

A Study on Satisfaction Levels of Working Women Towards Two Wheelers in Coimbatore, Tamil Nadu

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Abstract

The two wheeler section in India has witnessed one of the most imposing levels of growth in the automobile industry. The Indian two wheeler market has undergone significant renovation in recent times and stylish, fuel-efficient, and eco-friendly two wheelers are gaining popularity. In addition, the markets in Asia, Africa, Middle East, South America, and even parts of Europe are progressively emerging as new markets for the Indian two wheelers that indicate their enhanced stature and technological prowess. Vehicles are identified as means of logistics and conveyance, a dynamic of livelihood, and even an insignia of wealth and luxury. Women play a significant role in the domestic and social economic life of the society. The prominent role of women in decision making is due to increasing literacy, the ability to be assertive, the possession of independent income, and a more significant role in the family. The present study tries to identify the attributes playing prominent role in the buying behavior of the working women while purchasing two wheelers. The main objective of the study is to comprehend the satisfaction level of working women towards two wheelers and to identify the quandary faced by them. The statistical tools like simple percentage, chi-square test, ANOVA, factor analysis were applied to realize the objectives of the study. The results divulge that majority of the respondents were satisfied with the vehicle they owned; the respondents expected performance, cost effectiveness, appearance, and re-sale value while purchasing two wheelers. The study also reveals that the respondents were facing tribulations like frequent breakdown and low mileage.

Keywords: Two wheelers, purchasing behavior of women, customer expectation, automobile industry

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Women are remarkable souls with quite a bit of influence in this world. They can do mighty things with their intuitive minds; such as understand people, cultures, and the world around them with wisdom. The position of women in society has changed markedly in the last twenty years. Women in India now participate in all activities such as education, politics, media, art and culture, service sectors, science and technology, and so forth. From the very beginning of the existence of humankind, women were given the role of taking care of the household and children by society in almost every culture. Meanwhile, men were obligated to provide food and major needs of the family. This trend has changed since the 1980s, and now, a majority of the women are working for several reasons such as the need for socializing and sharing the responsibility of earning for the family.

Two wheelers are of paramount prominence to women. Two wheelers occupy the roads so predominantly that regardless of time, either peak hours or slack hours, the traffic is close and tight. Women are not out of range while talking about speed and bikes. Two wheeler manufacturing companies like Honda, Suzuki, Kinetic, and TVS are launching bikes for girls in India. Two wheeler manufacturers are well aware of their rising demand and hence, are

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flooding the market with new products on a regular basis. The best part about a two wheeler is that it provides quick and easy transportation, and can be parked anywhere. Two wheelers have captured the imagination of the young generation everywhere. They are as much popular in the rural areas as they are in the cities and towns. The easy maintenance, affordable price, and ability to adjust in all kinds of roads have made them dear to one and all. Two wheelers have been the darlings of Indian masses for long because of the convenience they provide to the riders.

The automobile industry in general and the two wheeler industry, in particular, has shown a tremendous growth over the recent years. According to the Society of Indian Automobile Manufacturers (SIAM), the industry grew by 16% in the year 2003-2004. The two wheeler segment as a whole during the year 2004-05 grew by over 15%. The Table 1 depicts the production trend of two wheelers in India.

Table 1. Two Wheeler Production in India

Year	Two Wheeler Production (Number of Vehicles)
2004-05	6,529,829
2005-06	7,608,697
2006-07	8,466,666
2007-08	8,026,681
2008-09	8,419,792
2009-10	10,512,903
2010-11	13,349,349
2011-12	154,27,532
2012-13	157,21,180
CAGR	10.25 %

Source: Society of Indian Automobile Manufacturers.
(n.d.). Automobile production trends. Retrieved from
<http://www.siamindia.com/scripts/production->

Compound annual growth rate (CAGR) is the average growth rate over a period of several years. It is a geometric average of annual growth rate. The two wheeler industry reported a CAGR of 10.25% for the period from 2004 to 2013. The domestic two wheeler industry was expected to report a moderate volume growth of around 4-5% in 2012-13. The two wheeler industry, however, has clocked a compounded annual growth rate (CAGR) of 21.8% over the last 3 years. The two-wheeler industry is expected to report a volume CAGR of 8-9% by 2016-17. This growth has been due to the Government's initiative on rural roads and better connectivity with major towns and cities, improved agricultural performance, and upward trend of purchasing power in the hands of the rural people.

Review of Literature

Empirical studies conducted in India as well as abroad are presented in this section to form a theoretical base. In order to find out the gaps in the studies, it is pertinent to review the available literature on the related aspects of the present study.

Feldwick (1996) proposed a new approach for measuring, analyzing, and predicting a brand's equity in a product market. The survey-based results from applying the method to the digital cellular phone market in Korea showed that the proposed approach has good face validity and convergent validity, with brand awareness playing the largest role, followed by non-attribute preference. Sawant (2007) stated that maintenance and mileage were the two important deciding factors in the purchase decision process. It is also clear that the respondents found a big difference in price, suitability for women, mileage, and resale value amongst various models available in the market.

Saraswathi (2008) found that Bajaj, Hero Honda, and TVS were the main players in the two wheeler industry. The study also reflected that most of the respondents were satisfied with the overall services offered to them. Sahdev (2010) pointed out the marketing strategy of the two wheeler segment in the automobile industry, and an attempt was made to understand the satisfaction level of the customers towards dealer services depending upon their profile, that is, customer's income, demographic factors such as age, gender, occupation, and so forth.

Now-a-days, rise in disposable income levels and greater penetration of personal credit schemes have resulted in higher demand for two wheelers. Another reason for the increase in demand is due to increase in mobility for the women commuters, especially in the urban areas. Based on previous studies, we can say that some studies have been conducted with respect to customers' satisfaction levels with their two wheelers, but there is no detailed and comprehensive study on working women's perception towards two wheelers. We wanted to fill the gap of the previous studies, hence, the present study focuses on the attributes that influence working women - an unobserved segment while purchasing two wheelers, their level of satisfaction, and problems faced by them while using two wheelers, which would be of great use to the two wheeler manufacturers.

Hemanth (2010) reported that due to lack of manpower in the service department, customers are not attended within the expected time, and the management is not fully aware of the relationship between the customers and the staff. He suggested that the management should give equal weightage to sales and services. He also emphasized the need of continuous market research. He suggested that there is a genuine need of continuous sales analysis so as to sustain the market share. Soni and Soni (2012) found that while making a purchase decision regarding the purchase of a two wheeler, friends and spouses play a major role. In the study conducted by them, the respondents expressed a high level of satisfaction with their two wheelers.

Advertising is considered to be powerful medium in the marketing of automobiles. Amongst the different medias, television is the most effective one in influencing the buying decisions. Keeping in view the ever increasing "growth rate" of population, prevailing standards of living and cost of vehicles, two-wheeler bikes would continue to dominate the automobile industry in India.

Objectives of the Study

- (1)** To analyze the factors influencing women in purchase of two wheelers.
- (2)** To determine the level of satisfaction and the problems faced by women while using two wheelers.
- (3)** To discover the various features of two wheelers that were a cause of dissatisfaction among the respondents.

Statement of the Problem

MNCs have entered the Indian traffic scene, and they are causing a sensation in the two wheelers' rider's mind. The market is full of different models of two wheelers with varied brand names, prices, structures, and features. We wanted to investigate the customers' satisfaction levels regarding two wheelers, and with this objective, we conducted the present study. This study specially focuses on working women's attributes while purchasing a two wheeler. This study may provide the two wheeler companies with a launch pad and act as a guide that can help the same in chalking out strategies to increase their market share, and also enhance the level of awareness among the consumers. The present study was undertaken to find answers to the following questions :

- (1)** What is the reason for purchasing a particular brand of two wheeler?
- (2)** What is the level of satisfaction and the problems faced by the working women while using two wheelers?

Research Methodology

➡ **Research Design and Sources of Data :** The study is descriptive in nature. It is based on both primary and

secondary data. The primary data was collected by using a well-structured questionnaire from 200 respondents residing in and around Coimbatore city by using the convenience random sampling method. Secondary data were collected from books, journals, magazines, and from websites. The study was conducted for a period of six months from September 2012 to February 2013.

➡ **Tools Used for Analysis :** The collected data were processed both manually and with the help of SPSS. The following tools were used for the study :

- (1) Simple percentage analysis,
- (2) Chi-Square Analysis,
- (3) ANOVA,
- (4) Factor analysis.

Scope of the Study

The two wheeler market has undergone significant transformation in recent times and stylish, fuel-efficient, and eco-friendly two wheelers are gaining popularity. Various factors such as the availability of two wheelers at reasonable rates, auto loans, and higher disposable incomes have contributed to an evident upsurge in the demand for two wheelers. There is a marked change in the preferences of the buyers every day. The main objective of the study is to analyze the features that are given importance while buying, the problems faced by women while using

Table 2. Demographic Variables of the Respondents

Factors	Options	No. of Respondents	Percentage (%)
Age	18-25 Years	88	44
	26-35 Years	60	30
	36-45 years	36	18
	45 years and above	16	8
Educational Qualification	School Level	24	12
	College Level	112	56
	Professional Qualification	60	30
	Illiterate	4	2
Marital status	Married	88	44
	Unmarried	112	56
Occupation	Professional	48	24
	Employed	76	38
	Business	20	10
	Others	56	28
Monthly Income (per month)	Below ₹ 5,000	4	2
	₹ 5,000 - ₹ 10,000	48	24
	₹10,000 - ₹ 20,000	92	46
	More than ₹ 20,000	56	28
Family size	Upto 2 Members	16	8
	3 Members	40	20
	4 Members	100	50
	Above 4 Members	44	22

Table 3. Vehicle Owned by the Respondents

S.No.	Vehicle	No. of Respondents	Percentage (%)
A	Honda Activa	52	26
B	Kinetic Flyte	-	-
C	Suzuki Access	12	6
D	TVS Scooty ES/Pep/Plus	84	42
E	TVS 50 XL	-	-
F	Honda Aviator	32	16
G	Streak	8	4
H	Hero Honda Pleasure	-	-
I	Honda Dio	8	4
J	Others	4	2
	Total	200	100

two wheelers, and to identify the level of satisfaction with some general features of two wheelers.

Analysis and Results

➤ **Percentage Analysis :** Percentage analysis deals with the demographic factors such as age, educational qualification, marital status, occupation, monthly income, and family size of the respondents. It can be inferred from the Table 2 that a majority of the respondents - 44% of the respondents belonged to the age group of 18 to 25 years, 56% of the respondents were educated up to the college level, 56 % of the respondents were unmarried, 38% of the respondents were employed, 46% of the respondents earned a monthly income between ₹10,000- ₹ 20,000, and 50% of the respondents' family size comprised of 4 members.

The Table 3 shows that out of 200 respondents, 26% of the respondents owned Honda Activa, 6% of the respondents owned Suzuki Access, 42% of the respondents owned TVS Scooty Pep/ES/ Plus, 16% of the respondents owned Honda Aviator, 4% used Streak, 4% of the respondents used Honda Dio, and 2% of the respondents owned other type of vehicle. Thereby, it is clear that a majority of the respondents owned TVS Scooty ES/Pep/Plus.

From the Table 4, it can be inferred that a majority, that is, 40% of the respondents owned the vehicle for a period of 1-5 years, 28% of the respondents owned a black coloured vehicle, 56% of the respondents used the vehicle on a daily basis, 56% of the respondents covered a distance of 251-500 km per month on their vehicle, 42% of the respondents spent above ₹ 500 on fuel, 75% of the respondents had purchased their vehicle by paying cash, 62% of the respondents were initiated by family members to purchase the vehicle.

The Table 5 shows that majority of the respondents gave number one rank to good mileage, new model factor was ranked second, good pickup and speed was ranked third, easy maintenance was ranked fourth, price factor was ranked fifth, reputed brand name was ranked as sixth, offers and schemes was ranked as seventh, followed by after- sales service.

➤ **Chi-Square Analysis :** The chi-square test is mainly used to test the significance of one factor over the other. In this study, factors are classified under two groups - namely demographic factors and study factors.

➤ **Hypotheses 1 to 5:** There is no significant relationship between the demographic factors (viz., age, occupation, educational qualification, family size, and monthly income) and the level of satisfaction of the respondents with their two wheelers.

Table 4. Respondents' Behaviour Towards Various Features of the Two Wheelers

Factors	Options	No. of Respondents	Percentage (%)
Period of usage	1-6 Months	40	20
	7 Months-1 year	48	24
	1 Year-5 years	80	40
	More than 5 years	32	16
Colour of the Vehicle	Black	56	28
	Red	20	10
	White	24	12
	Blue	36	18
	Metallic	12	6
	Green	36	18
	Others	16	8
Use of Vehicle	Very often	12	6
	Daily	112	56
	Weekly once	20	10
	Based on needs	56	28
Kilometers Covered Per Month	0-100 km	28	14
	101-250 km	52	26
	251-500 km	112	56
	More than 500 km	8	4
Amount spent on fuel	Less than ₹ 300 per month	60	30
	₹ 300-₹ 500 per month	56	28
	Above ₹ 500 per month	84	42
Mode of Purchase	Cash	150	75
	Installment	50	25
Source of Information	Family members	124	62
	Friends and Relatives	16	8
	Self comfort	30	15
	Advertisement and display	20	10
	Dealers approach	10	5
	Others (specify)	-	-

Table 5. Ranking of the Features by the Respondents

S. No.	Factors	Rank	Percentage
1	New model	2	63
2	Reputed brand name	6	10
3	Easy maintenance	4	12
4	Price	5	11
5	Offers and schemes	7	9
6	Good mileage	1	67
7	Good pickup & speed	3	20
8	After sales service	8	8

Table 6. Chi-square Results

Hypothesis No	Hypothesis	Chi square value	Pearson's Chi Square		
			df	Asy sign 2 side	Result
H1	There is no significant relationship between the age of the respondents and the level of satisfaction with their two wheeler.	2.351E2	57	.000	Significant
H2	There is no significant relationship between the occupation of the respondents and the level of satisfaction with their two wheeler.	2.463E2	57	.000	Significant
H3	There is no significant relationship between the educational level of the respondents and the level of satisfaction with their two wheeler.	2.171E2	57	.000	Significant
H4	There is no significant relationship between the family size of the respondents and the level of satisfaction with their two wheeler.	2.208E2	57	.000	Significant
H5	There is no significant relationship between the monthly income of the respondents and level of satisfaction with their two wheeler.	2.113E2	57	.000	Significant
H6	There is no significant relationship between the kilometers covered and the problems faced while using the two wheeler.	1.219E2	3	.000	Significant

➤ **Hypothesis 6: There is no significant relationship between the distance covered on the vehicle and the problems faced while using the vehicle.**

From the Table 6, it is clear that with the significant value of .000 at the 1 % level of significance, the hypotheses 1-5 are rejected. Hence, it is concluded that there is a significant relationship between demographic factors (viz., age, occupation, educational qualification, family size, and monthly income) and level of satisfaction of the respondents. It is also clear that with the significance value of .000 at 1% level of significance, there is a significant relationship between the distance covered on the vehicle and the problems faced while using the same. Hence, the hypothesis 6 is also rejected.

➤ **Analysis of Variance :** When three or more groups are to be compared, ANOVA technique is the appropriate one. The results of ANOVA will show whether or not the means of various groups are significantly different from

Table 7. ANOVA Results
Relationship Between Demographic Factors and the Problems Faced by the Respondents

	Factors	Sum of Squares	Df	Mean Square	F	Sig.
Age	Between Groups	89.667	22	4.076	7.489	.000
	Within Groups	96.333	177	.544		
	Total	186.000	199			
Occupation	Between Groups	100.720	22	4.578	5.194	.000
	Within Groups	156.000	177	.881		
	Total	256.720	199			
Education	Between Groups	46.987	22	2.136	8.724	.001
	Within Groups	43.333	177	.245		
	Total	90.320	199			
Monthly income	Between Groups	87.987	22	3.999	10.672	.000
	Within Groups	66.333	177	.375		
	Total	154.320	199			

one another as indicated by the *F* statistics. ANOVA is adopted to examine the relationship between problems related to age, gender, educational qualification, and monthly income of the respondents.

➡ **Hypothesis 7: There is no significant relationship between the demographic factors (viz., age, occupation, educational qualification, and monthly income) and problems faced while using the two wheeler by the respondents.**

The Table 7 shows the ANOVA results, which indicates that at the 1% level of significance, with the significance value of .000, it is clear that there is a significant relationship between age, occupation, educational qualification, and monthly income of the respondents and the problems faced while using the two wheeler by the respondents. Hence, the hypothesis 7 is also rejected.

➡ **Factor Analysis :** Factor analysis is a very useful method for reducing data complexity by reducing the number of variables being studied. It was used to identify the satisfaction level of the respondents with regards to the their type of vehicle. To determine the appropriateness of applying factor analysis, the KMO and Bartlett's test measures were computed, and the results are presented in the Table 8. The KMO measure of sampling adequacy was calculated by using the correlation test, to check whether the variables in the sample are adequate to correlate. The general rule of thumb is that a KMO value should be greater than 0.5 for a satisfactory factor analysis to proceed. By observing the results in the Table 8, it can be observed that the KMO value is 0.665. The Bartlett's test of sphericity was also found to be significant at the 1% level, providing evidence of the presence of a relationship between the variables, and it made sense to continue with the factor analysis.

Table 8. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.665
Bartlett's Test of Sphericity	Approx. Chi-Square	898.724
	<i>Df</i>	78
	Sig.	.000

Table 9. Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.220	32.461	32.461	4.220	32.461	32.461	2.736	21.047	21.047
2	1.563	12.023	44.484	1.563	12.023	44.484	2.398	18.445	39.492
3	1.243	9.558	54.042	1.243	9.558	54.042	1.643	12.639	52.131
4	1.137	8.750	62.792	1.137	8.750	62.792	1.386	10.660	62.792
5	.987	7.594	70.386						
6	.756	5.816	76.202						
7	.722	5.557	81.759						
8	.643	4.950	86.709						
9	.565	4.343	91.052						
10	.440	3.386	94.437						
11	.336	2.588	97.025						
12	.233	1.791	98.816						
13	.154	1.184	100.000						

Extraction Method: Principal Component Analysis

Table 10. Rotated Component Matrix^a

VARIABLES	Component			
	1	2	3	4
Availability of spare parts	.896	.092		
Maintenance cost	.745	.226		-.063
Break efficiency	.649	.191	.368	.218
Period of service	.574	.361	.172	
After sales service	.117	.788	.245	.070
Overall Performance	.111	.776	-.255	.212
Price	.307	.629	.174	-.140
Resale value	.392	.558	.228	-.107
Initial pickup		.098	.819	-.128
Self starter	.463	.071	.710	.105
Product quality	-.156	.137	.160	.816
Mileage		.190	.263	-.365
Appearance	.334	.416		.490

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 6 iterations

➤ **Total Variance Explained :** The Table 9 shows the eigen values, percentage of variance, cumulative percentage, and the total variance of the variable identified for the study. The results show that the Eigen value of the first 4 factors alone was greater than 1, indicating that these factors alone were appropriate for inclusion in the analysis. The 4 factors together accounted for nearly 63% of the total variance. This is pretty good, because we were able to economize on the number of variables (from 13 we have reduced them to 4 underlying factors).

The Table 10 represents the rotated component matrix. The variables - availability of spare parts, maintenance cost, break efficiency, period of service have a high loading of 0.896, 0.745, 0.649, 0.574 respectively on factor 1 representation. Thus, the Factor 1 can be named as Effectiveness and Spare's Availability. On Factor 2, it is evident that the variables after-sales service, overall performance, price and resale value have loaded as 0.788, 0.776, 0.629, and 0.558. Thus, the Factor 2 is named as Worthiness and Services. On Factor 3, the variables - initial pickup and self starter have loadings of 0.819 and 0.710, and therefore, the factor is named as Performance. The variable product quality has a loading of 0.816. Therefore, the Factor 4 can be interpreted as Quality. Thus, the factors Effectiveness and Spare's Availability, Worthiness and Services, Performance, and Quality had a high influence on the purchase of two wheelers in the area under study.

Summary of Findings

(1) Results of Simple Percentage Analysis

➤ Majority of the respondents belonged to the age group of 18-25 years, were graduates, were unmarried, worked in the private sector, and earned a monthly income between ₹10,000 and ₹ 20,000, having 4 members in their family.

➤ Majority of the respondents owned TVS Scooty Pep/Plus/ES, owned the vehicle for a period of 1-5 years, used their two-wheelers daily, covering 251 to 500 km per month, spent above ₹ 500 on fuel, purchased their vehicle by paying cash, and purchase of the vehicle was initiated by their family members.

➡ Majority of the respondents gave good mileage the first rank (in terms of importance given to features in a two wheeler), expected superb performance when they purchased the vehicle, and 82% of the respondents did not face any particular serious fault with the vehicle they owned.

➡ Majority of respondents cited high maintenance cost as their problem and they took their vehicle for servicing only when problems arose instead of taking the same for regular servicing. Thirty two percent of the respondents spent less than ₹ 500 on the servicing of their vehicle, 80% of the respondents' vehicle was handled by 2 persons, and 82% of the respondents thought that the cost of the vehicle was reasonable, and that their vehicle gave a good value for money.

(2) Results of Chi-Square Analysis

➡ There is a significant relationship between the demographic factors (viz., age, occupation, educational qualification, family size, and monthly income) and level of satisfaction of the respondents with their two wheelers.

➡ There is a significant relationship between the distance covered on the vehicle (in km) and the problems faced by the respondents while using their vehicle.

(3) Results of Analysis of Variance (ANOVA) : The results show that there is a significant relationship between the demographic factors (viz., age, occupation, educational qualification, and monthly income) of the respondents and the problems faced by them.

(4) Results of Factor Analysis : The purpose of factor analysis is reduction of data. The satisfaction level of the respondents was measured using 13 variables, which were reduced to 4 underlying factors. The 4 factors are - Effectiveness and Spares' Availability, Worthiness and Services, Performance, and Quality. These factors had a great influence on the purchase of two wheelers.

Suggestions

The two wheeler market has emerged as the most vibrant and transforming segment of the overall Indian automobile industry, witnessing an unprecedented growth. In a developing country like India, where a sizeable proportion of the population comprises of the middle class, and where 70% of the population lives in rural areas, a two wheeler is considered to be the most suitable vehicle. The Indian two wheeler market is anticipated to grow at a CAGR of around 11% during financial year 2011-2015 to reach 17.8 million units by the financial year 2015 end. Therefore, the manufacturers can take into consideration the following points which will not only improve their sales, but will also create a brand image for the companies :

➡ Companies need to focus on teenagers and working women as they represent a major part of the two wheeler user segment.

➡ Customers should be provided with better sales follow up.

➡ More service centers should be opened.

➡ Maintenance cost and the availability of spare parts should also be given due importance.

➡ Companies can introduce new and special financing/discount schemes for women.

➡ The manufacturers can introduce some more models with attractive colors having more engine power, fuel efficiency, and so forth for women drivers.

Conclusion

In recent times, women have become more serious, responsible and confident buyers; this has led to their dominance in decision making at all levels, catching the attention of all the marketers and manufacturers. In the present study, an attempt has been made to study the various facts that influence working women's attitude towards two wheelers. The two wheeler market in Coimbatore was analyzed, and it was found that a majority of the respondents were satisfied with the vehicle they owned. The study revealed that majority of the respondents owned TVS Scooty Pep.

The customers expect performance, cost effectiveness, appearance, re-sale value, after-sales service while purchasing two wheelers. The study also revealed that the respondents were facing problems like frequent breakdown, less mileage, non-availability of spares, and so forth. Hence, two wheeler manufacturing companies could take some measures to resolve the said problems. The various issues related to the two wheelers have been effectively dealt with and suitable suggestions have been provided to overcome the existing problems.

Managerial Implications

This study will be helpful for the manufacturers to restructure their offerings and to design new marketing strategies. Many MNCs are looking at markets in developing countries, and this study can help them in understanding the behavioral pattern of women and the factors that influence their purchase decisions. In the present business scenario, identification of consumer preferences and determining their level of satisfaction have become the crucial elements; the present study depicts that most of the respondent working women owned TVS Scooty/Pep/Plus/ES and they were highly satisfied with their vehicle. Besides looking for self comfort, women consumers still value the opinion of their parents and peers and consult them before taking a purchase decision.

Women consider advertisements to a great extent while making a purchase decision, as indicated by the results of the present study, and TV is considered to be most believable medium. The dealers' approach contributed only 5% towards purchasing a two wheeler. Hence, it is required that the dealers should make some efforts for increasing awareness among women. Attractive models generate sufficient buzz among the consumers by breaking through the competitive clutter. Hence, an organization should place emphasis on introducing new models in the society and manufacture vehicles that give a good mileage.

Limitations of the Study and Scope for Further Research

The study is confined to working women in Coimbatore city and ,therefore, the results of the study cannot be generalized for other areas. Time and cost are other factors limiting the study to a sample size of 200 respondents. The results of the study are based on the respondents' responses, which may be biased, thereby affecting the results of the present study.

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