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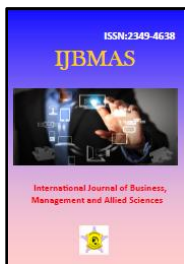
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IMPACT OF SOCIO-ECONOMIC FACTORS ON BRAND PREFERENCES OF CONSUMERS OF TWO-WHEELERS ACROSS THE RURAL AND URBAN MARKETS IN VIJAYAWADA - A COMPARATIVE STUDY

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ABSTRACT

In the present scenario, the study of consumer behaviour is essential for all business units. Consumers are the kings of markets. The business organization can't be run without consumers for their products. The process of all the activities of the business concerns ends with consumers and consumer satisfaction. The study of Consumer Behaviour is complex and very often not considered rational, because of many variables involved and their tendency to interact with and influence each other. A further challenge is that consumer personalities differ across borders and also between and within regions. The vulnerable consumer, who does not always have access to the same number of choices as the average consumer, also needs to be taken into account. Influencing consumer behaviour is in fact about targeting the right people with the right message. Greater importance is also placed on consumer retention with the relationship. Relationship marketing is an influential asset for consumer behaviour analysis, as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the consumer or buyer. The consumers who want to mobile today consider personal transport as one of their basic need. In India, the two-wheelers are used for a variety of purposes. Particularly in urban areas for going to work, visiting people, carrying loads, outdoor jobs like selling and assembling. In rural areas, it enables people to travel more frequently to nearby towns for their daily needs. An empirical study through survey was conducted on 750 respondents in rural and urban markets in Vijayawada. The research aimed to analyze the brand perception of respondents across the categories of the place of residence.

Keywords: Consumer Perception, Brand Preferences, Chi-square, Correlation, Socio-economic factors.

1. Introduction

Consumer Behaviour is the study of when, why, how, and where people do or do not buy a product. It blends elements from Psychology, Sociology, Cultural Anthropology and Economics. It attempts to understand the buyer decision-making process, both individually and in groups. According to Edward, "It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences groups such as family, friends, reference groups and society in general".

India is so culturally diverse that it may seem impossible that there exists just one consumer ideal, but it appears that globalization has led to the transcending of this cultural boundary. The study deals what consumers buy, why they buy, how they buy when they buy, where they buy, how frequently they buy and how they dispose of the product after use. Consumer Research investigates and analyze Consumer Behaviour and provide manufacturers and dealers with important data and insight for determining features and promotional strategy. The evaluation of the marketing concept from mere selling to consumer-oriented marketing has resulted in buyer behaviour becoming an independent discipline. The growth of consumerism and consumer legislation emphasizes the importance that is given to the consumer. Consumer behaviour focuses on how individuals make the decision to spend their available resources.

Indian consumers are amongst the most discerning consumers in the world. In the present scenario the behavior of the consumers is moving from Presumers, those who love to get involved with, push, fund, and promote products and services before they are realized, to the Customers, who move from passively consuming a product towards funding or investing in the brands they buy from.

However, consumers are often looking for both a financial and an *emotional* return. Therefore only brands that are open, friendly, honest, trusted, transparent and somewhat 'human' will prove able to attract enthusiastic Customers. Now a day's consumers behavior is moving towards the mega trend of transparency. Brands must move from **'having nothing to hide', to pro-actively** *'showing and proving* **they have nothing to hide',** and go beyond speaking lofty statements on 'values' or 'culture' to real, unambiguous and clear evidence or statements about actual results.

2. Review of Literature

Dr. Ronald Mani and Debasis Tripathy, (April 2013) in their article "A Study on Consumer buying behaviour towards Two-Wheeler bikes in context of Indian Market" stated that the two-wheeler manufacturers must concentrate on mileage and technology as per the requirements of the consumers to mobilize more customers towards their brands. According to their study majority of the youth are attracted towards the new style and latest designs. So they suggested that this factor should also be considered along with the mileage and price which is considered by the middle-aged people while manufacturing. They conclude that Honda and Bajaj customers' satisfaction levels are very high when compared to TVS.

Dr. Sardar Gugloth And Margani Soma Sekhara (2012) in their research article "A study relating to the decision-making process of purchasing two-wheelers in the rural area of Andhra Pradesh" states that rural market is not fully encased by marketers. Currently, there is a high demand for two-wheelers across all these segments. With the growing economy, people are left with more disposable income to be spent on meeting their mobility needs such as two-wheelers. Banks and other financial institutions have an assortment of vehicle loan schemes with attractive rates of interest and a convenient number of installments, it will give additional support to the automobile sector, to boost sales across various segments. Then only Automobile companies could significantly increase their market share by extending attention on rural areas.

Faiz Ahmed Shaikh (2012) in his study "A Critical Analysis of Consumer buying behavior of two-wheelers (observations pertinent to Ahmednagar city, Maharashtra)" states that the data on the basis of proportion and chi-square test indicates that Hero Motor Corp. and Honda Motorcycles and Scooters India Pvt. Ltd. are the most preferred manufacturers and therefore they are the market leaders in the two-wheeler segment. The sales are strongly correlated with the age group of consumers. Interestingly the purchase of two wheeler is independent of the annual income of buyer, this could perhaps be due to the easy loan available and customer-friendly marketing strategies adopted by the dealers. A significant proportion of the customers prefer to buy a two-wheeler in the range of Rs. 41,000-50,000 having a fuel efficiency of 45-55 Kmpl. The non-gear model is preferred by 38.33% and with gear (4 gears) model is preferred by 40.00% consumers. The data is further correlated with the gender of the consumer. Presumably, females and aged males prefer non-gear vehicle whereas male, in general, prefers a vehicle with gear. As for maintenance of the vehicle is concerned the general consensus among consumers indicates they prefer servicing the vehicle once in four months. Further, the majority of the consumers happen to have a vehicle that is 1 to 5 years old indicating old two-wheeler vehicles are rapidly being replaced. Finally, the colour of the vehicle seems to play an important role in consumer preference. The observations indicate a strong affinity for the red colour, followed by the black and blue colour of the vehicle

Ranjit Mundu, Herat Trivedi and Yuvraj Kurade (2011) in his article "Analysis of Factors Influencing Two Wheeler Purchases by Women" states that the results of the analysis reinforce many commonly held notions. Women tend to base their buying decision on the ease of handling of the vehicle. The weight and the height of a two-wheeler are also given due importance. Also, the mileage and price are considered as important factors, especially for the population that has an annual income of less than 40000. First-time buyers are more affected by the price of the vehicle. Pune women also give importance to the comfort level that the vehicle offers them. Women from Pune city seek two-wheelers with high mileage and good handling. Buyers are not too swayed by style and tend to prefer vehicles that offer a mileage greater than 45.

Rajesh Mahrotra And Sachin Kumar Sharma, (2012) in their research article "An empirical study of buying behaviour of the Two-wheeler users in Jaipur district" have stated many factors which affect the consumers' buying behaviour. The two-wheelers buying decision depends on various factors viz. mileage, engine power, model, price, and weight of the two-wheeler. The matured people in age and people with family are giving more priority to mileage. Due to the increase in the purchasing power of the customers, the price of the two-wheelers is the least important factor in all age group of people. Education factor also plays an important role at the time of purchasing two-wheeler. As per their study Customer are giving more importance to mileage as well as engine power in the product. They are least bothered about the price. If the price is more and mileage and power exists in the product they are ready to buy it. Their study suggests that manufacturers should offer more varieties of products to their prospective customer and must focus on the mileage and capacity of the two-wheeler.

3. Objectives

To study the Impact of Socio-Economic factors of respondents on the Brand perception of two-wheelers across the categories of place i.e., Rural and Urban.

To identify the most significant reason for buying two-wheelers in rural and urban markets

4. Research Methodology

4.1 Population frame: The population frame for this study would be the male consumers of two-wheeler Motorcycles in two Mandals namely Vijayawada(Urban) and Vijayawada(Rural) in the district of Krishna, State of Andhra Pradesh in India.

4.2 Sampling Frame: The sampling frame for this present research would be the two Mandals of Krishna District, namely Vijayawada (Urban) and Vijayawada (Rural).

4.3 Sample Structure: The sample structure was made up of 66.67 percent of the total sample size from Vijayawada(Urban) and 33.33% of the sample size from Vijayawada(Rural).

4.4 Sample Subjects: The sample subjects for the present research are the Consumers of Hero, Honda, Bajaj, TVS and Yamaha.

4.5 Sample Size: Out of the total population of Motorcycle users in Vijayawada(Urban & Rural) a sample of 750 male respondents from different occupations, age groups, incomes et.al., was selected through stratified random sampling in two Mandals of Krishna District, namely Vijayawada (Urban) and Vijayawada (Rural). The sample size was divided between the two mandals in the proportion of Population. To minimize the sampling error, data was collected from 821 respondents (i.e., 536 from Urban and 285 from Rural). The response rate of the sample was 100 percent in both Urban and Rural market. 71 questionnaires were discarded due to erroneousness and hence data from 750 (i.e. 500 from Urban and 250 from rural) respondents was finally captured and analyzed for the study.

4.6 Data Collection: For this study, the data was collected both from primary and secondary sources.

4.7 Primary Data: Primary data was collected by opinion studies through field survey method using the structured questionnaire in the form of the personal interview from sample respondents of 500 from Vijayawada(Urban) regions and 250 respondents from Vijayawada(Rural) thus making a total sample size of 750 respondents.

4.8 Secondary Data: Secondary data has been collected from the published articles, annual report and other reviews of literature available in magazines and Automobile journals.

4.9 Methods of Analysis - Statistical Tools: In this research, the researcher applied the Chi-square test for analyzing the significance of Brand preferences and Socio-Economic factors across the rural and Urban Regions. The statistical tool Correlation was used to identify the most significant reason across the rural and urban markets. In this study, the hypothesis was tested with the help of SPSS software Version 23.

4.10 Response Rate: To minimize the sampling error, data was collected from 821 respondents (i.e., 536 from Urban and 285 from Rural). The response rate of the sample was 100 percent in both Urban and Rural market. 71 questionnaires were discarded due to erroneousness and hence data from 750 (i.e. 500 from Urban and 250 from Rural) respondents was finally captured and analyzed for the study.

5. Demographic Profile of the Sample

The literature review of the present study reveals that the Socio-economic *characteristics* of consumers play a crucial role in their consumption behaviour. Hence the researcher considered consider the significant factors identified in the review for the present study viz., gender, age, marital status, educational level, occupational status, monthly income, the family size which influence the purchase decisions of the consumers both for essential goods and other comforts of life. So it is worthwhile to assess the socio-economic profile of the selected respondents before proceeding to the analyses of the objectives.

5.1 Gender

The below Table shows the Gender of the respondents. It is observed that, out of 750 respondents selected for the study, all are male respondents and none of them are female. Though female uses mopeds as a mode of their personal transport they don't ride motorcycles. Hence the researcher selected only male respondents for this study.

Table 1: Gender of the Respondents

Variable and Category			Place of Residence		Total
			Rural	Urban	
Gender Male		Count	250	500	750
		% within Gender	33.3%	66.7%	100.0%
		% within the Place of Residence	100.0%	100.0%	100.0%
		% of Total	33.3%	66.7%	100.0%
Total		Count	250	500	750
		% within Gender	33.3%	66.7%	100.0%
		% within the Place of Residence	100.0%	100.0%	100.0%
		% of Total	33.3%	66.7%	100.0%

5.2 Marital Status of the Respondents

The below Table shows that large proportion of the respondents i.e., 282 in Urban (56.4%) and 145 in Rural (58%) are married and the others i.e., 218 in Urban (43.6%) and 105 in Rural (42%) are unmarried.

Table 2: Marital Status of the Respondents

Variable and Category			Place of Residence		Total
			Rural	Urban	
Marital Status	Unmarried	Count	105	218	323
		% within Marital Status	32.5%	67.5%	100.0%
		% within the Place of Residence	42.0%	43.6%	43.1%
		% of Total	14.0%	29.1%	43.1%
	Married	Count	145	282	427
		% within Marital Status	34.0%	66.0%	100.0%
		% within the Place of Residence	58.0%	56.4%	56.9%
		% of Total	19.3%	37.6%	56.9%
Total		Count	250	500	750
		% within Marital Status	33.3%	66.7%	100.0%
		% within the Place of Residence	100.0%	100.0%	100.0%
		% of Total	33.3%	66.7%	100.0%

5.3 Age of the Respondents

From the below table it is observed that, majority of the respondents a cumulative value 331 in urban (66.2%) and 199 in rural (79.6%) belong to the age group of 20 to 40 years, and due to financial and other constraints a very negligible percent of respondents a cumulative value 85 in Urban (17%) and 19 in Rural (7.6%) in the age group below 20 years and above 50 years are using two-wheelers.

Table 3: Age of the Respondents

			Rural	Urban	Total
		Variable and Category		**Place of Residence**	
			Rural	**Urban**	**Total**
Age	Below 20	Count	8	28	36
		% within Age	22.2%	77.8%	100.0%
		% within the Place of Residence	3.2%	5.6%	4.8%
		% of Total	1.1%	3.7%	4.8%
	20 - 30	Count	102	155	257
		% within Age	39.7%	60.3%	100.0%
		% within the Place of Residence	40.8%	31.0%	34.3%
		% of Total	13.6%	20.7%	34.3%
	31 - 40	Count	97	176	273
		% within Age	35.5%	64.5%	100.0%
		% within the Place of Residence	38.8%	35.2%	36.4%
		% of Total	12.9%	23.5%	36.4%
	41 - 50	Count	32	84	116
		% within Age	27.6%	72.4%	100.0%
		% within the Place of Residence	12.8%	16.8%	15.5%
		% of Total	4.3%	11.2%	15.5%
	Above 50	Count	11	57	68
		% within Age	16.2%	83.8%	100.0%
		% within the Place of Residence	4.4%	11.4%	9.1%
		% of Total	1.5%	7.6%	9.1%
Total		Count	250	500	750
		% within Age	33.3%	66.7%	100.0%
		% within the Place of Residence	100.0%	100.0%	100.0%
		% of Total	33.3%	66.7%	100.0%

5.4 Education and Qualification of Respondents

From the below Table it is observed that the highest proportion of respondents i.e., (62.2%) in Urban are Graduates and Postgraduates and 53.2% in Rural had Secondary School Certificate and Below SSC.

Table 4: Education of the Respondents

			Rural	Urban	Total
		Variable and Category		**Place of Residence**	
			Rural	**Urban**	**Total**
Education	Below SSC	Count	60	20	80
		% within Education	75.0%	25.0%	100.0%
		% within the Place of Residence	24.0%	4.0%	10.7%
		% of Total	8.0%	2.7%	10.7%
	SSC	Count	73	69	142
		% within Education	51.4%	48.6%	100.0%
		% within the Place of Residence	29.2%	13.8%	18.9%
		% of Total	9.7%	9.2%	18.9%

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	Intermediate	Count	53	100	153
		% within Education	34.6%	65.4%	100.0%
		% within the Place of Residence	21.2%	20.0%	20.4%
		% of Total	7.1%	13.3%	20.4%
	Degree	Count	46	196	242
		% within Education	19.0%	81.0%	100.0%
		% within the Place of Residence	18.4%	39.2%	32.3%
		% of Total	6.1%	26.1%	32.3%
	PG and other	Count	18	115	133
		% within Education	13.5%	86.5%	100.0%
		% within the Place of Residence	7.2%	23.0%	17.7%
		% of Total	2.4%	15.3%	17.7%
Total		Count	250	500	750
		% within Education	33.3%	66.7%	100.0%
		% within the Place of Residence	100.0%	100.0%	100.0%
		% of Total	33.3%	66.7%	100.0%

5.5 Monthly Income of the Respondents

Demand for the product supported by the Purchasing Power of the Consumers usually considered as the potential demand. Since Consumers' purchasing power depends on their Income level, consumers income level was analyzed in the study.

Table 5: Monthly Income of the Respondents

			Place of Residence		Total
			Rural	Urban	
Income Per Month	Below Rs.10000	Count	83	55	138
		% within Income Per Month	60.1%	39.9%	100.0%
		% within the Place of Residence	33.2%	11.0%	18.4%
		% of Total	11.1%	7.3%	18.4%
	Rs.10001 - Rs. 20000	Count	101	127	228
		% within Income Per Month	44.3%	55.7%	100.0%
		% within the Place of Residence	40.4%	25.4%	30.4%
		% of Total	13.5%	16.9%	30.4%
	Rs. 20001 - Rs. 30000	Count	54	154	208
		% within Income Per Month	26.0%	74.0%	100.0%
		% within the Place of Residence	21.6%	30.8%	27.7%
		% of Total	7.2%	20.5%	27.7%
	Rs. 30001 - Rs. 40000	Count	8	131	139
		% within Income Per Month	5.8%	94.2%	100.0%
		% within the Place of Residence	3.2%	26.2%	18.5%

		% of Total	1.1%	17.5%	18.5%
	Above Rs. 40000	Count	4	33	37
		% within Income Per Month	10.8%	89.2%	100.0%
		% within the Place of Residence	1.6%	6.6%	4.9%
		% of Total	0.5%	4.4%	4.9%
Total		Count	250	500	750
		% within Income Per Month	33.3%	66.7%	100.0%
		% within the Place of Residence	100.0%	100.0%	100.0%
		% of Total	33.3%	66.7%	100.0%

The above Table reveals that a majority of the respondents in Urban (57%) and in Rural (73.6%) are earning income between Rs.20,001 to Rs.40,000 per month and Below Rs.20,000 per month respectively.

5.6 Occupation of the Respondents

The below Table depicts that majority of the respondents i.e., 59.4% in Urban engaged in Employment and Business and 70.8% of Rural respondents engaged in Employment and Agriculture and allied activities.

Table 4.6: Occupation of the Respondents

			Place of Residence		Total
			Rural	Urban	
Occupation	Business	Count	30	125	155
		% within Occupation	19.4%	80.6%	100.0%
		% within the Place of Residence	12.0%	25.0%	20.7%
		% of Total	4.0%	16.7%	20.7%
	Profession	Count	43	119	162
		% within Occupation	26.5%	73.5%	100.0%
		% within the Place of Residence	17.2%	23.8%	21.6%
		% of Total	5.7%	15.9%	21.6%
	Employment	Count	106	172	278
		% within Occupation	38.1%	61.9%	100.0%
		% within the Place of Residence	42.4%	34.4%	37.1%
		% of Total	14.1%	22.9%	37.1%
	Others	Count	71	84	155
		% within Occupation	45.8%	54.2%	100.0%
		% within the Place of Residence	28.4%	16.8%	20.7%
		% of Total	9.5%	11.2%	20.7%
Total		Count	250	500	750
		% within Occupation	33.3%	66.7%	100.0%
		% within the Place of Residence	100.0%	100.0%	100.0%
		% of Total	33.3%	66.7%	100.0%

KY Publications

5.7 Family Members of the Respondent

The below Table shows that majority of respondents i.e., 73% are from families with 3 to 5 members in Urban and 73.2% of respondents belong to the family size 5 and above in Rural areas.

Table 7: Family Members of the Respondents

| | | | Place of Residence | | Total |
			Rural	Urban	
Family Members	Two	Count	20	43	63
		% within Family Members	31.7%	68.3%	100.0%
		% within the Place of Residence	8.0%	8.6%	8.4%
		% of Total	2.7%	5.7%	8.4%
	Three or Four	Count	47	170	217
		% within Family Members	21.7%	78.3%	100.0%
		% within the Place of Residence	18.8%	34.0%	28.9%
		% of Total	6.3%	22.7%	28.9%
	Four	Count	100	195	295
		% within Family Members	33.9%	66.1%	100.0%
		% within the Place of Residence	40.0%	39.0%	39.3%
		% of Total	13.3%	26.0%	39.3%
	Five	Count	83	92	175
		% within Family Members	47.4%	52.6%	100.0%
		% within the Place of Residence	33.2%	18.4%	23.3%
		% of Total	11.1%	12.3%	23.3%
Total		Count	250	500	750
		% within Family Members	33.3%	66.7%	100.0%
		% within the Place of Residence	100.0%	100.0%	100.0%
		% of Total	33.3%	66.7%	100.0%

6. Chi-Square Analysis

6.1 Introduction

The Chi-Square Test is a Non-Parametric Statistics. It is also known as distribution phase statistics. We often use this test when we have research design that produces data that violate the assumptions of Parametric Tests. Chi-square test is used for a test of independence and Goodness of fit. In this study chi-square test is conducted at 5% level of significance to test the test of independence between the Brand preferences and various factors form the sample data.

6.2 Marital Status and Brand Preference
Hypothesis :

H$_{01}$:   There is no significant association between Marital Status and Brand Preference

H$_{11}$:   There is a significant association between Marital Status and Brand Preference

Table 8 Chi-Square Test Results

Place of Residence		Value	df	Asymptotic Significance (2-sided)
Rural	Pearson Chi-Square	14.811[b]	4	.005
	Likelihood Ratio	14.887	4	.005
	Linear-by-Linear Association	4.040	1	.044
	N of Valid Cases	250		
Urban	Pearson Chi-Square	7.159[c]	4	.128
	Likelihood Ratio	7.182	4	.127
	Linear-by-Linear Association	1.211	1	.271
	N of Valid Cases	500		

Findings:

Rural Market – H$_{01}$ is Rejected

Since the calculated P value in Rural region (0.005) is less than the tabulated value the Null hypothesis is rejected. Hence it is inferred that there is a significant association between Marital Status and Brand Preferences of the Consumers in Rural Market

Urban Market – H$_{01}$ is Accepted

Since the calculated P value in the Urban region (0.128) is greater than the tabulated value the Null hypothesis is accepted. Hence it is inferred that there is no significant association between Marital Status and Brand Preferences of the Consumers in Urban Market.

6.3 Age and Brand Preference

Hypothesis :

H$_{02}$:   There is no significant association between Age and Brand Preference

H$_{12}$:   There is a significant association between Age and Brand Preference

Table 9: Chi-Square Tests Results

Place of Residence		Value	df	Asymptotic Significance (2-sided)
Rural	Pearson Chi-Square	60.117[b]	16	.000
	Likelihood Ratio	52.332	16	.000
	Linear-by-Linear Association	13.176	1	.000
	N of Valid Cases	250		
Urban	Pearson Chi-Square	47.620[c]	16	.000
	Likelihood Ratio	53.102	16	.000
	Linear-by-Linear Association	14.791	1	.000
	N of Valid Cases	500		

Findings:

Rural Market – H$_{02}$ is Rejected

Since the calculated P value in Rural region (0.000) is less than the tabulated value the Null hypothesis is rejected. Hence it is inferred that there is a significant association between Age and Brand Preferences of the Consumers in Rural Market

Urban Market – H_{02} is Rejected

Since the calculated P value in the Urban region (0.000) is less than the tabulated value the Null hypothesis is rejected. Hence it is inferred that there is a significant association between Age and Brand Preferences of the Consumers in Urban Market.

6.4. Education and Brand Preference

Hypothesis :

H_{03}:   There is no significant association between Education and Brand Preference

H_{13}:   There is a significant association between Education and Brand Preference

Table 10: Chi-Square Tests Results

Place of Residence		Value	df	Asymptotic Significance (2-sided)
Rural	Pearson Chi-Square	60.783[b]	16	.000
	Likelihood Ratio	63.794	16	.000
	Linear-by-Linear Association	21.924	1	.000
	N of Valid Cases	250		
Urban	Pearson Chi-Square	58.888[c]	16	.000
	Likelihood Ratio	59.043	16	.000
	Linear-by-Linear Association	.369	1	.544
	N of Valid Cases	500		

Findings:

Rural Market – H_{03} is Rejected

Since the calculated P value in Rural region (0.000) is less than the tabulated value the Null hypothesis is rejected. Hence it is inferred that there is a significant association between Education and Brand Preferences of the Consumers in Rural Market

Urban Market – H_{03} is Rejected

Since the calculated P value in the Urban region (0.000) is less than the tabulated value the Null hypothesis is rejected. Hence it is inferred that there is a significant association between Education and Brand Preferences of the Consumers in Urban Market.

6.5. Income and Brand Preference

Hypothesis :

H_{04}:   There is no significant association between Income and Brand Preference

H_{14}:   There is a significant association between Income and Brand Preference

Table 11: Chi-Square Tests Results

Place of Residence		Value	df	Asymptotic Significance (2-sided)
Rural	Pearson Chi-Square	39.826[b]	16	.001
	Likelihood Ratio	38.997	16	.001
	Linear-by-Linear Association	5.531	1	.019
	N of Valid Cases	250		
Urban	Pearson Chi-Square	41.899[c]	16	.000
	Likelihood Ratio	42.947	16	.000
	Linear-by-Linear Association	10.776	1	.001
	N of Valid Cases	500		

Findings:

Rural Market – H_{04} is Rejected

Since the calculated P value in Rural region (0.001) is less than the tabulated value the Null hypothesis is rejected. Hence it is inferred that there is a significant association between Income and Brand Preferences of the Consumers in Rural Market

Urban Market – H_{04} is Rejected

Since the calculated P value in the Urban region (0.000) is less than the tabulated value the Null hypothesis is rejected. Hence it is inferred that there is a significant association between Income and Brand Preferences of the Consumers in Urban Market.

6.6. Occupation and Brand Preference

Hypothesis:

H_{05}:   There is no significant association between Occupation and Brand Preference

H_{15}:   There is a significant association between Occupation and Brand Preference

Table 12: Chi-Square Tests Results

Place of Residence		Value	df	Asymptotic Significance (2-sided)
Rural	Pearson Chi-Square	31.122[b]	12	.002
	Likelihood Ratio	30.246	12	.003
	Linear-by-Linear Association	.976	1	.323
	N of Valid Cases	250		
Urban	Pearson Chi-Square	33.770[c]	12	.001
	Likelihood Ratio	34.282	12	.001
	Linear-by-Linear Association	.028	1	.868
	N of Valid Cases	500		

Findings:

Rural Market – H_{05} is Rejected

Since the calculated P value in Rural region (0.002) is less than the tabulated value the Null hypothesis is rejected. Hence it is inferred that there is a significant association between Occupation and Brand Preferences of the Consumers in Rural Market

Urban Market – H_{05} is Rejected

Since the calculated P value in the Urban region (0.001) is less than the tabulated value the Null hypothesis is rejected. Hence it is inferred that there is a significant association between Occupation and Brand Preferences of the Consumers in Urban Market.

6.7 Mode of Purchase and Brand Preference

Hypothesis:

H_{06}:　　　There is no significant association between Mode of Purchase and Brand Preference

H_{16}:　　　There is a significant association between Mode of Purchase and Brand Preference

Table 13: Chi-Square Tests

Place of Residence		Value	df	Asymptotic Significance (2-sided)
Rural	Pearson Chi-Square	27.306[b]	4	.000
	Likelihood Ratio	26.230	4	.000
	Linear-by-Linear Association	10.733	1	.001
	N of Valid Cases	250		
Urban	Pearson Chi-Square	12.116[c]	4	.017
	Likelihood Ratio	13.245	4	.010
	Linear-by-Linear Association	.056	1	.813
	N of Valid Cases	500		

Findings:

Rural Market – H_{06} is Rejected

Since the calculated P value in Rural region (0.000) is less than the tabulated value the Null hypothesis is rejected. Hence it is inferred that there is a significant association between Mode of Purchase and Brand Preferences of the Consumers in Rural Market

Urban Market – H_{06} is Rejected

Since the calculated P value in the Urban region (0.017) is less than the tabulated value the Null hypothesis is rejected. Hence it is inferred that there is a significant association between Mode of Purchase and Brand Preferences of the Consumers in Urban Market.

6.8 Mode of Credit Purchase and Brand Preference

Hypothesis:

H_{07}:　　　There is no significant association between Mode of Credit and Brand Preference

H_{17}:　　　There is a significant association between Mode of Credit and Brand Preference

Table 14: Chi-Square Tests

Place of Residence		Value	df	Asymptotic Significance (2-sided)
Rural	Pearson Chi-Square	21.389[b]	8	.006
	Likelihood Ratio	21.214	8	.007
	Linear-by-Linear Association	9.189	1	.002
	N of Valid Cases	250		
Urban	Pearson Chi-Square	21.742[c]	8	.005
	Likelihood Ratio	22.649	8	.004
	Linear-by-Linear Association	1.445	1	.229
	N of Valid Cases	500		

Findings:

Rural Market – H$_{07}$ is Rejected

Since the calculated P value in Rural region (0.006) is less than the tabulated value the Null hypothesis is rejected. Hence it is inferred that there is a significant association between Mode of Credit Purchase and Brand Preferences of the Consumers in Rural Market

Urban Market – H$_{07}$ is Rejected

Since the calculated P value in the Urban region (0.005) is less than the tabulated value the Null hypothesis is rejected. Hence it is inferred that there is a significant association between Mode of Credit Purchase and Brand Preferences of the Consumers in Urban Market.

6.9 Influence of people on Buying Decision and Brand Preference

Hypothesis:

H$_{08}$:   There is no significant association between Influence on Purchase Decision and Brand Preference

H$_{18}$:   There is a significant association between Influence on Purchase Decision and Brand Preference

Table 15: Chi-Square Tests Results

Place of Residence		Value	df	Asymptotic Significance (2-sided)
Rural	Pearson Chi-Square	51.234[b]	16	.000
	Likelihood Ratio	48.809	16	.000
	Linear-by-Linear Association	1.800	1	.180
	N of Valid Cases	250		
Urban	Pearson Chi-Square	14.106[c]	16	.591
	Likelihood Ratio	14.529	16	.559
	Linear-by-Linear Association	.112	1	.738
	N of Valid Cases	500		

Findings:

Rural Market – H$_{08}$ is Rejected

Since the calculated P value in Rural region (0.000) is less than the tabulated value the Null hypothesis is rejected. Hence it is inferred that there is a significant association between Influence on buying decision and Brand Preferences of the Consumers in Rural Market

Urban Market – H$_{08}$ is Accepted

Since the calculated P value in the Urban region (0.591) is greater than the tabulated value the Null hypothesis is accepted. Hence it is inferred that there is no significant association between influence on buying decision Purchase and Brand Preferences of the Consumers in Urban Market.

6.10 Influence of Mode of Advertisement and Brand Preference

Hypothesis:

H$_{09}$:   There is no significant association between Mode of Advertisement and Brand Preference

H$_{19}$:   There is a significant association between Mode of Advertisement and Brand Preference

Table 16 : Chi-Square Tests

Place of Residence		Value	df	Asymptotic Significance (2-sided)
Rural	Pearson Chi-Square	34.875[b]	16	.004
	Likelihood Ratio	30.255	16	.017
	Linear-by-Linear Association	.000	1	.999
	N of Valid Cases	250		
Urban	Pearson Chi-Square	37.112[c]	16	.002
	Likelihood Ratio	37.859	16	.002
	Linear-by-Linear Association	.309	1	.578
	N of Valid Cases	500		

a. 4 cells (16.0%) have expected count less than 5. The minimum expected count is 1.53.

b. 12 cells (48.0%) have expected count less than 5. The minimum expected count is .36.

c. 7 cells (28.0%) have expected count less than 5. The minimum expected count is 1.19.

Findings:

Rural Market – H_{09} is Rejected

Since the calculated P value in Rural region (0.004) is less than the tabulated value the Null hypothesis is rejected. Hence it is inferred that there is a significant association between Mode of Credit Purchase and Brand Preferences of the Consumers in Rural Market

Urban Market – H_{09} is Rejected

Since the calculated P value in the Urban region (0.002) is less than the tabulated value the Null hypothesis is rejected. Hence it is inferred that there is a significant association between influence on buying decision Purchase and Brand Preferences of the Consumers in Urban Market.

6.11 Kilometers Ride Per Day and Brand Preference

Hypothesis:

H_{010}:   There is no significant association between Kilometers Ride per day and Brand Preference

H_{110}:   There is a significant association between Kilometers Ride per day and Brand Preference

Table 17: Chi-Square Tests Results

Place of Residence		Value	df	Asymptotic Significance (2-sided)
Rural	Pearson Chi-Square	23.394[b]	20	.270
	Likelihood Ratio	26.898	20	.138
	Linear-by-Linear Association	3.141	1	.076
	N of Valid Cases	250		
Urban	Pearson Chi-Square	31.493[c]	20	.049
	Likelihood Ratio	33.546	20	.029
	Linear-by-Linear Association	4.056	1	.044
	N of Valid Cases	500		

Findings:

Rural Market – H_{010} is Accepted

Since the calculated P value in Rural region (0.270) is greater than the tabulated value the Null hypothesis is accepted. Hence it is inferred that there is no significant association between Kilometers Ride per day and Brand Preferences of the Consumers in Rural Market

Urban Market – H_{010} is Rejected

Since the calculated P value in the Urban region (0.049) is less than the tabulated value the Null hypothesis is rejected. Hence it is inferred that there is a significant association between Kilometers ride per day Purchase and Brand Preferences of the Consumers in Urban Market.

6.12 Mileage per liter and Brand Preference

Hypothesis:

H_{011}:   There is no significant association between Mileage per liter and Brand Preference

H_{111}:   There is a significant association between Mileage per liter and Brand Preference

Table 18 : Chi-Square Tests Results

Place of Residence		Value	df	Asymptotic Significance (2-sided)
Rural	Pearson Chi-Square	72.208[b]	20	.000
	Likelihood Ratio	63.225	20	.000
	Linear-by-Linear Association	.695	1	.405
	N of Valid Cases	250		
Urban	Pearson Chi-Square	51.244[c]	20	.000
	Likelihood Ratio	55.966	20	.000
	Linear-by-Linear Association	.125	1	.724
	N of Valid Cases	500		

Findings:

Rural Market – H_{011} is Rejected

Since the calculated P value in Rural region (0.000) is greater than the tabulated value the Null hypothesis is rejected. Hence it is inferred that there is a significant association between Mileage per liter and Brand Preferences of the Consumers in Rural Market

Urban Market – H_{011} is Rejected

Since the calculated P value in the Urban region (0.000) is less than the tabulated value the Null hypothesis is rejected. Hence it is inferred that there is a significant association between Mileage per liter Purchase and Brand Preferences of the Consumers in Urban Market.

6.13 After Sales Service and Brand Preference

Hypothesis:

H_{012}:   There is no significant association between After Sales Service and Brand Preference

H_{112}:   There is a significant association between After Sales Service and Brand Preference

Table 19 : Chi-Square Tests Results

Place of Residence		Value	df	Asymptotic Significance (2-sided)
Rural	Pearson Chi-Square	40.223[b]	16	.001
	Likelihood Ratio	40.175	16	.001
	Linear-by-Linear Association	.984	1	.321
	N of Valid Cases	250		
Urban	Pearson Chi-Square	83.308[c]	16	.000
	Likelihood Ratio	88.151	16	.000
	Linear-by-Linear Association	.611	1	.435
	N of Valid Cases	500		

Findings:

Rural Market – H_{012} is Rejected

Since the calculated P value in Rural region (0.001) is greater than the tabulated value the Null hypothesis is rejected. Hence it is inferred that there is a significant association between After Sales Service and Brand Preferences of the Consumers in Rural Market

Urban Market – H_{012} is Rejected

Since the calculated P value in the Urban region (0.000) is less than the tabulated value the Null hypothesis is rejected. Hence it is inferred that there is a significant association between After Sales Service and Brand Preferences of the Consumers in Urban Market.

6.14 Pickup and Brand Preference

Hypothesis:

H_{013}:   There is no significant association between Pickup and Brand Preference

H_{113}:   There is a significant association between Pickup and Brand Preference

Table 20 : Chi-Square Tests Results

Place of Residence		Value	df	Asymptotic Significance (2-sided)
Rural	Pearson Chi-Square	65.519[b]	16	.000
	Likelihood Ratio	72.208	16	.000
	Linear-by-Linear Association	2.112	1	.146
	N of Valid Cases	250		
Urban	Pearson Chi-Square	75.473[c]	16	.000
	Likelihood Ratio	72.873	16	.000
	Linear-by-Linear Association	26.328	1	.000
	N of Valid Cases	500		

Findings:

Rural Market – H_{013} is Rejected

Since the calculated P value in Rural region (0.000) is greater than the tabulated value the Null hypothesis is rejected. Hence it is inferred that there is a significant association between Pickup and Brand Preferences of the Consumers in Rural Market

Urban Market – H_{013} is Rejected

Since the calculated P value in the Urban region (0.000) is less than the tabulated value the Null hypothesis is rejected. Hence it is inferred that there is a significant association between Pickup and Brand Preferences of the Consumers in Urban Market.

6.15 Price and Brand Preference

Hypothesis:

H_{014}:   There is no significant association between Price and Brand Preference

H_{114}:   There is a significant association between Price and Brand Preference

Table 21: Chi-Square Tests Results

	Place of Residence	Value	df	Asymptotic Significance (2-sided)
Rural	Pearson Chi-Square	33.156[b]	16	.007
	Likelihood Ratio	34.661	16	.004
	Linear-by-Linear Association	.058	1	.809
	N of Valid Cases	250		
Urban	Pearson Chi-Square	49.925[c]	16	.000
	Likelihood Ratio	57.524	16	.000
	Linear-by-Linear Association	1.293	1	.256
	N of Valid Cases	500		

Findings:

Rural Market – H_{014} is Rejected

Since the calculated P value in Rural region (0.007) is greater than the tabulated value the Null hypothesis is rejected. Hence it is inferred that there is a significant association between Price and Brand Preferences of the Consumers in Rural Market

Urban Market – H_{014} is Rejected

Since the calculated P value in the Urban region (0.000) is less than the tabulated value the Null hypothesis is rejected. Hence it is inferred that there is a significant association between Price and Brand Preferences of the Consumers in Urban Market.

6.16 Correlation Analysis of Rural Market

Table 22: Correlations Analysis of Rural Market

		Necessity / Compulsory for Work	Convenience / Reach in Time	Status / Neighbours using	Influence of Family	Influence of Friends	Save Transport Cost
Necessity / Compulsory for Work	Pearson Correlation	1	.333**	.415**	.199**	.020	.077
	Sig. (2-tailed)		.000	.000	.002	.755	.223
	N	250	250	250	250	250	250

		Necessity / Compulsory for Work	Convenience / Reach in Time	Status / Neighbours using	Influence of Family	Influence of Friends	Save Transport Cost
Convenience / Reach in Time	Pearson Correlation	.333**	1	.238**	.339**	.093	.188**
	Sig. (2-tailed)	.000		.000	.000	.142	.003
	N	250	250	250	250	250	250
Status / Neighbours using	Pearson Correlation	.415**	.238**	1	.157*	.072	.087
	Sig. (2-tailed)	.000	.000		.013	.259	.173
	N	250	250	250	250	250	250
Influence of Family	Pearson Correlation	.199**	.339**	.157*	1	.045	.097
	Sig. (2-tailed)	.002	.000	.013		.482	.127
	N	250	250	250	250	250	250
Influence of Friens	Pearson Correlation	.020	.093	.072	.045	1	-.038
	Sig. (2-tailed)	.755	.142	.259	.482		.555
	N	250	250	250	250	250	250
Save Transport Cost	Pearson Correlation	.077	.188**	.087	.097	-.038	1
	Sig. (2-tailed)	.223	.003	.173	.127	.555	
	N	250	250	250	250	250	250

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

6.17 Correlation Analysis of Urban Market

Table 23: Correlations Analysis of Urban Market

		Necessity / Compulsory for Work	Convenience / Reach in Time	Status / Neighbours using	Influence of Family	Influence of Friends	Save Transport Cost
Necessity / Compulsory for Work	Pearson Correlation	1	.315**	.428**	.144**	.004	.048
	Sig. (2-tailed)		.000	.000	.001	.933	.281
	N	500	500	500	500	500	500
Convenience / Reach in Time	Pearson Correlation	.315**	1	.200**	.335**	.038	.106*
	Sig. (2-tailed)	.000		.000	.000	.396	.018
	N	500	500	500	500	500	500
Status / Neighbours using	Pearson Correlation	.428**	.200**	1	.104*	.097*	.129**
	Sig. (2-tailed)	.000	.000		.020	.031	.004
	N	500	500	500	500	500	500
Influence of Family	Pearson Correlation	.144**	.335**	.104*	1	-.013	.182**
	Sig. (2-tailed)	.001	.000	.020		.776	.000
	N	500	500	500	500	500	500
Influence of Friends	Pearson Correlation	.004	.038	.097*	-.013	1	-.107*
	Sig. (2-tailed)	.933	.396	.031	.776		.017
	N	500	500	500	500	500	500
Save Transport Cost	Pearson Correlation	.048	.106*	.129**	.182**	-.107*	1
	Sig. (2-tailed)	.281	.018	.004	.000	.017	
	N	500	500	500	500	500	500

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

From the above tables, it is inferred that Convenience and Reach in Time in rural Status and Neigbhours using are in urban are the highly significant and most influencing reason for buying the two-wheelers across the categories of the place of residence.

6. Conclusion

From this study, it is found that Convenience and Reach in Time in rural, Status and Neigbhours using in urban are the highly significant and most influencing reason for buying the two-wheelers across the categories of the place of residence. In rural areas there exist significant association among Brand Preference, Marital Status, Age, Education, Income, Occupation, Mode of purchase, Peers influence, Mode of advertisement, Mileage, After sale service, Pickup and Price in Rural region. In urban areas there exist significant association among Brand Preference, Age, Education, Income, Occupation, Mode of advertisement, Mileage and After sale service, Pickup and Price.

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