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## Womens' preference towards scooters in udumalpet

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### Abstract

The automobile industry is one of the key drivers that boost the economic growth of the country. The Automotive Mission Plan for the period of 2006-2016 aimed to make India emerge as a global automotive hub. The idea behind this is to make India as the destination choice for design and manufacture of automobiles and auto components, with outputs soaring to reach US\$ 145 billion which is basically accounting for more than 10% of the GDP. One hundred and fifty women customers of scooters were selected by adopting convenient sampling technique to express their opinion on their preference towards the scooters. The study reveals that majority of the women consumers are with medium level of preference on the scooters. It is also found that age, area of residence, qualification, occupation, number of members in the family, earning members in the family, family income of respondents and level of awareness have an influence in women's preference on scooters.

**Keywords:** Preference, scooters, women customers

### Introduction

Scooters are popular for personal transport, partly due to being cheap to buy, easy to operate and convenient to park and store. The Indian two-wheeler industry has evolved over the last four decades, with value migrating from geared scooters to motorcycles, and now to automatic scooters, driven by changing customer preferences and availability of new products. A performance report by SIAM (Society of Indian Automobile Industries) reveals that two wheelers sales registered a growth at 3.01 percent during April-March 2016 over April-March 2015. Within the Two Wheelers segment, Scooters grew by 11.79 percent during the period. The transition of women's status no doubt, brings about many healthy and welcome changes in society. Now women have come to accept all kinds of jobs and so the working women's responsibilities both in domestic activities like motherly, spousal, home management and in occupational assignments warrant proper time-management to accomplish satisfactory results almost every day. The scooter is a symbol of mobility, power in the hand of a woman. Now, women do not need to depend on anyone to take care of their mobility needs.

### Review of literature

- Ramachandran Alamelu, Chandrasakaran, Sivasundaram Anushan and Sivasankara Gandhi Sivakumar (2015) <sup>[4]</sup> in their article entitled "Preference of E- Bike by Women in India – A Niche Market for Auto Manufactures" revealed that customers prefer scooter due to its light weight and design.
- Sudha and Parvathi (2014) <sup>[5]</sup> in their article entitled "A Study on the Brand Preference of Women towards Two Wheelers in Pudukotai Twon" reveals that mileage, pickup, price and design has an influence in the preference for two wheelers.
- Padmasani, Ramya and Ishwarya (2014) <sup>[2]</sup> in their article entitled "Brand Preference towards Scooters among Women Consumers in Coimbatore City" found that comfort, efficiency, affordability, familiarity and quality of service are the determinants of their preference.
- Anandhalakshmi (2011) <sup>[1]</sup> in her article entitled "A Study of Women Preference of Two Wheelers with Special Reference to Coimbatore City" found that physical appearance of the vehicle, attractive colors and medium weighted vehicle are the factors influencing the customer preference.

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- Preetha (2008) [3] in her article entitled “A Study on Consumer preference of Towards Two Wheeler Vehicles with Special Reference to Hero Honda in Coimbatore City” reveals that convenience, low price and engine power are the factor influencing to prefer the scooters.

**Statement of the problem**

Today, women are physically, mentally and economically empowered. This has enabled them to be self-dependent and have a dramatic effect on their purchasing pattern. Scooters are perceived to be a safer mobility vehicle than motorcycles for women. The women customer preference have changed in favour of gearless scooters that score higher on technology, fuel economy and aesthetic appeal, at the expenses of metal-bodied geared motor cycles and mopeds. These changes in customer preference may have an impact on fortunes of the players in the industry. This induced the researcher to know the preference of women customer towards scooters in the study area and to identify the factors that influence the preference.

**Objectives of the study**

1. To study the socio-economic profile of the respondents
2. To reveal the women customers level of preference towards scooters and to identify the factors influencing their preference

**Methodology**

The study is based on both primary and secondary data. Primary data was collected with the help of Interview Schedule. Reports of auto mobile industries and articles from bulletins, brochures, web, reference books, journals and newspapers form the secondary source. One hundred and fifty women customers of scooters were selected by adopting convenient sampling technique to express their opinion on their preference towards the scooters. The data is present in tabular form as per the requirements. The data was analysed using Rank Analysis, Independent Sample T – Test, ANOVA (Analysis of Variance) and Chi-Square Test.

**Table 2:** Garret Ranking Score and Average Score. Features of Attraction – Garret Ranking

Factors	Calculated Garret Score					Total Garret Score	Average Score	Rank
	I	II	III	IV	V			
Style	1800	3240	600	2400	0	8040	53.6	II
Acceleration	1350	1440	1050	2760	450	7050	47	IV
Riding Comfort	6075	2520	1200	0	75	9870	65.8	I
Price	1575	1080	4350	840	75	7920	52.8	III
Other Salient Features	450	720	300	0	3150	4620	30.8	V

It is found that the women customers has ranked ‘Riding Comfort’ as the first preferred factor followed by style, price, acceleration and other salient features respectively. Hence, the manufactures must give importance to the above said the variable to facilitate the women customers.

**Factors influencing the preference of women customers**

**Independent t-test**

Independent T-test is carried out to know whether there exist significant difference between marital status and level of preference.

**Limitations of the study**

One hundred and fifty women customers of Udumalpet Taluk alone were given a chance to express their views on the select brand and design of scooters. The sample was selected using the convenience sampling method. Opinion of the respondents may be biased in nature. Therefore caution should be exercised while generalizing the results.

**Findings of the study**

**Level of preference**

Preference index is computed to know the level of preference of women on the Scooters. The response of the women customers are rated on a five point scale. Answer to the question range from 1 to 5. 50 preference factors are considered. So the maximum score will be 150. The mean preference is 73 and standard deviation is 11. The score up to 62 is categorized as Low, the score from 63 to 83 is categorized as Medium and the score above 84 is categorized as high.

**Table 1:** Level of Preference on the Scooters

Level of Preference	Number of Respondents	Percentage
Low	30	20.00
Medium	87	58.00
High	33	22.00
<b>Total</b>	<b>150</b>	<b>100.00</b>

Source: Primary Data

From the above table, it is found that 30 (20.00 per cent) respondents have low level of preference, 87 (58.00 per cent) respondents are with medium level of preference and the remaining 33 (22.00 per cent) respondents are with high level of preference on the scooters. It is found that majority of the respondents are with medium level of preference.

**Features of attraction – rank analysis**

The respondents may be attracted by the various features of the scooters namely style, acceleration, riding comfort, price, other salient features. The chief factors that attracted the respondents are identified using Garret ranking.

**H<sub>0</sub>:** There does not exist significant difference between marital status and preference.

**Table 3:** Select Personal Variables and Level of Preference (Independent T-Test)

Variables	N	Mean	‘t’	Sig	
Marital Status	Married	93	2.03	0.294	0.769*
	Un married	57	2.00		
	Total	150	2.02		

Source: Primary Data \*\* Significant at 5 per cent level.

**Inference**

It is revealed that there does not exist significant difference between marital status and level of preference.

**Anova (Analysis of Variance)**

ANOVA test is carried out to know whether there exist a significant difference between selected variables – age, area of residence, educational qualification, occupation, number

of members in the family, earning members in the family, non - earning members in the family, monthly income of respondents, family income of respondents, level of awareness – and level of preference on the scooters.

**H<sub>0</sub>:** There does not exist significant difference between personal variables and preference.

**Table 4:** Select Personal Variables and Level of Preference (ANOVA Test)

Variables	N	Mean	F	Sig	
Age (In Years)	18-25	63	2.19	2.99	0.033 **
	26-40	57	1.84		
	41-60	27	2.00		
	Above 60	3	3.00		
	Total	150	2.02		
Area of Residence	Rural	45	1.93	4.21	0.017**
	Semi-urban	48	1.87		
	Urban	57	2.21		
	Total	150	2.02		
Educational Qualification	No Formal Education	3	2.00	3.703	0.007**
	Up to HSC	9	1.33		
	Diploma	12	1.75		
	Graduate	96	2.00		
	Others	30	2.10		
	Total	150	2.02		
Occupation	Daily Wage Earner	3	2.00	1.94	0.07*
	Agriculturist	15	1.60		
	Employee	9	1.66		
	Business	18	2.16		
	Professional	27	2.11		
	Students	63	2.09		
	Others	15	2.00		
	Total	150	2.02		
Number of Members in the Family	Up to 3	39	1.84	3.60	0.030**
	4 - 5	81	2.14		
	6 and Above	30	1.90		
	Total	150	2.02		
Number of Earning Members in the Family	One	21	2.00	2.459	0.065*
	Two	93	1.94		
	Three	30	2.30		
	Four	6	2.00		
	Total	150	2.02		
Number of Non- Earning Members in the Family	One	27	1.89	0.623	0.601*
	Two	69	2.09		
	Three	30	2.00		
	Four	24	2.00		
	Total	150	2.02		
Respondent's Monthly Income (Rs.)	Up to 20,000	111	2.02	0.025	0.976*
	20,001-40,000	30	2.00		
	40,001 and Above	9	2.00		
	Total	150	2.02		
Family Income of Respondents (Rs.)	Up to 40,000	30	1.90	0.660	0.518*
	40,001-80,000	75	2.04		
	80,001 and Above	45	2.06		
	Total	150	2.02		
Level of Awareness	Low	3	1.00	4.95	0.008**
	Medium	123	2.00		
	High	24	1.80		
	Total	150	2.02		

Source: Primary Data \*\* Significant at 5 per cent level.

**Inference**

It is revealed that there exist a significant different between the select variables – age, area of residence, educational qualification, number of members in the family, level of

awareness and level of preference. There does not exist a significant different between the select variables – occupation, number of earning members in the family, non – earning members in the family, monthly income of

respondents, family income of respondents and level of preference.

**CHI SQUARE – TEST**

Chi – square test is carried out to know whether there exist a significant association between select variables - age, area of residence, marital status, educational qualification, occupation, number of members in the family, earning

members in the family, non - earning members in the family, monthly income of respondents, family income of respondents, level of awareness – and level of preference on the scooters.

**H<sub>0</sub>:** There does not exist significant association between the select personal variables and preference

**Table 5:** Select Personal Variables and Level of Preference (Chi – square Test)

Variables		Level of Preference			N=150	$\chi^2$	'P' value
		Low n=30	Med n=87	High n=33			
Age (In Years)	18-25	6 (9.50)	39 (61.90)	18 (28.60)	63	18.65	0.005**
	26-40	15 (26.30)	36 (63.20)	6 (10.50)	57		
	41-60	9 (33.00)	9 (33.00)	9 (33.00)	27		
	Above 60	0 (0.00)	3 (100.00)	0 (0.00)	3		
Area of Residence	Rural	9(20.00)	30 (66.70)	6 (13.30)	45	12.17	0.016**
	Semi-urban	12 (25.00)	30 (62.50)	6 (12.50)	48		
	Urban	9(15.80)	27(47.40)	21(36.80)	57		
Marital Status	Married	18 (19.00)	54 (58.00)	21 (23.00)	93	0.89	0.957*
	Un Married	12 (21.00)	33 (58.00)	12 (21.00)	57		
Educational Qualification	No Formal Education	0 (0.00)	3 (100.00)	0(0.00)	3	22.68	0.004**
	Up to HSC	6 (66.70)	3 (33.30)	0 (0.00)	9		
	Diploma	3 (25.00)	9 (75.00)	0 (0.00)	12		
	Graduate	18 (18.80)	51 (53.10)	27(28.10)	96		
	Others	3 (10.00)	21 (70.00)	6 (20.00)	30		
Occupation	Daily Wage Earner	3 (10.00)	21 (70.00)	6 (20.00)	30	38.58	0.00*
	Agriculturist	0(0.00)	3 (100.00)	0 (0.00)	3		
	Employee	6 (40.00)	9 (60.00)	0 (0.00)	15		
	Business	3 (33.30)	6 (66.70)	0 (0.00)	19		
	Professional	6 (33.30)	3 (16.70)	9 (50.00)	18		
	Students	3 (11.10)	18 (66.70)	6 (22.20)	27		
	Others	0 (0.00)	15(100.0)	0 (0.00)	15		
Number of Members in the Family	Up to 3	15(39.00)	15 (39.00)	9 (22.00)	39	16.05	0.003**
	4-5	9 (11.10)	51 (63.00)	21(25.90)	81		
	6 and Above	6 (20.00)	21 (70.00)	3 (10.00)	30		

Variables		Level of Preference			N=150	$\chi^2$	'P' value
		Low n=30	Med n=87	High n=33			
Number of Earning Members in the Family	One	6 (28.60)	9 (42.90)	6 (28.60)	21	19.80	0.003**
	Two	21 (22.60)	57 (61.30)	15(16.10)	93		
	Three	0 (0.00)	21 (70.00)	9 (30.00)	30		
	Four	3 (50.00)	0 (00.00)	3 (50.00)	6		
Number of Non – Earning Members in the Family	One	9 (33.30)	12 (44.40)	6 (22.30)	27	15.64	0.016**
	Two	15 (22.00)	33 (48.00)	21(30.00)	69		
	Three	3 (10.00)	24 (80.00)	3 (10.00)	30		
	Four	3 (12.50)	18 (75.00)	3 (12.50)	24		
Respondent's Monthly Income (Rs.)	Up to 20,000	21(18.90)	66 (59.50)	24 (21.60)	111	2.45	0.652*
	20,001-40,000	6 (20.00)	18 (60.00)	6 (20.00)	30		
	40,001 and Above	3 (33.30)	3 (33.30)	3 (33.30)	9		
Family Income of Respondents (Rs.)	Up to 40,000	3 (10.00)	27 (90.00)	0 (0.00)	30	17.13	0.002**
	40,001-80,000	18 (24.00)	36 (48.00)	21 (28.00)	75		
	80,001 and Above	9 (20.00)	24 (53.00)	12 (26.70)	45		
Level of Awareness	Low	3 (100.00)	0 (0.00)	0 (0.00)	3	19.90	0.001**
	Medium	18 (14.60)	78 (63.40)	27 (22.00)	123		
	High	9 (37.50)	9 (37.50)	6 (25.00)	24		

Source: Primary Data, \*\* Significant at 5 per cent level.

**Inference**

It is revealed that there exists an association between the select variables – age, area of residence, educational qualification, occupation, number of members in the family, number of earning members in the family, non – earning

members in the family, family income of respondents, level of awareness and level of preference.

It is revealed that there does not exist an association between the select variables – marital status, respondent monthly income and level of preference.

### **Suggestions**

Based on the study the following suggestions are made:

- Price of the product may be reduced by increasing the offers and cash discount. More discounts can be give to royal customers
- Innovative Eco – friendly models of scooters can be introduced with the advanced features like mobile charger provision, enhance kick – starter, side stand alarm
- Steps can be taken to monitor smooth supply of spares to the users
- Educate the customers on the importance of fuel efficiency and riding safety through campaigns and awareness programs

### **Conclusion**

Today the responsibility of women has increased from household management to supporting the bread – earner of their family. This change had drastic impact on their perception and attitude as their experience are different. The study reveals that the majority of the women customers in udumalpet are preferring the scooters for their mobility. age, area of residence, qualification, occupation, number of members in the family, earning members in the family, family income of respondents and level of awareness have an influence in women’s preference on scooters. They are eagerly recommending others to select scooters for their mobility.

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