

# Determinants of Brand Preference For Two Wheeler Automobile In India

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**Abstract** - Whenever consumer enters into the market for purchasing a particular product of a particular brand, he or she takes into consideration many factors before the actual purchase. And when it comes to a product which is durable in nature, customer evaluates numerous factors of the product and the brand and invests a considerable time for the same. One among the durable product is a two wheeler automobile. India is a very big market for two wheeler automobile sector. Large numbers of two wheeler automobile companies are competing on various grounds so as to increase their market share. However, while competing, these companies have to consider the perception and expectation of the consumer associated with the product and the brand and this will help the organization to position their brand among the target segment. This paper analyses various factors taken into consideration by the customer, pre purchase analysis of the factors by the customers and post purchase behavior of the customer while selecting a particular brand as far as two wheeler automobile sectors is concerned. This study will help the manufacturers to design the product according to the requirements of the market segment, redesign the marketing strategy to improve the market share of the organization and hence retain the customers so as to increase the customer loyalty.

**Keywords:** Brand preference, knowledge about the brand, financial factors affecting brand preference, psychological factors affecting brand preference and features of the product affecting brand preference.

## I. INTRODUCTION

A brand can be an ownership, a name, a term, a design, or a symbol. At the same time brand can also be a product, a service or a concept. Brand preference is measure of brand loyalty in which consumers will choose a particular brand in presence of competing brands. Brand preference is an individual taste measured in terms of utility which is being derived from the consumption of a particular product. Brand Preference is prioritization or ranking assigned to the goods of various organization according to the utility derived from their consumption. Brand preference is not dependent on income or the price of the product. One may have the brand preference for Lamborghini cars but is only able to purchase Audi because of his budgetary constraints. For a particular individual, brand is nothing but his past experience and knowledge associated with each and everything of that brand. In short, preference of the customer when combined with the purchasing capability of the customer results into the final purchase for that brand.

Indian two wheeler industries are considered largest in the world as far as production volume and sales are concerned. India is the biggest two wheeler market in the world accounting an overall growth rate of 9.5 percent between 2006 and 2015. The major contribution in the market share of the automobile industry is through the two wheeler automobile industry. Indian Auto Sector had a volume growth of 13% CAGR over the last 5 years; the major contribution being through the two wheelers which account for 80% of the total volumes. Sales of the Two wheeler accounted for INR 55000 Crore and the production for 13.3 million units resulting into a CAGR of 15% and 13% respectively during the period of 2006-2015. Among all the brands, the top three being hero moto corp, bajaj auto ltd and Honda which accounts for 80% of the total two wheeler market share. As far as the domestic market is concerned, growth of the two wheeler automobile sector has been significant accounting for 11% CAGR over the past five years.

India is a country where most of the individuals prefer to have a two wheeler as an easy mode of transportation. Most of the Indians, now days, prefer to have a two wheeler as it has become a basic need of a person rather than being a social status. Brand preference or a purchasing decision of the customer for the product depends on number of internal and external forces. .manufacturer always try to add value to the product so as to increase the satisfaction of the customer. This helps the manufacturers to rain the customer and increase the value and awareness of the brand among the customers. There are large numbers of reasons why a particular customer prefer a particular brand of two wheeler automobile. This paper will be discussing and analyzing those factors and the result of the study will be produced.

## II. STATEMENT OF THE PROBLEM

It is very important for any organization to tap the purchasing behavior of the customer. This will help the manufacturer to describe the demand function for the concerned product, required quality standard to satisfy the customers, price of the product, amount to be produced, etc. Moreover it is also important for any organization to decide an effective marketing strategy so as to make the customer brand loyal. Buying decision of the customer is very complex. Before purchasing product of a particular

brand, customer analyses various features associated with that product. Hence there are many factors which are being focused by the customer before the actual purchase and these factors are necessary to be analyzed so as to help the manufacturers design the product which would bring about maximum satisfaction for the customer after its consumption.

### III. OBJECTIVES OF THE STUDY

1. To determine the effect of knowledge about the brand on the customer's brand preference during the purchase of two wheeler automobile.
2. To determine the effect of psychology of the customer about the brand on the customer's brand preference during the purchase of two wheeler automobile.
3. To determine the effect of the purchasing power of the customer on the brand preference for two wheeler automobile.
4. To determine how the features of the product of a particular brand have an effect on the customer's brand preference for two wheeler automobile.
5. To determine what customer desire in the two wheeler automobile while making the purchase decision
6. To determine the factors because of which the customer switch over the brand.

### IV. METHODOLOGY

As we have already discussed that determining the customer behavior towards the brand preference is a very complex phenomenon and hence it becomes very necessary that the analysis of determinants of the brand preference should be carried out by taking customer's perception into consideration. This will not only help the marketing professionals to easily analyze the purchasing behavior of the customer but it will also help the manufacturer to understand the various features needed in the product that would provide the maximum satisfaction to the customer and would increase the market share of the organization. For this reason, in order to find out the various determinants of brand preference for two wheeler automobile in India, large numbers of people were interviewed from three major cities of India as a source of primary data. 550 questionnaires were collected from the people of Nagpur, Raipur and Bangalore. Out of These 550 questionnaire, 390 respondents were such that they were desirous of purchasing two wheeler automobile. Secondary data was gathered from various journals, news articles, websites and books of different authors. In this research paper the responses collected from the respondents were tabulated and analyzed on the likert scale so as to make it easy to quantify survey responses, simplifying data

analysis. Results were produced on the basis of the average responses by the customer for a particular determinant of brand preference.

### V. DATA INTERPRETATION AND ANALYSIS

The main purpose of this study is to tap the two wheeler purchasing behavior of the customers so as to help the marketing, manufacturing and the business strategy of the organization. Hence it is very necessary to closely analyze each and every aspect of consumer behavior. For this reason the various determinants of the brand preference for the two wheeler automobile has been analyzed by dividing them under four heads viz. the effect of knowledge about the brand on the customer's brand preference, the effect of the psychology of the customer about the brand on the brand preference, the effect of purchasing capability of the customer on the brand preference and the effect of the features of the brand on the customer's brand preference. These headings were further classified for the more specific analysis. Moreover, these determinants were separately analyzed for the three different cities of the different states of India so that the research of the study can be distributed over all the different states of India.

Various determinants of brand preference for two wheeler automobile taken into consideration in this study include:

#### 1) Knowledge about the brand

- a) Through advertisements
  - i) Through Television
  - ii) Through magazines and newspapers
  - iii) Through hoardings and word of mouth.
- b) Past experiences
- c) Through social media and internet
- d) Through reviews of family, friends, neighbors, etc.
- e) Through direct and door to door marketing

#### 2) Psychology about the brand

- a) Comparison of different brands
- b) Brand image and loyalty
- c) Customer care and services
- d) Style, features, comfort and Brand's status symbol.
- e) Image of the organization in the society and brand ambassadors.

#### 3) Capability to purchase the brand

- a) Real Income of the customer
- b) Price of the product
- c) Servicing and insurance cost
- d) Loan services provided by the finance companies
- e) Special economic offers provided by the brand

**4) Features of the brand**

- a) Mileage
- b) Cubic capacity
- c) Weight and load carrying ability
- d) Easy availability of the accessories
- e) Robust look and safety features
- f) Brake system, nitrox shockups and streamline body
- g) Technology and comfort
- h) Warranty

**Nagpur, Maharashtra, India**

**Analysis and discussion is on an average basis for a particular determinant.**

Knowledge about the brand helps to prefer a particular brand over the other. The knowledge about the brand increases through:						
Knowledge media		Strongly agree	Agree	Somehow	Disagree	Strongly disagree
Advertisement	T.V	69 (53.07%)	42 (32.3%)	09 (6.92%)	06 (4.61%)	04 (3.07%)
	Magazine & newspaper	53 (40.77%)	37 (28.46%)	18 (13.85%)	15 (11.54%)	07 (5.38%)
	Hoardings & word of mouth	56 (43.07%)	39 (30%)	21 (16.15%)	10 (7.69%)	04 (3.07%)
Past experience		53 (40.77%)	35 (26.92%)	20 (15.38%)	17 (13.08%)	05 (3.85%)
Social media and internet		49 (37.7%)	47 (36.15%)	23 (17.7%)	09 (6.92%)	02 (1.54%)
Review of family, friends, neighbor, etc.		43 (33.08%)	54 (41.54%)	19 (14.62%)	08 (6.15%)	06 (4.61%)
Direct & door to door marketing		51 (39.23%)	42 (32.30%)	18 (13.85%)	09 (6.92%)	10 (7.69%)
<b>Average</b>		<b>41.10%</b>	<b>32.52%</b>	<b>14.06%</b>	<b>8.13%</b>	<b>4.17%</b>
Psychology about the brand helps to prefer a particular brand over the other. Following are the psychological factors that affects the brand preference:						
Psychological factors		Strongly agree	Agree	Somehow	Disagree	Strongly disagree
Comparison of different brands		71 (54.62%)	32 (24.62%)	12 (9.23%)	07 (5.38%)	08 (6.15%)
Brand image and loyalty		63 (48.46%)	54 (41.54%)	02 (1.54%)	09 (6.92%)	02 (1.54%)
Customer care and services		89 (68.46%)	26 (20%)	09 (6.92%)	04 (3.07%)	02 (1.54%)
Style, features, comfort and Brand's status symbol.		92 (70.77%)	24 (18.46%)	05 (3.85%)	05 (3.85%)	04 (3.07%)
Image of the organization in the society and brand ambassadors.		67 (51.54%)	31 (23.85%)	20 (15.38%)	09 (6.92%)	03 (2.31%)
<b>Average</b>		<b>58.77%</b>	<b>25.69%</b>	<b>7.38%</b>	<b>5.23%</b>	<b>2.92%</b>
Capability to purchase the product is one of the distinguishing factors among the brands. Following are the financial factors that decides the preference of one brand over others:						
Financial factors		Strongly agree	Agree	Somehow	Disagree	Strongly disagree
Real Income of the customer		54 (51.54%)	63 (48.46%)	03 (2.31%)	07 (5.38%)	03 (2.31%)
Price of the product		39 (30%)	33 (25.38%)	12 (9.23%)	26 (20%)	20 (15.38%)
Servicing and insurance cost		31 (23.85%)	29 (22.31%)	18 (13.85%)	33 (25.38%)	19 (14.61%)

Loan services provided by the finance companies	66 (50.77%)	54 (41.53%)	03 (2.31%)	04 (3.08%)	03 (2.31%)
Special economic offers provided by the brand	57 (43.85%)	52 (40%)	04 (3.08%)	07(5.38%)	10 (7.69%)
<b>Average</b>	<b>40%</b>	<b>35.54%</b>	<b>6.16%</b>	<b>11.84%</b>	<b>8.46%</b>
Features of the product helps to decide which brand should be preferred over the other. Following are the various features that are considered while purchasing a two wheeler:					
<b>Features of the product</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Somehow</b>	<b>Disagree</b>	<b>Strongly disagree</b>
Mileage & Cubic capacity	47 (36.15%)	43 (33.08%)	20 (15.38%)	18 (13.85%)	02 (1.54%)
Weight and load carrying ability	38 (29.23%)	30 (23.08%)	18 (13.85%)	23 (17.69%)	21 (16.15%)
Easy availability of the accessories	71 (54.62%)	39 (30%)	15 (11.54%)	02 (1.54%)	03 (2.31%)
Robust look and safety features	31 (23.85%)	33 (25.38%)	31 (23.85%)	23 (17.69%)	12 (9.23%)
Brake system, nitrox shockups nad streamline body	62 (47.69%)	41 (31.54%)	12 (9.23%)	11 (8.46%)	04 (3.08%)
Technology and comfort'	88(67.69%)	30 (23.08%)	08 (6.15%)	02(1.54%)	02 (1.54%)
Warranty	29 (22.31%)	32(24.62%)	36 (27.69%)	21 (16.15%)	12 (9.23%)
Moped and a bike	51 (39.23%)	70 (53.85%)	03 (2.31%)	04 (3.08%)	02 (1.54%)
Gear and non gear	64 (49.23%)	59 (45.38%)	02 (1.54%)	02 (1.54%)	03 (2.31%)
<b>Average</b>	<b>41.11%</b>	<b>32.23%</b>	<b>12.39%</b>	<b>9.06%</b>	<b>5.21%</b>

Table 1 Number and percentage wise responses of customer of two wheeler from nagpur city.

Table 1 shows the opinion of the respondents from Nagpur city of Maharashtra (India) for various factors that helps them to decide on the brand preference during the purchase of two wheeler automobile. It has been observed that on an average 41.1% of the respondents strongly feels that the knowledge media such as advertisement, past experiences of various customers and the individual himself, social media and internet review of family, friends, neighbor, etc. and direct & door to door marketing helps to increase the knowledge about the brand while 32.52% of respondents agrees with the same opinion, 14.06% somehow feels that the above said knowledge media increases the knowledge about the brand. However, 8.13% of respondents disagree and 4.17% of the respondents strongly feel that the above said knowledge media fails to increase the knowledge about the brand.

Psychological determinants also play a very important role in helping the customer to prefer a particular brand over the other. Several psychological factors which play a major role in the affecting the brand preference of the customer have been analyzed. On the basic of analysis in Table 1 it has been observed that on an average 58.77% of the respondents strongly feels that various psychological

factors such as comparison of different brands by the customers, brand image and loyalty, customer care and services ,style, features, comfort and Brand's status symbol and the image of the organization in the society and brand ambassadors associated with the brand helps the customer to decide which brand has to be preferred while 25.69% of the respondents agrees with the same opinion, 7.38% somehow feels that the above said psychological factors helps the customer to decide which brand has to be preferred. However, 5.23% of respondents disagree and 2.92% of the respondents strongly feel that the above said psychological factors do not help the customer to decide which brand has to be preferred.

Financial factors hold a very important place in the decision making process of the customer as far as brand preference is concerned. Therefore several financial factors have also been included in this study. As per the analysis it has been observed that on an average 40% of the respondents strongly feels that the financial factors such as real income of the customer, price of the product, servicing and insurance cost, loan services provided by the finance companies and special economic offers provided by the brand helps the customer to decide which brand has to be

preferred while 35.54% of the respondents agrees with the same opinion, 6.16% somehow feels that the above said financial factors helps the customer to decide which brand has to be preferred. However, 11.84% of respondents disagree and 8.46% of the respondents strongly feel that the above said financial factors do not help the customer to decide which brand has to be preferred.

While visiting any of the showrooms of the brand, very first thing that customer asks are the features of the product. Therefore in this research various different features of the brand which are very much important according to the perception of the customer have been taken into consideration. It has been observed that on an

average 41.11% of the respondents strongly feels that mileage & cubic capacity, weight and load carrying ability, easy availability of the accessories, robust look and safety features, brake system, nitrox shockups and streamline body, technology and comfort, warranty, moped and a bike and gear and non gear automobile are the various features that help the customer in deciding which brand has to be proffered while 32.23% of the respondents agrees with the same opinion, 12.39% somehow feels that the above said financial factors helps the customer to decide which brand has to be preferred. However, 9.06% of respondents disagree and 5.21% of the respondents strongly feel that the above said features seldom help the customer to decide which brand has to be preferred.

**Raipur, Chhattisgarh, India**

**Analysis and discussion is on an average basis for a particular determinant.**

Knowledge about the brand helps to prefer a particular brand over the other. The knowledge about the brand increases through:						
Knowledge media		Strongly agree	Agree	Somehow	Disagree	Strongly disagree
Advertisement	T.V	54(41.54%)	48 (36.92%)	12 (9.23%)	09 (6.92%)	07 (5.38%)
	Magazine & newspaper	51 (39.23%)	43 (33.08%)	16 (12.3%)	13 (10%)	07 (5.38%)
	Hoardings & word of mouth	42 (32.31%)	47 (36.15%)	19 (14.61%)	15 (11.54%)	07 (5.38%)
Past experience		51 (39.23%)	38 (29.23%)	23 (17.69%)	14 (10.76%)	04 (3.08%)
Social media and internet		51 (39.23%)	44 (33.85%)	21 (16.15%)	11 (8.46%)	03 (2.31%)
Review of family, friends, neighbor, etc.		40 (30.77%)	51 (39.23%)	21 (16.15%)	07 (5.38%)	11 (8.46%)
Direct & door to door marketing		42 (32.31%)	48 (36.92%)	21 (16.15%)	12 (9.23%)	07 (5.38%)
<b>Average</b>		<b>36.37%</b>	<b>35.05%</b>	<b>14.61%</b>	<b>8.9%</b>	<b>5.05%</b>
Psychology about the brand helps to prefer a particular brand over the other. Following are the psychological factors that affects the brand preference:						
Psychological factors		Strongly agree	Agree	Somehow	Disagree	Strongly disagree
Comparison of different brands		67 (51.54%)	33 (25.38%)	18 (13.85%)	08 (6.15%)	04 (3.08%)
Brand image and loyalty		59 (45.38%)	61 (46.92%)	03 (2.31%)	05 (3.85%)	02 (1.54%)
Customer care and services		73 (56.15%)	31 (23.85%)	12 (9.23%)	10 (7.69%)	04 (3.08%)
Style, features, comfort and Brand's status symbol.		81 (62.31%)	31 (23.85%)	09 (6.92%)	04 (3.08%)	05 (3.85%)
Image of the organization in the society and brand ambassadors		59 (45.38%)	36 (27.69%)	23 (17.69%)	08 (6.15%)	04 (3.08%)
<b>Average</b>		<b>52.15%</b>	<b>29.54%</b>	<b>10%</b>	<b>5.38%</b>	<b>2.92%</b>
Capability to purchase the product is one of the distinguishing factors among the brands. Following are the financial factors that decides the preference of one brand over others:						

<b>Financial factors</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Somehow</b>	<b>Disagree</b>	<b>Strongly disagree</b>
Real Income of the customer	56 (43.08%)	60 (46.15%)	02 (1.54%)	09 (6.92%)	03 (2.31%)
Price of the product	44 (33.85%)	38 (29.23%)	18 (13.85%)	23 (17.69%)	07 (5.38%)
Servicing and insurance cost	39 (30%)	27 (20.77%)	16 (12.31%)	27 (20.77%)	21 (16.15%)
Loan services provided by the finance companies	59 (45.38%)	56 (43.08%)	07 (5.38%)	06 (4.61%)	02 (1.54%)
Special economic offers provided by the brand	51 (39.23%)	47 (36.15%)	08 (6.15%)	18 (13.85%)	06 (4.61%)
<b>Average</b>	<b>38.31%</b>	<b>35.08%</b>	<b>7.85%</b>	<b>12.77%</b>	<b>6%</b>
Features of the product helps to decide which brand should be preferred over the other. Following are the various features that are considered while purchasing a two wheeler:					
<b>Features of the product</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Somehow</b>	<b>Disagree</b>	<b>Strongly disagree</b>
Mileage & Cubic capacity	45 (34.61%)	45 (34.61%)	18 (13.85%)	16 (12.31%)	06 (4.61%)
Weight and load carrying ability	42 (32.31%)	33 (25.38%)	16 (12.31%)	27 (20.77%)	12 (9.23%)
Easy availability of the accessories	67 (51.54%)	36 (27.69%)	13 (10%)	09 (6.92%)	05 (3.85%)
Robust look and safety features	36 (27.69%)	39 (30%)	35 (26.92%)	12 (9.23%)	08 (6.15%)
Brake system, nitrox shockups and streamline body	54 (41.54%)	38 (29.23%)	07 (5.38%)	18 (13.85%)	13 (10%)
Technology and comfort	83 (63.85%)	35 (26.92%)	06 (4.61%)	04 (3.08%)	02 (1.54%)
Warranty	31 (23.85%)	28 (21.54%)	39 (30%)	23 (17.69%)	09 (6.92%)
Moped and a bike	48 (36.92%)	63 (48.46%)	07 (5.38%)	08 (6.15%)	04 (3.08%)
Gear and non gear	59 (45.38%)	54 (41.54%)	09 (6.92%)	05 (3.85%)	03 (2.31%)
<b>Average</b>	<b>39.74%</b>	<b>31.71%</b>	<b>12.82%</b>	<b>10.43%</b>	<b>5.30%</b>

TABLE 2 NUMBER AND PERCENTAGE WISE RESPONSES OF CUSTOMER OF TWO WHEELER FROM RAIPUR CITY.

Table 2 shows the opinion of the respondents from Raipur city of Chhattisgarh (India) for various factors that helps them to decide on the brand preference during the purchase of two wheeler automobile. It has been observed that on an average 36.37% of the respondents strongly feels that the knowledge media such as advertisement, past experiences of various customers and the individual himself, social media and internet review of family, friends, neighbor, etc. and direct & door to door marketing helps to increase the knowledge about the brand while 35.05% of respondents agrees with the same opinion, 14.61% somehow feels that the above said knowledge media increases the knowledge about the brand. However, 8.9% of respondents disagree and 5.05% of the respondents strongly feel that the above

said knowledge media fails to increase the knowledge about the brand.

As far as psychological factors are concerned, it has been observed that on an average 52.15% of the respondents strongly feels that various psychological factors such as comparison of different brands by the customers, brand image and loyalty, customer care and services ,style, features, comfort and Brand’s status symbol and the image of the organization in the society and brand ambassadors associated with the brand helps the customer to decide which brand has to be preferred while 29.54% of the respondents agrees with the same opinion, 10% somehow feels that the above said psychological factors helps the customer to decide which brand has to be preferred.

However, 5.38% of respondents disagree and 2.92% of the respondents strongly feel that the above said psychological factors do not help the customer to decide which brand has to be preferred.

Analysis of financial factors reveals that on an average 38.31% of the respondents strongly feels that the financial factors such as real income of the customer, price of the product, servicing and insurance cost, loan services provided by the finance companies and special economic offers provided by the brand helps the customer to decide which brand has to be preferred while 35.08% of the respondents agrees with the same opinion, 7.85% somehow feels that the above said financial factors helps the customer to decide which brand has to be preferred. However, 12.77% of respondents disagree and 6% of the respondents strongly feel that the above said financial factors do not help the customer to decide which brand has to be preferred.

While analyzing how the features of the two wheeler automobile affects the brand preference, it has been observed that on an average 39.74% of the respondents strongly feels that mileage & cubic capacity, weight and load carrying ability, easy availability of the accessories, robust look and safety features, brake system, nitrox shockups and streamline body, technology and comfort, warranty, moped and a bike and gear and non gear automobile are the various features that help the customer in deciding which brand has to be proffered while 31.71% of the respondents agrees with the same opinion, 12.82% somehow feels that the above said financial factors helps the customer to decide which brand has to be preferred. However, 10.43% of respondents disagree and 5.30% of the respondents strongly feel that the above said features seldom help the customer to decide which brand has to be preferred.

**Bangalore, Karnataka, India.**

**Analysis and discussion is on an average basis for a particular determinant.**

Knowledge about the brand helps to prefer a particular brand over the other. The knowledge about the brand increases through:						
Knowledge media		Strongly agree	Agree	Somehow	Disagree	Strongly disagree
Advertisement	T.V	63 (48.46%)	38 (29.23%)	16 (12.3%)	08 (6.15 %)	05 (3.85%)
	Magazine & newspaper	56 (43.08%)	39 (30%)	15 (11.54%)	11 (8.46%)	09 (6.92%)
	Hoardings & word of mouth	49 (37.69%)	43 (33.08%)	20 (15.38%)	11 (8.46%)	07 (5.38%)
Past experience		44 (33.85%)	42 (32.31%)	21 (16.15%)	16 (12.3%)	07 (5.38%)
Social media and internet		48 (36.92%)	51 (39.23%)	19 (14.61%)	09 (6.92%)	03 (2.31%)
Review of family, friends, neighbor, etc.		52 (40%)	49(37.69%)	12 (9.23%)	11 (8.46 %)	06(4.61%)
Direct & door to door marketing		49 (37.69%)	52 (40%)	18 (13.85%)	07 (5.38%)	04 (3.08%)
<b>Average</b>		<b>39.67%</b>	<b>34.51%</b>	<b>13.29%</b>	<b>8.02%</b>	<b>4.50</b>
Psychology about the brand helps to prefer a particular brand over the other. Following are the psychological factors that affects the brand preference:						
Psychological factors		Strongly agree	Agree	Somehow	Disagree	Strongly disagree
Psychology about the brand helps to prefer a particular brand over the other. Following are the psychological factors that affects the brand preference:						
Psychological factors		Strongly agree	Agree	Somehow	Disagree	Strongly disagree
Comparison of different brands		69 (53.08%)	35 (26.92%)	15 (11.54%)	06 (4.61%)	05 (3.85%)
Brand image and loyalty		65 (50%)	50 (38.46%)	05 (3.85%)	06 (4.61%)	04 (3.08%)

Customer care and services	76 (58.46%)	29 (22.31%)	16 (12.31%)	06 (4.61%)	03 (2.31%)
Style, features, comfort and Brand's status symbol.	88 (67.69%)	27 (20.77%)	10 (7.69%)	03 (2.31%)	02 (1.54%)
Image of the organization in the society and brand ambassadors.	73 (56.15%)	29 (22.31%)	18 (13.85%)	07 (5.38%)	03 (2.31%)
<b>Average</b>	<b>57.08%</b>	<b>26.15%</b>	<b>9.85%</b>	<b>4.30%</b>	<b>2.62%</b>
Capability to purchase the product is one of the distinguishing factors among the brands. Following are the financial factors that decides the preference of one brand over others:					
<b>Financial factors</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Somehow</b>	<b>Disagree</b>	<b>Strongly disagree</b>
Real Income of the customer	50 (38.46%)	66 (50.77%)	03 (2.31%)	07 (5.38%)	04 (3.08%)
Price of the product	42 (32.31%)	41 (31.54%)	14 (10.77%)	19 (14.62%)	14 (10.77%)
Servicing and insurance cost	37 (28.46%)	30 (23.08%)	14 (10.77%)	31 (23.85%)	18 (13.85%)
Loan services provided by the finance companies	64 (49.23%)	53 (40.77%)	08 (6.15%)	03 (2.31%)	02 (1.54%)
Special economic offers provided by the brand	47 (36.15%)	46 (35.38%)	06 (4.62%)	21 (16.15%)	10 (7.69%)
<b>Average</b>	<b>36.92%</b>	<b>36.31%</b>	<b>6.92%</b>	<b>12.46%</b>	<b>7.38%</b>
Features of the product helps to decide which brand should be preferred over the other. Following are the various features that are considered while purchasing a two wheeler:					
<b>Features of the product</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Somehow</b>	<b>Disagree</b>	<b>Strongly disagree</b>
Mileage & Cubic capacity	44 (33.85%)	39 (30%)	17 (13.08%)	22 (16.92%)	08 (6.15%)
Weight and load carrying ability	39 (30%)	37 (28.46%)	12 (9.23%)	31 (23.85%)	11 (8.46%)
Easy availability of the accessories	62 (47.69%)	42 (32.31%)	18 (13.85%)	05 (3.85%)	03 (2.31%)
Robust look and safety features	34 (26.15%)	34 (26.15%)	41 (31.54%)	17 (13.08%)	04 (3.08%)
Brake system, nitrox shockups and streamline body	61 (46.92%)	46 (35.38%)	03 (2.31%)	14 (10.77%)	06 (4.61%)
Technology and comfort'	81 (62.31%)	31 (23.85%)	07 (5.38%)	06 (4.61%)	05 (3.85%)
Warranty	27 (20.77%)	34 (26.15%)	31 (23.85%)	27 (20.77%)	11 (8.46%)
Moped and a bike	56 (43.08%)	68 (52.31%)	02 (1.54%)	03 (2.31%)	01 (0.8%)
Gear and non gear	60 (46.15%)	61 (46.92%)	04 (3.08%)	03 (2.31%)	02 (1.54%)
<b>Average</b>	<b>39.66%</b>	<b>33.50%</b>	<b>11.54%</b>	<b>10.94%</b>	<b>4.36%</b>

Table 3 Number And Percentage Wise Responses Of Customer Of Two Wheeler From Bangalore City

Table 3 shows the opinion of the respondents from Bangalore city of Karnataka (India) for various factors that helps them to decide on the brand preference during the purchase of two wheeler automobile. It has been observed that on an average 39.67% of the respondents strongly

feels that the knowledge media such as advertisement, past experiences of various customers and the individual himself, social media and internet review of family, friends, neighbor, etc. and direct & door to door marketing helps to increase the knowledge about the brand while



34.51% of respondents agrees with the same opinion, 13.29% somehow feels that the above said knowledge media increases the knowledge about the brand. However, 8.02% of respondents disagree and 4.50% of the respondents strongly feel that the above said knowledge media fails to increase the knowledge about the brand.

As far as psychological factors are concerned, it has been observed that on an average 57.08% of the respondents strongly feels that various psychological factors such as comparison of different brands by the customers, brand image and loyalty, customer care and services, style, features, comfort and Brand's status symbol and the image of the organization in the society and brand ambassadors associated with the brand helps the customer to decide which brand has to be preferred while 26.15% of the respondents agrees with the same opinion, 9.85% somehow feels that the above said psychological factors helps the customer to decide which brand has to be preferred. However, 4.30% of respondents disagree and 2.62% of the respondents strongly feel that the above said psychological factors do not help the customer to decide which brand has to be preferred.

Analysis of financial factors reveals that on an average 36.92% of the respondents strongly feels that the financial factors such as real income of the customer, price of the product, servicing and insurance cost, loan services provided by the finance companies and special economic offers provided by the brand helps the customer to decide which brand has to be preferred while 36.31% of the respondents agrees with the same opinion, 6.92% somehow feels that the above said financial factors helps the customer to decide which brand has to be preferred. However, 12.46% of respondents disagree and 7.38% of the respondents strongly feel that the above said financial factors do not help the customer to decide which brand has to be preferred.

While analyzing how the features of the two wheeler automobile affects the brand preference, it has been observed that on an average 39.66% of the respondents strongly feels that mileage & cubic capacity, weight and load carrying ability, easy availability of the accessories, robust look and safety features, brake system, nitrox shockups and streamline body, technology and comfort, warranty, moped and a bike and gear and non gear automobile are the various features that help the customer in deciding which brand has to be preferred while 33.50% of the respondents agrees with the same opinion, 11.54% somehow feels that the above said financial factors helps the customer to decide which brand has to be preferred. However, 10.94% of respondents disagree and 4.36% of the respondents strongly feel that the above said features

seldom help the customer to decide which brand has to be preferred.

## VI. CONCLUSION

The subject of brand preference is very much important as far as the perspective of both the customer and the manufacturer is concerned. With the advent of new trends in advertising and social media, customers have become very much specific with the choice of the brand. In today's scenario, customer wants every thing at the least possible prices. Under an environment of competing industries it has become very difficult to reach the expectations of the customers. But in order to survive, it is very important for an organization to achieve maximum satisfaction of the customers. It is therefore necessary to analyze various factors which the customer thinks will bring about satisfaction after purchasing the two wheeler automobile on the basis of which the brand is selected.

It has been observed from our research that the foremost important thing is making the customer aware about the brand and the product. Maximum of the respondents feel that various advertising media such as television, newspaper and magazines, etc., past experiences of various customers and the individual himself, social media and internet, review of family, friends, neighbor, etc. and direct & door to door marketing helps to increase the knowledge about the brand among the customers. Similarly, psychological factors are also very important in making the brand image among the customers. Most of the organizations have come up with several financial aids for the customers such as servicing and insurance cost, loan services provided by the finance companies, special economic offers provided by the brand. This financial help along with the competitive price of the product attracts the customers towards a particular brand. Finally the features of the product play a very important role as far as pre and post purchase experience of the customer is concerned. These experiences are shared by the users with the probable customers and hence in this way the marketing of the organization takes place which builds up the brand image of the organization and hence results in to maximum brand preference.

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