Exploring the Relationship of Factors Affecting Consumers' Buying Behaviour for Scooty in Kolkata.

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Abstract

Purpose- In India, the two-wheeler market has more potential due to the country's demographics, favourable environment, and convenient infrastructure. Market competition is fierce, and 2-Wheeler companies are working extremely hard to gain market share. Our primary goal is to identify the factors that influence consumers' purchasing decisions with regard to Scooty and to comprehend the relationships among those aspects.

Methodology- A self-developed structured questionnaire had been used as the research instrument to collect data from 230 respondents in Kolkata. This study was analytical and correlational in nature and utilised convenience sampling. It was meant to determine the relationship among antecedent and outcome variables, and followed Rotated Component Matrix as the analysis tool to examine the stated relationship. Prior to Extraction Method: Principal Component Analysis, the reliability and validity of the data was measured using Cronbach alpha test and exploratory factor analysis.

Results- According to the study's findings, Utility and Comfort are the two most crucial factors that influence consumers' behaviour when they purchase Scooty in the market in Kolkata, India. Consumer purchase behaviour is also influenced by social image and accessibility.

Implementation- Among the various segments in the Indian automotive industry, the two-wheeler segment, primarily the Scooty market, contributes the most and the largest volume of sales. Our study is primarily focused to help marketers to understand what features or aspects to take into account while marketing and selling Scooty. It also aims to assist in marketing their goods and addressing consumer needs and issues to upgrade the existing product.

Keywords- Purchase behaviour, Utility, Comfort, Automobile industry, Accessibility, Social Image, Scooty, Consumer.

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Introduction

Customer can be defined as an individual who purchases any goods or services from a shop or any business. Customers make decisions regarding any purchase, on the basis of certain internal and external factors (Natarajan, 2020). The study of buyer behaviour has been assumed paramount importance in the automobile industry in general and in the two-wheeler market in particular. The main factors which influence the purchase of two wheelers are easy accessibility, service availability in nearby area, functional aspects, comfort, social image and the utility derived from the scooty . The useful criteria include effective suspension system, easily managing in overcrowded traffic or overcrowded roads, satisfying the basic needs of a motorcycle, easy to adjust gear, and long engine life. Consumer behaviour is influenced strongly by cultural, social, personal, and psychological and psychographic factors. Such variables may span the spectrum from self-concept and lifestyle to attitudes, interests, and opinions, as well as perceptions of product attributes (Gunter & Furnham,1992; Yallagandala,2010)

It has been observed that two-wheeler segment has registered significant growth during the last two decades. There is very high competition in various brands of two-wheeler in scooty category (Shahare, 2020). The tendency of using scooters at the present time is a solution to hold up consumer daily movement and the ever-increasing number of sales of scooters shows an excellent indication for two-wheeler industry (Natarajan, 2020). The sales of the two-wheelers in 1950 were less, whereas now the total sales have shoot up to lakhs per year (Yallagandala,2010). The two-wheeler market (Scooty) in India has developed a huge potential in the last decade. There is an increasing demand in urban and rural areas that have been seen predominantly. With upward development, now-a-days we could see about women owing private vehicle as they feel it is more suitable and convenient form of travel. A relatively low competitive price and maintenance are some of the leading factors for driving the growth of the Indian market (Maiti & Dutta, 2021). Indian scooter sales rose 11% in fiscal 2016, sharper than the 7% increase in overall two-wheeler sales. Scooty today make up 34% of this market, with their share growing 13 percentage points over five years (Hayakava, 2018). The customers forever have a preference to go for the product or model which has highest number of features in it. The useful criteria include effective suspension system, easily managing in overcrowded traffic or overcrowded roads, satisfying the basic needs of a motorcycle, easy to adjust gear, and long engine life (Natarajan,2020). The two-wheeler segment especially the scooty industry

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contributes the largest and biggest volume of sales of all the segments in automobile industry in India.

Objectives

The primary objective of this study is to determine the factors influencing the buying behaviour of consumers towards Scooty. This study also exhibits to measure the influence of the factors on the purchase behaviour of the consumers.

Literature Review

Success of a product majorly depends on how its consumers perceive it. Many brands have failed due to their inability to make the consumers perceive their products in a proper way. In this context, it becomes imperative for companies to understand the consumers' perception on its products. The main attributes for which the customer gives preference to a scooty are mileage, the comfort, the colour, the size, the space capacity (Diwakar & Kannan, 2022). Scooty is a preferred choice of transport due to various perceptions of the users like time saving, less fuel consumption, etc (Diwakar & Kannan, 2022). The trend of owning two- wheelers is due to variety factors; 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 segment in India has greater scope due to its demographic factors, suitable climate, and convenient Infrastructure. The market is competitive and 2-Wheeler brands are taking enormous effort to acquire the share in the market (Diwakar & Kannan, 2022)

A consumer's buying behaviour is influenced by many factors such as Utility, Comfort, Social Image, and Accessibility. Consumer behaviour is a part of human behaviour and by studying previous buying behaviour, marketers can estimate how consumers might behave in the future when making purchasing decisions. Our study on consumers making a purchase behaviour will be affected by the following factors: Utility, Comfort, Social Image, Accessibility. The marketer must be aware of these factors in order to develop an appropriate Marketing Mix for its target market.

Utility:

In this highly advanced technological era, Companies had invested more on the technological advances and have incorporated many of them in the vehicle designs. Today's two wheelers are gadget friendly such as having high end Bluetooth features, GPS etc which attracts the

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youngsters. Beside that manufacturers had also designed storage spaces in scooters segment which are mainly used to keep either the helmet, documents, or small bags. This feature is especially attractive and beneficial to women riders who can utilize this space for their purses and phones also.

Hypotheses 1: Utility influences positively consumers purchase intention towards purchasing scooty.

Comfort:

Additionally, two-wheelers offer a great deal of convenience and mobility for the Indian family. Customers using the vehicle to travel long distances desire the ride to be comfortable. Various features like the suspension, etc are looked at in order to determine the comfort level. Most customers take the vehicle for a test drive before making the actual purchase in order to see how comfortable they feel while driving the vehicle (Shahare,2020).

Hypotheses 2: Comfort effects the consumer behaviour while purchasing scooty.

Accessibility:

Every brand of product has their own set of parts that are used in the vehicle manufacture and they stress the importance of using original parts in case of replacement. Easy availability of the spare parts, the cost associated and the performance of the vehicle is very important to the customer. The easy availability of service centres is a predominant factor that most customers look for when purchasing a scooty. Service centres that are located nearby and are easily accessible are often sought after by the customer (Jayaraj,2017).

Hypotheses 3: Accessibility effects the consumer's purchasing behaviour while buying scooty.

Social Image:

Social Image affect consumer behaviour significantly. Every individual has someone around influencing their buying decisions. The important social factors are: reference groups, family, role and status. Every consumer is an individual, but 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' behaviour. The reference group provides some points of comparison to consumers about their behaviour, lifestyle, or habits. Usually there are many smaller reference groups, which are formed by family, close friends, neighbours, work group

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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 (Basha & Lakshmanna, 2017).

Hypotheses 4: Perceived social image effects the purchase behaviour of scooty

Research Methodology

This research is quantitative research with a sample size of 230. This study employed four constructs (variables). The scales of these constructs were adopted from the extant literature, though scales were modified in this study based on the contexts to reflect the characteristics of Kolkata Scooty Purchasers. The sample data is collected from Kolkata, India using self-developed structured questionnaire where, 5-point Likert scale has been used for recording the response. To attain the objectives this study includes test of reliability, exploratory factor analysis, regression analysis using SPSS 23.

Measuring Instrument and Data Collection Procedure:

The study consisted of four independent variables such as Utility, Comfort, Social Image, Accessibility and one dependent variable which influence the purchase intention to buy scooty. All the measures were rated on 5-point Likert scale where 1=strongly disagree and 5=strongly agree.

Demographic Profile of the Respondents:

Our questionnaire was distributed between January to February 2023. During this time, 230 questionnaires from in and around Kolkata were collected offline and used for analysis. Demographic Profile of the Respondents contain Gender, Age (Yrs.), Education, No. of family members, Occupation, Household income (Rs. /month) in Kolkata. The study showed that male and female respondents are almost equal. The age group of majorities of respondents were from the first two categories 18-21(35%) and >21-25 (40%) years old. Majority of the respondent's monthly household income was under 70000 (64%).

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Results and Findings

Reliability Test

The foremost step in the analysis of the study is the Reliability analysis. A Cronbach's alpha value of 0.754 for all the constructs indicates the internal consistency reliability for all these constructs. From Exploratory Factor Analysis, the KMO value is found to be 0.801 which indicates that the value qualifies the acceptability score of sampling data adequacy. According to Bartlett's test of sphericity, p value is 0.000, which can be considered to be significant.

Summary of Analysis:

| Rotated Component Matrix					
Components	Items	Factor Loading	Cronbach's Alpha	KMO	Bartlett's Test of Sphericity
	SI1	0.548			
Social Image	SI2	0.741			
	SI3	0.798			
	CF1	0.673			
Comfort	CF2	0.535			
	CF3	0.649			
	AC1	0.599			
Accessibility	AC2	0.535			Chi-Square:
	AC3	0.613	0.754	0.801	704.746
	UT1	0.539			df: 91 Sig.:
Utility	UT2	0.549			0.000
	UT3	0.677			
Consumer	CV1	0.647			
Behaviour	CV2	0.686			
Extraction Method: Principal Component Analysis.					
Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 6 iterations.					

EFA's results through the rotated component matrix revealed that five major components emerge from the initial fourteen (14) variables (items) as major influencers of the consumer perception towards Purchasing Scooty. These five explored components are termed factors in this study.

Correlational Analysis and Test of Hypothesis:

Fig.1 below exhibits shows the proposed framework beta values for the path correlation as analysed. Utility (UT) has the highest direct correlation value of 0.445 towards Consumer Behaviour. The second highest direct correlation value of 0.433 is with Comfort (CF) towards

Consumer Behaviour. And lastly, Accessibility (AC) and Social Image (SI) towards Consumer Behaviour has low direct correlation value of 0.191 and 0.168 respectively.

Fig. 1: Framework with Beta Values
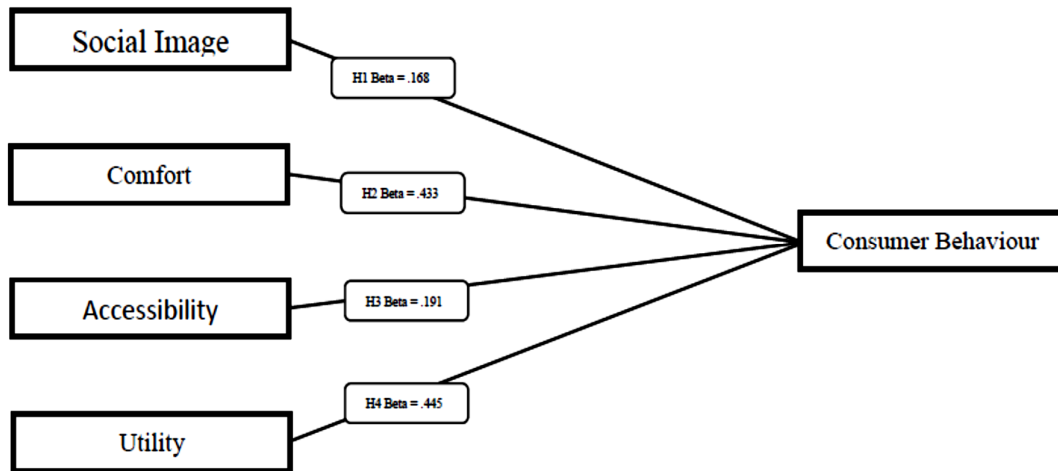
The summary of regression analysis and hypothesis testing for all constructs are exhibited in Table 1 below. Here, all the hypotheses are supported. In our study, Consumer Behaviour (CV) has 19.8% value for Utility (UT) component, which means that the predictors of UT explain 19.8 % of its variance for Consumer Behaviour (CV). Similarly, CV has 18.8% value for Comfort (CF) component, which means that the predictors of CF explain 18.8% of its variance for CV. Similarly, CV has 3.6% value for Accessibility (AC), which means that the predictors of CF explain 3.6% of its variance for CV.

Table 1: The summary of regression analysis and hypothesis testing

Hypotheses	Structural path	R^2	t value	p value	Beta coefficient	Test Hypothesis
H1	Social Image (SI) → Consumer Behaviour (CV)	0.028	2.572	0.011	0.168	Supported
H2	Comfort (CF) → Consumer Behaviour (CV)	0.188	7.26	0.000	0.433	Supported

H3	Accessibility (AC) → Consumer Behaviour (CV)	0.036	2.933	0.004	0.191	Supported
H4	Utility (UT) → Consumer Behaviour (CV)	0.198	7.497	0.000	0.445	Supported

Note: **$p < 0.05$ (significant at 95% confidence level)

These study findings indicate significant positive relationship for all the hypothesis (H1, H2, H3, H4). The p values for the beta coefficients in all the paths have been found to be significant at 95% confidence levels.

Conclusion

The study finding exhibits that Utility (UT) and Comfort (CF) are the most important factors towards the purchasing behaviour of consumers while buying Scooty in Kolkata, India market. Concern for Social Image, Accessibility also influences the purchasing behaviour of consumers.

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