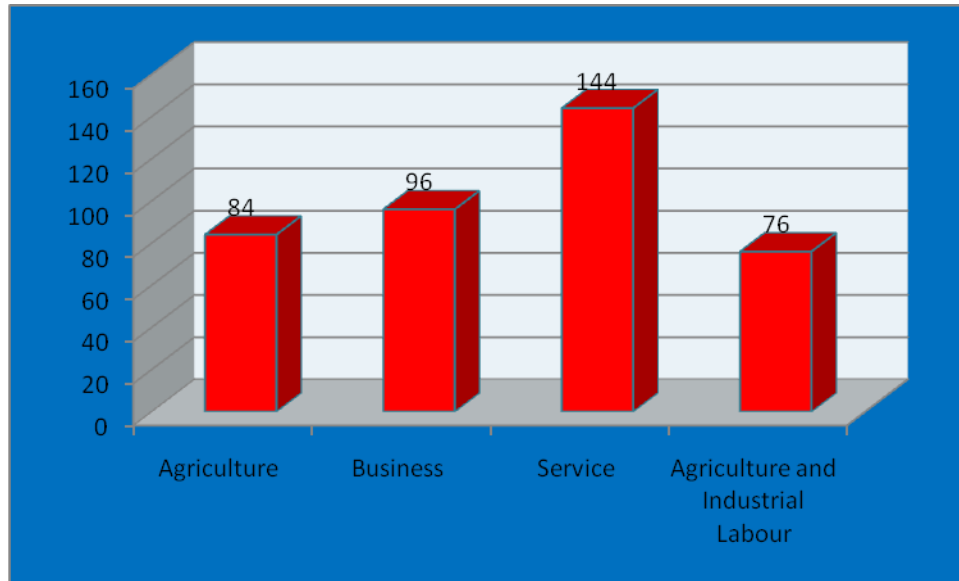
Results and Discussions

Family background as a social factor among the customers is also found as an important one in perceiving the importance of incentives either way.

Table-1, Classification of sample respondents based on Family Background

S.No	Family background	Frequency	Percentage
1	Agriculture	84	21.00
2	Business	96	24.00
3	Service	144	36.00
4	Agriculture and Industrial Labour	76	19.00
	Total	400	100

Source: Primary data



The details on the family background of the select sample respondents are shown in table 1. It is noticed from the table that 36 per cent of sample two wheeler users family background is service, 24 per cent representing 96 are came from the business family background, 21 per cent of respondents are came from the agricultural background, and rest of 76 customers are representing 19 per cent are agricultural and industrial labour family background in the study area.

The present study furnishes and concluded that majority of the sample two wheeler customers are came from the service family background in the selected districts in Rayalaseema region.

Table-2, Classification of respondents according to family type in the study area

S.NO	Family type	Frequency	Percentage
1	Nuclear	284	71.00
2	Joint	116	29.00
	Total	400	100

The table 2 depicted that the classification of respondents according to family type in the study area. It is found that as many as 71 per cent of the two wheeler customers representing 284 are came from nuclear families and rest of the 29 per cent out of 400 are came from joint families. It can be understood that majority of the sample respondents are from the nuclear families because of all joint families are converted into nuclear families in the 21st century.

Table-3, Classification of Respondents based on Education Qualifications

S.NO	Qualification	Frequency	Percentage
1	<Intermediate	52	13.00
2	Degree	122	31.00
3	PG	80	20.00
4	Technical	144	36.00
	Total	400	100

Source: Field Survey

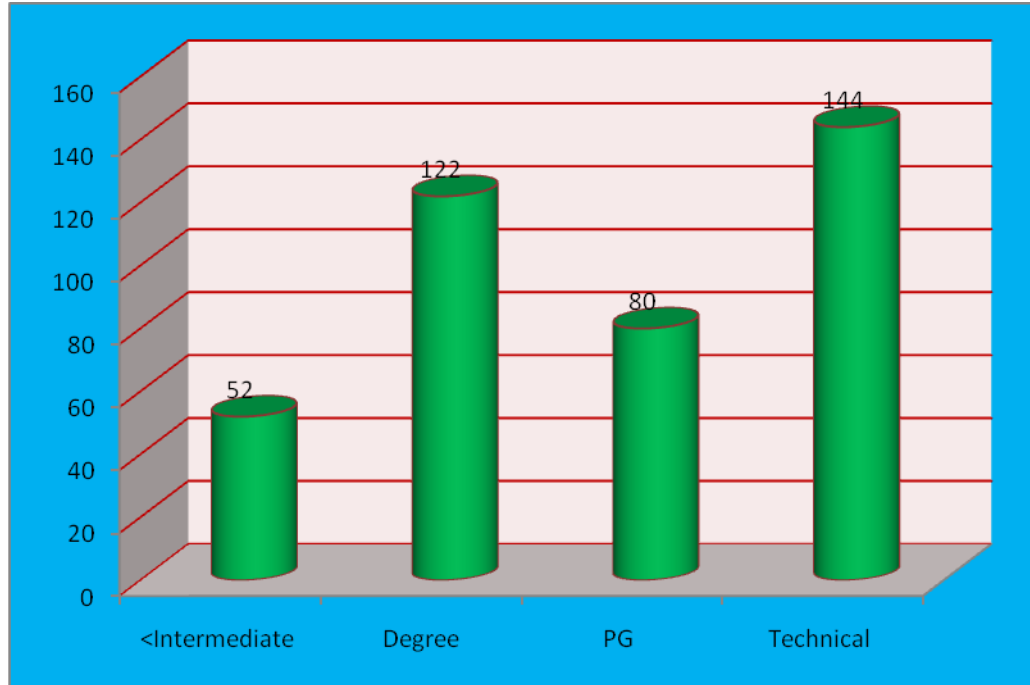


Table 3 furnishes that the classification of select sample respondents according to their educational qualifications in the selected districts like Anantapuramu and Kurnool of Rayalaseema region of Andhra Pradesh. It is found that 13 per cent of the select two wheeler users and their educational qualification is below intermediate level, 31 per cent out of 400, their educational levels is under graduation, 20 per cent of the sample respondents education is post graduation and rest of 36 per cent of the sample two wheeler users have technical educational qualifications in the study area.

It is clearly concluded that majority of the customers and their educational qualifications are under graduate and technical education in the selected two districts.

Table-4, Earning family members among the select customers

S.No	Number of earners	Frequency	Percentage
1	One	132	33.00
2	Two	184	46.00
3	Three	44	11.00
4	Four and above	40	10.00
	Total	400	100

Source: Field Survey

The earning members in the families of select two wheeler users families is presented in 4.14 table. It is found that 132 sample respondents and it represents 33 per cent of them have only one earning member, 46 per cent of the selected customers have two earning members are there, three earning members having the 11 per cent of the customer families, and only 40 customer families four and above earning member has been there. It is further noticed that the members of earning on an average are two.

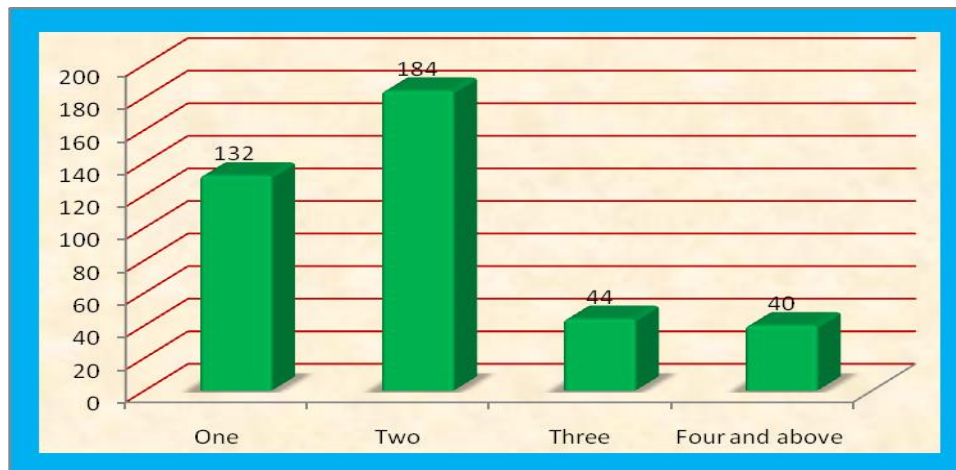


Table-5, Classification of Respondents based on Family income per annum

S.No	Income level	Frequency	Percentage
1	<2 lakhs	96	24.00
2	2-4 lakhs	156	39.00
3	4-6 lakhs	88	22.00
4	6 lakhs and above	60	15.00
	Total	400	100

Source: Field Survey

The details on the family’s annual income among the select respondents are shown in the table above 5. It can be found from the study that majority of the customers income range is 2-4 lakhs and indicates 39 per cent, followed by below 2 lakhs income level represent by 24 per cent of the customers, 22 per cent of the customers income range is 4-6 lakhs, and remaining 15 per cent customers income is 6 lakhs and above and it indicates 60 sample respondents in the study area. Here, all the customers are supposing to the middle level income group people based on their income level. It clearly concluded that majority of customers income range is 2- 6 lakhs.

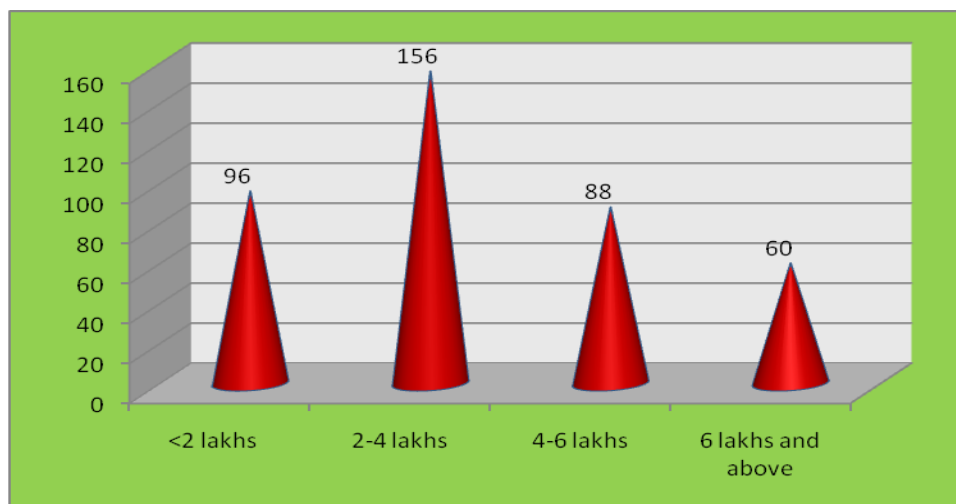




Table-6, House-ownership among the select customers in the study area

S.No	Ownership	No. of Respondents	Percentage to total
1	Owned	112	28.00
2	Government	276	69.00
3	Rented	12	03.00
	Total	400	100

Source: Field Survey

The details on house ownership of the respondents can be seen in table 6. It is observed that 69 per cent of the select two wheeler respondents have government sanctioned house in both district, especially in Anantapuramu district some houses are sponsored by NGOs like Rural Development Trust. 28 per cent out of 400 respondents have their own house while two per cent are dwelling in rented house. Thus, it can be concluded that majority of the select households have their house sanctioned/constructed by the govt under the scheme NTR housing scheme and Rajiv Swagruha and some may be sanctioned by NGOs in Anantapuramu district.

Table-7, Possession of durables among the sample respondents in the study area

S.No	Assets	Yes	No	Total
1	Bicycle/motor vehicle	400 (100)	00 (00)	400 (100)
2	Three/ Four wheeler	32 (08.00)	368 (92.00)	400 (100)
3	Radio	76 (19.00)	324 (81.00)	400 (100)
4	Fan	400 (100)	00 (00)	400 (100)
5	Television	400 (100)	00 (00)	400 (100)
6	Internet	364 (91.00)	36 (9.00)	400 (100)
7	Mobile phones	400 (100)	00 (00)	400 (100)

Source: Field Survey

Possession of modern durables like motor vehicles, autos, cars, tractors, mass media instruments like TV, radio, mobile phones, social net work like internet were the indicators for the modern exposure, outwork and understanding among the people. Keeping these in view, a question was addressed to the selected two wheeler customers in both district like Anantapuramu and Kurnool. The details of possession of modern durables are furnished in table 7.

It is found that all the selected two wheeler customers having the two wheelers, fans, television, and mobiles phones respectively. Only eight per cent of the customers have three wheeler vehicles/ four wheeler, 19 per cent of the sample respondents have radio, out of 400, 364 are using internet facility through the mobile phone in the study area. It can be concluded that majority of the sample respondents



are living luxuries life, and enjoying with their family members while Incas case of low income group people.

Conclusions

The two wheeler is emerging sector after severe Covid pandemic period because of facing number of transpiration problems in every society. The present paper highlights the economic conditions of two wheeler in Anantapuramu and Kurnool district. Economic conditions are one of the parameters and influencing buying behaviour of two wheeler in any society. Hence, it is cover. And also increasing economic activities or sources to public –they will be fulfil their needs and wants systematically and increase the quality of life.

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