

## Factors Affecting Brand Preference of Scooters among Women Consumers in Kathmandu Valley

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### ABSTRACT

*The trend of using scooters nowadays is a key to support consumer daily movement; the increasing number of sales of scooters shows a good sign for vehicle industry. The main objective of the research is to identify and analyze the factors that leads to brand preference of a scooter and which among them led to purchase of scooters. The findings of the study are based on the primary survey of 200 users of different brands, conducted within Kathmandu Valley. Correlation test is applied to test the relationship between the factors and the customer satisfaction. It is found that majority of the respondents considered comfort, mileage and design as the top three important factors that influence brand preference of scooters. The bottom three factors are colour variety, resale value and size of fuel tank. Factors such as price, mileage, comfort level, colour variety, design, size of fuel tank and spare parts supply have significant role in the brand preference of scooters, which means a favorable change in these factor can lead to brand preference of the customers. Whereas, resale value and durability are factors which have no significant relationship with brand preference of scooters among women consumers. From the result obtained, it is recommended that scooter brands should focus in developing more comfortable scooters because research shows that comfort level is the major factor that affects brand preference of scooter. In a city like Kathmandu valley, customers prefer scooter which has higher mileage potential. Although resale value and durability are the least influencing factors still the scooter brands should not neglect these factors because though not so significant but still few customers would prefer such factors while purchasing a scooter. The scooter brands should also focus of providing excellent reach of spare parts supply as majority of the customers agree that they will not purchase a brand of scooter if its spare parts are not easily available.*

**Keywords:** buyer's preference; major brands; brand conscious; primary data; and descriptive statistics.

### 1. Introduction

Two wheelers are one of the most affordable forms of motorized transport in many parts of the world. Among the two wheelers, scooters have growing popularity these days. Scooters are popular for personal transport as it is comparatively

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cheaper, easier to operate and convenient to park. With growing civilization, there is a trend seen about women owning private vehicle as they find it more convenient and easiest form of travel.

Scooters are emerging as a major component of Nepal's two-wheeler market and they account for a significant share of annual sales. Most of the brands like Honda, Suzuki, Hero sell the large number of scooters in the country. The scooters of these brands not only come in various affordable price ranges but also with different designs and features. In 10 years of time the nation has seen a huge boom in the use of scooters by its citizen.

The scooters' owners in Nepal are increasing day by day. There are different brands of scooters in the country with variety of designs, features, and colors. Various designs and styles of scooters appeal to different category of people and hence companies are developing different types of scooters targeting specific groups of customer. As such, the scooter market has become very competitive. The different brands have been positioned in different ways through advertisements, promotional campaigns, etc targeting different group of customers. Therefore, this research seeks to explore which brands of scooters are preferred by most of the people and what the most influential factor is.

Nowadays it is essential for a manufacturer to know about the psychology of the women consumers. Same applies in case of brand preference of scooters as the competition is intense. This study is conducted in order to identify the factors that a woman considers while choosing a brand. Hence, this research basically answers what are the most important factors that women consider while purchasing a scooter? While answering this question the outcome will fulfill the objective which is to identify the most preferred brand of scooters, to examine the relationship between independent and dependent variables and to analyze the features of the brand that is most prominent.

It is believed that the outstanding findings of the study help stakeholder to know the extent to which the customers are involved in brand searching, analyzing its attributes, brand choice, etc. In addition to this, it is helpful to develop the profile of specific consumer for specific brand. The most favorable brand is known from a buyer's perception and responses to various features and attributes of product which help the marketers to trace out the important factors that affect the brand preference of scooters.

The following chapter deals in reviewing the theoretical concepts concerning the subject matter that are written on the text book. It also reviews the previous studies and researches and also reviews the articles published in indexed journals. Chapter 3 deals with various methods that are used in order to conduct this study. It

contains the research design, source of data, sampling procedure and data collection procedure. Likewise presentation, analysis and interpretation of the collected data are done in chapter 4. Finally, Chapter 5 summarizes and concludes the findings of the study with necessary recommendations.

## **2. Review of Literatures**

Aaker and Keller (1990) have conducted a study on consumer evaluations of brand extensions. The study believes that loyalty is closely associated with various factors, one of the main ones being the experience of use. Customers may be loyal owing to high switching barriers related to technical, economical or psychological factors, which make it costly or difficult for the customer to change. In another point of view, customers may also be loyal because they are satisfied with the brand, and thus want to continue the relationship.

Kohli and Thakor (1997) have conducted a study on branding consumer goods: insights from theory and practice. The study has concluded that brand name is the creation of an image or the development of a brand identity and is an expensive and time consuming process. The development of a brand name is an essential part of the process since the name is the basis of a brand's image. Brand name is important for the firm to attract customers to purchase the product and influence repeat purchasing behavior. Consumers tend to perceive the products from an overall perspective, associating with the brand name all the attributes and satisfaction experienced by the purchase and use of the product.

Chhabra (2003) has done a research on the factors affecting the purchase behavior of motorcycle and the results have revealed that the motorcycle market in India is increasing and Hero Honda has been mainly selling on the economy platform. Hero Honda has introduced a number of models, with high fuel efficiency. For the person who is looking for a light blend of power, style and economy the right brand is Bajaj.

Cherry (2007) has conducted a study on "Electric Bike in China and their impacts on environment safety, mobility and accessibility". The study has examined that electric bikes provide cost effective, convenient, and relatively energy efficient mode of transportation in china and they become one of the dominant transport mode among the Chinese people. This report has studied the environmental performance of e-bikes relative to other competing modes, their market potential, and the viability of alternative battery technologies and concluded that in China the market is in growing stage, there is a lot of opportunity for the Electric Vehicles.

Yeong et al. (2007) have conducted a study on "Purchase Preference of Selected Malaysian Motorcycle Buyers: The Discriminating role of Perception of Country

of Origin of Brand and Ethnocentrism”. The major objective of this study is to understand the variables influencing consumers' purchase preference related to motorcycles in the Malaysian market. Results have confirmed that country of origin of brand and consumer ethnocentrism influence consumer purchase preference.

Chadha (2011) has conducted a research whose major objective is to examine customer's opinions, needs, and preferences regarding bikes and manufacture the product likewise for each customer's expectations. The major findings of this study show that 73% have purchased a Bike for the purpose of comfort and convenience. 72% of total respondents have taken the decision collectively while buying a Bike and Fuel efficiency is the most important factor influencing the purchase of a Bike. Similarly, Shaikh (2012) has made a study on "A Critical Analysis of Consumer buying behavior of two wheelers, keeping major objective to provide an insight of the two wheeler consumer preference in Ahmednagar. He has concluded that Hero Motor Corp. and Honda Motorcycles and Scooters India Pvt. Ltd. are the most preferred manufacturers. The sales are strongly correlated with age group and gender of the consumers whereas income level has nothing to do with purchase decision of customers. Likewise, Mani and Tripathi (2013) have conducted a study based on consumer buying behavior of the two wheelers. The research has mainly focused on the buying behavior of the consumer that motivates them to purchase the two wheeler bikes. The study has concluded there is a high demand for Honda motorcycles in the market, so their supply has to be drastically improved so as to meet the demand of the customer.

Rajini and Poornima (2011) have conducted a research on “Factors Influencing Purchase Decision of Two-Wheelers”. This research paper aims to identify the attributes and analyze the factors involved in the purchase decision of two-wheelers. The finding reveals that the perception of women consumers towards the two wheeler purchase decision differs widely. Affordability and comfort have greatly contributed to the purchase decision. Certain colors are considered to be auspicious by Indians. So the manufacturers understand the colour-emotion relation and have launched almost all colour choice in some models of two-wheelers. Customer delight is influenced by front-line and sales staff courtesy. Similarly, Sakthivel and Shanthi (2014) have conducted a study on “Perception of women consumers towards the purchase decision of two wheelers in India”. The major objective of the study is to analyze the influence of the demographic variables on the factors of purchase decision of women while purchasing two wheelers. The finding reveals that the perception of women consumers towards the two wheeler purchase decision differs widely. The researcher finds that “region” effect is an insubstantial factor in two wheeler users' evaluation. Other factors such as

promotional schemes, Performance, utilitarian benefits, personal factors and value added benefits are perceived by women consumers in four cities as more important than regions.

Siahaan et al. (2014) have conducted a study on “Price, Brand Equity and Perceived Quality on purchase Intention of Honda Scooter Motorcycle in Manado”. The major objective of the study is to analyze the influence of Price, Brand equity, and Perceived quality on Purchase intention of Honda scooter motorcycle in Manado. The result of this research shows positive impact for these three variables which generally give the significant influence for the Customer Purchasing Intention for Honda Scooter Motorcycle in Manado.

Yuvaraju and Rao (2014) have made a study on “Customer Satisfaction towards Honda Two Wheelers: A case study in Tirupati” keeping major objective to find out customers satisfaction level towards Honda bikes servicers. They have concluded that all the respondents are aware about the company Honda. 60% of customers know the brand due to media, 90% customers are totally satisfied with the mileage and performance of the bike, 73% of the customers are satisfied with pick up, 56% choose Honda due to quality service, 50% customers are satisfied with the design, and 54% customers have said that price of the bike is high. They have concluded that price, mileage, pickup and design have significant effect on customer satisfaction.

Akila and et al. (2015) have conducted a study on “Brand Preference and Purchase Behavior of B- Segment Passanger Cars in Vellore City”. Findings of the study reveal that Most of the respondents belong to age group of above 30. The male population dominates this study, only few respondents are female. Majority of the customers (81.2%) agrees branded products have a better quality but few (15.7%) customers say they agree but it is not always true. Most of the customers (51%) prefer hatch back model, followed by sedan model cars. When the nationality of the car manufacture comes, it is clear they prefer Japanese cars. From the chi-square analysis it is identified that there is a significant relationship between income factor and the variables-brand you own, nature of a car, budget and finance. The chi-square analysis also identifies that there is a significant relationship between occupation as factor and the variables like brand purchased, offers and finance.

Sharma and Mehrotra (2016) have conducted a study on “Customer Perception towards Major Brands of Two Wheelers in Jaipur city and its impact on buying decision”. The study focuses on major two wheeler brands Hero, Honda, TVS and Bajaj. Keeping in consideration that people have criteria of preference in the mind before they go to purchase a motorbike, the researcher has tried to summate some

of the factors which people evaluate before the actual purchase. The study aims to show case factors like product attributes, price, resale value, credit facility, mileage and advertisement plays role in buying decision.

### **3. The Methodology**

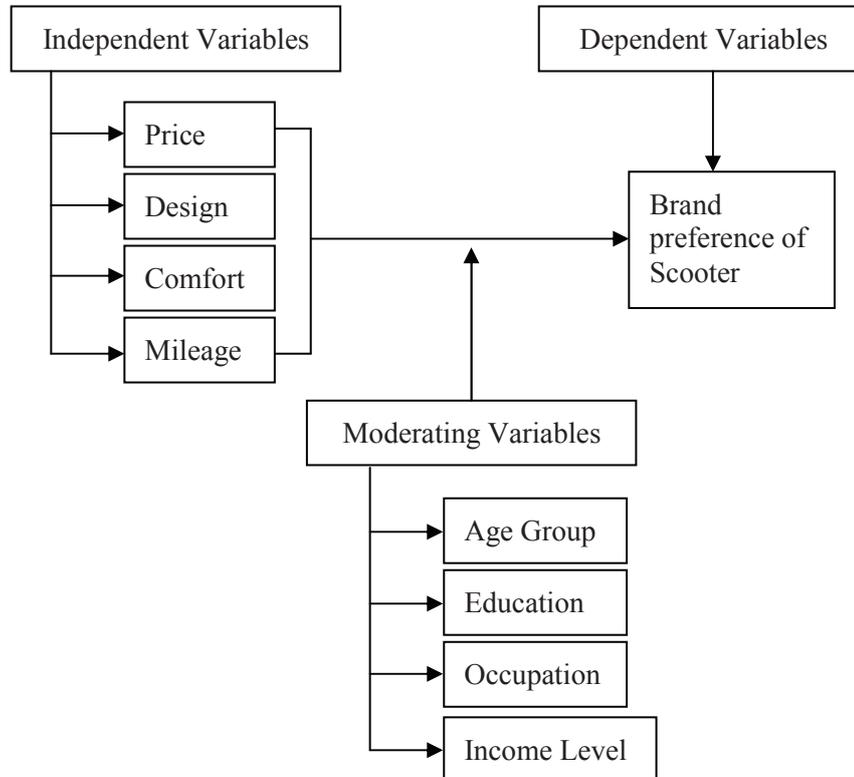
#### **3.1. The conceptual model**

The basic model describes the relationship among the variables where brand preference as the dependent variable for the study. The independent variables could be price, design, comfort and mileage. In a research conducted by Padmasani (2014), the data is collected in Coimbatore city of Tamilnadu in India among 235 respondents. The result of Exploratory Factor Analysis has revealed five factors namely Comfort, Efficiency, Affordability, Familiarity and Quality of Service as the determinants of preference. The major findings of the study are that the women respondents prefer to choose the brand of scooters, which is affordable for their budget, comfort, and efficient to drive, which provides the best quality of services and which is familiar among their groups. In theories there are correlation between brand preference and each of the variables. There are many factors affecting on preferences of scooters like demographic, psychographic behavioral factors.

The independent variables that are taken into account for the study of brand preference of scooters are Price, Mileage, Comfort and Design.

Research methodology is a way to solve the research problem systematically. It may be understood as a science of studying how research is done systematically. In it we study the various steps that are generally adopted by researcher in studying his/her research problem along with the logic behind them. It is necessary for the researcher to know the research method and methodology. When a particular research area has been identified, research problems defined, and the related literature in the area have been reviewed; the next step is to construct the research design.

A research design serves as a framework for the study, guiding the collection and analysis of data, the research instruments to be utilized, and the sampling plans to be followed. The basic objectives of this study are to analyze the consumer's preference for scooters. A set of questionnaire is prepared to carry out the survey. This survey is carried out through the distribution of questionnaire to female scooter users. The data and information collected from this survey are arranged, tabulated, analyzed and interpreted according to the need of the study for attaining the stated objectives.



**Figure 1. Conceptual framework**

### 3.2 The Data

#### 3.2.1 Sample size determination

All the female consumers having scooters in Kathmandu Valley are considered as the population of this study. Samples of 200 female scooter users are taken for this study through non probability sampling technique. Under this technique convenience sampling is used to minimize the complexity. Therefore this study has used convenience sampling technique covering different locations inside Kathmandu valley.

The respondents include people from different homogeneous groups: Students, Private and Government Employees, Business Person and Unemployed. The people selected for this study are above 16 years, living in Kathmandu valley. Even though the sample size is very small in comparison to the population, sufficient efforts are made in order to make the sample represent the whole population. The sample population included are therefore, from different age group, income group and occupation.

### 3.2.2 Data collection procedure

In order to collect information for this survey, both the primary and secondary data have been utilized. For the collection of primary data, a set of structured questionnaires has been prepared which is distributed among the scooter users of different homogeneous group. Likewise, secondary sources of data have also been utilized such as newspaper, book, journals and internet sites for deeper understanding of similar studies conducted in past and identify the pool of factors to be considered in the questionnaire.

The research questions help to collect information on the research topic. All questions of the questionnaire for consumer are based on close-ended format. The questionnaire includes demographic, single choice, multiple choice, ranking and likert scale questions with 5 scales. The questionnaire measures impact of price, design, comfort, mileage, age group, occupation, etc on brand preference of scooters among women consumers.

### 3.2.3 Data analysis methods

The data accumulated from the primary sources is subject to various statistical tools for verification and interpretation. In order to analyze the collected data, SPSS and Microsoft Excel are used. These tools are used for tabulation and calculation of the data collected from the field. Data analysis is categorized as: Descriptive and Inferential analysis. To present the understanding of data analysis, the result from SPSS is copied to Excel Worksheet, where it is refined and made interpretable. Necessary charts, graphs and tables have also been derived using Microsoft Excel. Tests such as cross tabulation, mean analysis, ANOVA, Cronbach test have been carried out for the analysis of collected responses.

## 4. Result and Discussion

### 4.1 General profile of respondents

The demographic profile of the respondents of this survey has been presented in table 1 as follows:

**Table 1. Summary of demographic variables**

Demographic Variable		Percentage
Gender	Female	100%
Occupation	1. Student	32%
	2. Government employee	10%
	3. Private Employee	41%
	4. Business	11%
	5. Unemployed	6%
Total		100%

Age Group	16-24	19%
	25-34	71%
	35 and Above	10%
Total		100%
Family Income	1. Less than 25000	5%
	2. 25000-50000	24%
	3. 50000-100000	41%
	More than 100000	30%
1. Total		100%
Educational Level	2. +2 and Below	7%
	3. Bachelors	21%
	Masters and Above	72%
4. Total		100%

#### 4.2 Descriptive statistics

The purpose of this chapter is to analyze the data and convert it into meaningful information. The two basic descriptive statistics including mean and standard deviation have been analyzed in this section. The mean value indicates the average value. While the standard deviation measures the distribution of the scores around the mean. Lower the standard deviation, lower is the range between the highest and lowest score.

**Table 2: Distribution by brand (Current Scooter owned)**

Current Brand of Scooter	Frequency	Percent
Honda	113	56.5%
Hero	36	18%
Suzuki	6	3%
Yamaha	14	7%
Mahindra	17	8.5%
TVS	10	5%
Kinetic	4	2%
<b>Total</b>	<b>200</b>	<b>100%</b>

Among the 200 respondents surveyed majority i.e. 56.5% own the brand Honda, followed by Hero scooters owned by 18% respondents. Likewise, 8.5%, 7%, 5%, 3%, and 2% respondents own Mahindra, Yamaha, TVS, Suzuki and Kinetic scooters respectively.

**Table 3: Preference of brands while purchasing a Scooter**

Brands	N	Mean	Std. Deviation
Honda	200	3.17	1.898
Hero	200	2.02	1.423
Suzuki	200	3.46	1.533
Yamaha	200	3.77	1.392
Mahindra	200	4.42	1.436
TVS	200	5.41	1.684
Kinetic	200	5.79	1.738

Hero is found to be the most preferred brand by the owners of the scooter with a mean of 2.02, second most preferred brand is Honda with a mean of 3.17. Then comes Suzuki with the mean of 3.46 and then the next preferred brand among respondents is Yamaha with 3.77 in the fourth position. Mahindra stands in the fifth rank with 4.42 mean, and then TVS and Kinetic are the second least and least preferred brands with mean 5.41 and 5.79 respectively.

**Table 4: Reason behind choosing the brand over other brands**

S.N	Attribute	Yes %	No %	Total
1	Better Design	57%	43%	100%
2	Better Price	45%	55%	100%
3	More Mileage	41.5%	58.5%	100%
4	More Durable	47.5%	52.5%	100%
5	Larger Size of Fuel Tank	13.5%	86.5%	100%
6	More Comfort	53%	47%	100%
7	Better Colour Option	15%	85%	100%
8	Resale Value	32.5%	67.5%	100%
9	Spare Part Supply	24.5%	75.5%	100%

Table 4 shows 57% of the total respondents choose the brand of scooter because of better design, 45% choose the brand of scooter because of better price, 41.5%, 47.5%, 13.5% , 53% of the total respondents choose the brand of scooter because of more mileage potential, durability, size of fuel tank and more comfort respectively.

**Table 5. Importance of price while making purchase decision of scooter**

	Frequency	Percent
Very important	102	51
Moderately important	86	43
Not important	12	6
<b>Total</b>	<b>200</b>	<b>100</b>

The research reveals that price is very important while making the purchase decision of scooter as per majority (51%) of the respondents. For 43% of the total respondents, price is moderately important while purchasing a scooter. Whereas, 6% of the total respondents feel that price is not so important for them while making the purchase decision of a scooter.

### 4.3 Reliability testing

For the reliability and validity of the research, the researcher herself has visited different colleges, organizations, shops and hospital to ask concerned person to fill the questionnaire in order to collect the information about brand preference of scooters. Hence, reliability is ensured. Furthermore, the reliability of the data is tested by using Cornbach's Alfa. A Cornbach's Alfa test is carried amongst all likert scale questions to test the data reliability that gives a value of 0.788 which is greater than 0.6.

**Table 6. Correlation statements related to price**

	Satisfaction with the price of the brand of scooter	Price plays a vital role while choosing the brand of scooter	I prefer a brand of scooter with lower price
Satisfaction with the price of the brand of scooter	1	0.048	-0.007
		0.498	0.920
Price plays a vital role while choosing the brand of scooter		1	0.489
			0.000
I prefer a brand of scooter with lower price			1

The correlation between the statements "Satisfaction with the price of the brand of scooter" and "Price plays a vital role while choosing the brand of scooter" is 0.048 and the corresponding p value is 0.498 which is greater than 0.05. Therefore there is no significant relation between the two statements. The correlation between the statements "Price plays a vital role while choosing the brand of scooter" and "I prefer a brand of scooter with lower price" is 0.489 and the corresponding p value is 0, which is less than 0.05. Therefore there is significant relation between the two statements.

**Table 7. Correlation statements related to mileage**

	I bought the brand of scooter because it gives desirable mileage	I am satisfied with the mileage potential of the brand of scooter.	I prefer a brand of scooter which gives higher mileage.
I bought the brand of scooter because it gives desirable mileage	1	0.350	0.437
		0.000	0.000
I am satisfied with the mileage potential of the brand of scooter.		1	0.332
			0.000
I prefer a brand of scooter which gives higher mileage.			1

All the statements presented in the above table have their corresponding p value 0, which is less than 0.05. This shows that the corresponding statements possess significant relationship and correlation between them. Therefore, this adds to the validity of presented statements towards satisfying its purpose.

#### 4.4 Hypothesis testing

One sample T-test is a statistical procedure performed for testing the mean value of a distribution. It determines whether the sample mean is statistically different from a known or hypothesized population mean. The one sample T-test is a parametric test and has been used under assumption that sample distribution is normal. Testing is done in different study variables. Factors such as price, mileage, comfort, etc have been used as independent variables to depict the impact on brand preference of scooters.

**Table 8. One sample T-test**

Price	Mean	Std. Deviation	t	Sig. (2-tailed)	Remarks
Satisfaction with the price of the brand of scooter	1.81	0.579	44.187	0.00	Significant
plays a vital role while choosing the brand of scooter	2.075	0.874	33.591	0.00	Significant
I prefer a brand of scooter with lower price	3.08	1.162	37.484	0.00	Significant
Mileage	Mean	Std. Deviation	t	Sig. (2-tailed)	Remarks
I bought the brand of scooter because it gives desirable mileage	2.12	0.747	40.122	0.00	Significant

<b>Price</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>Sig. (2-tailed)</b>	<b>Remarks</b>
I am satisfied with the mileage potential of the brand of scooter.	2.195	0.813	38.202	0.00	Significant
I prefer a brand of scooter which gives higher mileage.	2.01	0.997	28.499	0.00	Significant
<b>Colour</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>Sig. (2-tailed)</b>	<b>Remarks</b>
Satisfaction with the colour of the scooter I use	2	0.702	40.305	0.00	Significant
<b>Comfort Level</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>Sig. (2-tailed)</b>	<b>Remarks</b>
I look for comfortable seats while purchasing a scooter.	1.955	0.893	30.970	0.00	Significant
Satisfaction with the comfort level while riding my scooter.	1.995	0.760	37.115	0.00	Significant
<b>Design</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>Sig. (2-tailed)</b>	<b>Remarks</b>
Satisfaction with the design of the scooter while purchasing it	2.04	0.749	38.511	0.00	Significant
<b>Resale Value</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>Sig. (2-tailed)</b>	<b>Remarks</b>
Resale value influences the brand preference of the scooter.	2.235	0.908	34.822	0.00	Significant
<b>Size of Fuel Tank</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>t</b>	<b>Sig. (2-tailed)</b>	<b>Remarks</b>
Size of fuel tank matters for a brand while selling a scooter	2.6	1.056	34.813	0.00	Significant
<b>Durability</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>T</b>	<b>Sig. (2-tailed)</b>	<b>Remarks</b>
Once I purchase a scooter, I will use it forever	3.155	1.066	41.850	0.00	Significant
I prefer to change my scooter after using it for around 5 years	2.555	1.055	34.257	0.00	Significant
<b>Supply of Spare Parts</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>T</b>	<b>Sig. (2-tailed)</b>	<b>Remarks</b>
I will not purchase a brand of scooter if its spare parts are not available easily	1.96	0.912	30.378	0.00	Significant

The outcome of the research is as expected, where factors such as price, mileage, comfort, colour, durability, resale value, size of fuel tank and supply of spare parts have a significant impact on brand preference of scooters.

Most of the mean of the statement measuring price as a factor with respect to brand preference of scooters has mean value lower than 3. This indicates that most of the respondents agree that the brand preference of scooters is indeed affected by price. But the study also shows that respondents not necessarily prefer brand of scooter with lower price. The significant value (p-value) for all statements is 0.00, which is less than 0.05 which indicates that the statements are significant.

The mean of the statement measuring mileage as a factor with respect brand preference of scooters has mean values lower than 3. This indicates that most of the respondents agree that these factors actually affect the brand preference of scooters. The significant value (p-value) for all statements is 0.00, which is less than 0.05 which indicates that the statements are significant.

Similarly, the mean of the statement measuring colour, comfort level, design, resale value, size of fuel tank and supply of spare parts as a factor with respect brand preference of scooters has mean values lower than 3. This indicates that most of the respondents agree that these factors actually affect the brand preference of scooters. The significant value (p-value) for all statements is 0.00, which is less than 0.05 which indicates that the statements are significant.

Where as one of the statement measuring the durability as a factor for brand preference of scooter has its mean value greater than 3 i.e. 3.155. This indicates that most of the respondents do not agree that brand preference of scooter is affected by durability. As majority of respondents believe that they will not use one scooter forever even though they have purchased it. This shows as time passes people will purchase different scooters as per their requirement. One time purchase doesn't mean the owner of the scooter will use only that particular scooter forever.

## **5. Concluding Remarks**

The study focuses on the factors that affect the brand preference of women consumers while purchasing a scooter. Hence the relevant factors are identified. The research comprises of all female respondents. 71.5% of the respondents fall under the age group (25 to 34), 18.5% of the respondents fall under the age group (16 to 24) and 20% of the respondents represent the age group 35 and above. It is found that age has no significant relationship with brand preference of scooters. Likewise, 6.5% of the respondents refer the level +2 and below, 43.0% of the respondents have completed their Bachelors level and 72% of the respondents have

completed their masters and above degree. It is found that education has no significant relationship with brand preferences of scooters.

This paper concludes that Hero with a mean score of 2.02 has the highest brand preference among customers. Honda is at the second position with mean score 3.17, then Suzuki (3.46). In the fourth position we have Yamaha (3.77), then Mahindra (4.42), then TVS (5.41), and then Kinetic (5.79).

From the research it is found that there is positive but weak relationship between Brand preference of scooters and all independent variables (price, mileage, colour variety, comfort level, design, resale value, durability, size of fuel tank and spare parts supply). Findings also show that there is no significant relationship between the demographic variables i.e. age group, education level, occupation and income level (family) and the brand preference of scooters.

Through the research it is found out that factors that affect the brand preference of scooters are Comfort with a mean of 3.135 being most prominent, followed by Mileage with a mean of 3.355. The third most preferred factor is Design with the mean of 4.02 and then the next preferred factor among respondents is Price with 4.25 in the fourth position. Durability stands in the fifth rank with 4.565 mean, spare parts supply is in the sixth position with 6.125 mean. Colour variety and resale value are in 7<sup>th</sup> and 8<sup>th</sup> position with mean 6.33 and 6.525 respectively. Size of fuel tank is the least preferred factor by the respondents with 6.68 mean.

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