



## CONSUMER BEHAVIOUR (Analysis of Socio-Demographic Effect on Use of Source of Repair and Maintenance of Two Wheelers)

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### Abstract

Two wheelers have been selected for the study because nowadays, it is being used as a necessity. Primary data from 359 consumers of Scooter and 220 consumers of Motorcycle from different district of Uttarakhand have been collected through pre-tested questionnaire. Proper consideration has been given to Quota Present study describes the concept of 'consumer' and 'consumers' post purchase Sampling to divide the sample into independent variables. Statistical technique like percentage method and chi square ( $\chi^2$ ) method used to analyse the data.

The study provides information about different brands of durables purchased by sample consumers and has given specific emphasis to socio-demographic effect on consumers' behaviour regarding "use of different source of repair" and "amount spent on maintenance of durables". Study reveals that high majority of the sample have purchased LML brand of Scooter followed by BAJAJ but in case of Motorcycle, vast majority of consumers purchased the product of BAJAJ followed by HONDA and TVS. Regarding source of repair of durables, Private Service Centre was popular source of repair followed by Authorised Dealer. It has also been disclosed that Residential Status and Family Income of Consumers significantly affect their behaviour regarding selection of source of repair of both the durables but Consumer's Education has no effect on selection of source of repair for Scooter.

Regarding amount spent on maintenance of durables, it is found that high majority of consumers have spent "above Rs.900" half yearly for both the durables. It is also observed that Residential Status significantly affect consumer's maintenance behaviour regarding Motorcycle. Education Level significantly affect maintenance behaviour for both the durables, whereas, consumer's Family Income affect their maintenance behaviour only for Scooter not for Motorcycle.

**Keywords:** Old Brands, Latest Brands, Socio Demographic, Maintenance, Repair, Service, Authorised, Durables.

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## 1. INTRODUCTION

Conventionally the concept of consumer refers to different kinds of consuming entities – Personal consumer and Organisational consumer. Analytically, marketing researchers have always thought of consumers in terms of 'Who buys', 'What', 'for What purpose', 'at What price' and 'Where' etc. This kind of information derived from observable consumer behaviour, is very important in locating a product or brand in the total market picture. As soon as one becomes serious about consumer orientations, understand that he does not have a market, but number of market segments, each with its own set of needs. As a result, one learns that he does not have a market plan, but separate marketing plans for various segments. To understand the consumer, it is necessary to study the behavioral science which is helpful to understand the subset of behaviour exhibited by individuals in their role of consumer.

The study of consumption patterns of durables falls under the broad area of consumer behaviour. Consumption behaviour is the study of how individual makes decision to spend and make use of their available resources (Time, Money and Efforts) on the items related to their consumption. It also includes how a buyer background-cultural, social, personal does and psychological influences the buyers/consumers spending patterns on the purchase and post purchase of durables.

Post purchase behaviour refers to the type of behaviour as it exhibited after purchase decision. Consumers often make some important decisions including installations and durables repair to get high level of satisfaction from purchased durables. In order to insure consumer satisfaction, consumers tend to judge their experience against their expectations which performing a post purchase evaluation.

Researchers have undiscovered several determinants which appear to influence satisfaction such as Demographic variables, Personality variables, Expectations and other variables also. Consumers' post purchase evaluation always serves to influence future related decisions.

## 2. OBJECTIVES

1. To know about consumer behaviour regarding 'use of different source of repair' for durables.
2. To study consumer behaviour regarding 'amount spent on maintenance of durables'.
3. To examine socio-demographic effect on 'use of different source of repair' and 'amount spent on maintenance' of durables.

## 3. REVIEW OF LITERATURE

Researcher should have proper understanding of existing literature on the subject before planning and execution of any research work. It is helpful to familiarize the researcher with the work already done in any field of specialization and also ease the interpretation work. Various studies and survey have been done in the field of consumer behavior few of them are as follows:

**Blood and Wolf (1960)** in their study of home buying and automobiles purchase decisions found that husbands influence was higher than wives. The study also reveals that husbands influence in the household decision behavior was directly related to his income, education and occupation. It is also related to the cultural norms of the society. The power to make the household decisions was directly related to the resources that the husband and wife brought to the household.

**Smith (1970)** examined certain hypothesis in brand choice determinants for durables like Refrigerators and Television sets. He concluded that shopping for durables was not a deliberate activity. Many consumers did shopping without specific brand in mind. Store loyalty was somewhat more than the brand loyalty. Brand switching was a common phenomenon.

**Adler and Hlavacek (1978)** attempted a survey on 'Key repair service factors for consumer durable goods' to identify and then weigh the relative importance of criteria used by consumers in assessing repair - service of commonly purchased durable goods. They found that quality had a commanding lead over reputation of the repair - service agency and cost. Speed and location (i.e. travel time from the service centre to the consumers home or place of employment) were rated least important. Nine of the ten durable products were also most frequently repaired products. Especially in case of Automobiles, Televisions, Refrigerators, Stereos, the quality of the repair work was clearly the most important consideration.

**Prasad and Kumari (1987-88)** analysed the response of 200 respondents to know the ranking and standing of Refrigerators among consumer durables and identify source of information. They noted that advertisements have more exposure in the city and influence the consumers in their purchase decisions but in case of rural consumers Friends were the reliable source of information. They further concluded that most of the consumer owned or preferred 165Lts capacity refrigerators both in rural and urban areas. Colour consciousness was also seen among the consumers. Majority of the consumers have shown their loyalty towards a particular brand.

**Shukla and Bang (1994)** examined the factors which influenced the selection and buying process of the consumers regarding two wheelers by interviewing 138 families and found that people generally had bought two wheelers for their personal conveyance. Many a time, family size also created the need of additional two wheelers. Respondents personal experience was treated important, mechanic's advice and word of mouth publicity were also considerable important and advertisement were treated least important source of information and influencing factor for the purchase of two wheelers. Scooters were most popular among old age group and motorcycles were preferred by the youngsters. There was equal liking towards motorcycle and scooter from male users, whereas, female users showed their preference towards scooters and in particular, vehicles with automatic transmission. The study also revealed that income was the major influencer as far as choice of the consumer durables was concerned.

**Ranganathan and Shanthi (1995)** analysed potential buyers and owners of Refrigerators to examine the image of selected brands of Refrigerators. The selected brands for analysis were Godrej, Kalvinator, Voltas, Allwyn. They pointed out that Godrej was preferred by most of the owners with regard to all attributes except of defrost system. Kalvinator had preferred for its compressor, cooling, and reasonable prices. Defrost system of Voltas was specially preferred by most of the owner respondents, Allwyn users were satisfied with the models that were made available under the brand name. Both users and potential buyers gave credit to Kalvinator for its compressor performance, Voltas for its automatic defrost system and they also felt that Voltas was highly priced. In case of after sale services, no brand had satisfied them. Users felt that Godrej had slightly better appearance than other brands, while, potential buyer felt Voltas had got a good luck.

**Dogra and Chauhan (1979)** conducted a survey of 60 people; 20 each from Professional, Bureaucrats and Businessmen in Shimla market and found that Weston (brand name in Television) emerged market leader with 45% market share followed by Bigston (16.66%) and Televista (13.33%). Best salesmanship and after sale services offered by Weston contributed a lot for higher sales. Intensive advertisement campaigns launched by Weston, had really build an image for the product.

Dogra and Chauhan further indicated that wives and children play a crucial role in deciding to buy a Television.

**Singh and Prabhakar (1989)** pointed out that perception of the qualities of a product by consumer had played a crucial role in purchasing process. It was on the basis of perceived quality that the consumer took initiative and an important step regarding ultimate purchase, by making further inquiries.

**Natrajan (1990)** investigated ninety consumers with the help of interview and concluded that consumers have favorable attitude towards the quality, performance and dependability of ISI marked goods. Consumers also have a view that the prices of ISI marked goods were high and inferior goods are also available with ISI mark.

**Kulkarni and Murli (1996)** surveyed 200 consumers to find out source of information used by consumers for purchasing, mode of payment, factors preferred by consumers while purchasing selected items of household use. They asserted that different source of information were used by different class of consumers. 83.5% respondents were obtaining information from Television followed by Neighbour (71%) and Newspaper (69.5%). It was found that participation of wives in purchasing of various items was comparatively less than husbands. Quality was the main factor preferred by majority of the consumers irrespective of the items.

**Sardar and Dhawale (1997)** attempted a study to ascertain the impact of slogans on consumers buying behaviour and also to study the awareness of consumers towards slogans through questionnaire. They found that respondents felt that good slogans had great association with product's popularity and the success. Consumers were found greatly influenced by the slogans in case of consumer non-durable goods. But in case of consumer durables, the response of slogans was comparatively weak and consumers main emphasis was on quality, availability and price.

The respondents were very less aware of the slogans of Motor bikes. The highest recall rate was of Hero Honda followed by Bajaj, Yamaha and Tvs but there was very low percentage of association between the product and their slogans.

#### 4. SIGNIFICANCE OF THE STUDY

Just after taken birth the child is included in the segment of consumers, far ahead of this nowadays we are stressing on corporate social responsibility, green products, green services and green marketing. So it is very important to the producer and marketer to take care of the consumer needs and wants which they required after purchasing the product. When we are talking about the purchase of durables, it is characterized by high cost, more information analysis, less frequent purchase and so on. With the increase in consumer education and awareness they are more concentrating on the services provided by the manufacturers and marketers especially in case of durables. It has also been found by various studies that total product value is being evaluated on the basis of after sale services provided to the consumers and the quality of the

same. Analysis of consumers view points on different marketing aspects make the producer and marketer awareness about latest trends in terms of needs and wants. So consumer research is deemed to be essential in global market especially when it is related to consumer durables.

## 5. METHODOLOGY

Well structured pre tested questionnaire is used to collect the data from consumers of durable from different district of Uttarakhand state. Proper consideration has been given to quota sampling, while sample divided according to various independent variables such as Residential status, Education, Occupation and Family income. Collected data has been analysed with the help of percentage method and chi square ( $\chi^2$ ) method.

## 6. HYPOTHESIS

**H0** = Consumers socio-demographic variables are independent to 'use of different source of repair of durables' and 'amount spent on maintenance of durables'

## 7. ANALYSIS OF CONSUMER BEHAVIOUR

**Table no. 1.** Confirm the information that, in case of scooter, majority of the sample respondents have purchased LML closely followed by Bajaj (41.9%). Only 9.5 percent have brought Kinetic Honda and 2.7 percent purchased TVS (Scooty).

High percentage (38.6%) of the respondents have purchased the product from Bajaj closely followed by Honda (24.5%), and TVS (19.1%) and Yamaha (13.2%), in case of Motercycle

**Table 1: Brand of Durables Purchased by the sample respondents.**

Scooter		Motorcycle	
Brand /companies	Durables Purchased	Brand / companies	Durables Purchased
Bajaj	150(41.9)	Bajaj	85(38.6)
LML	165(46.0)	Honda	54(24.5)
Kinetic Honda	34(9.5)	TVS	42(19.1)
TVS(Scooty)	10(2.7)	Yamaha	29(13.2)
Any other	- -	Any other	10(4.6)
<b>Total</b>	<b>359(100)</b>	<b>Total</b>	<b>220(100)</b>

- Source of data – primary.

## 8. SOURCE OF DURABLES REPAIR

**Table 2: Residential status of consumer and source used for repair of durables.**

Sources	Scooter			Motorcycle		
	Rural	Urban	Total	Rural	Urban	Total
Auth.Dealer	66(37.3)	43(23.6)	109(30.4)	30(23.4)	48(52.2)	78(35.5)
PrivateServiceCentre	103(58.2)	135(74.2)	238(66.3)	93(72.7)	41(44.6)	134(60.9)
Self Repair	8(4.5)	4(2.2)	12(3.3)	5(3.9)	3(3.2)	8(3.6)
<b>Total</b>	<b>177(100)</b>	<b>182(100)</b>	<b>359(100)</b>	<b>128(100)</b>	<b>92(100)</b>	<b>220(100)</b>

- \* Source of data – primary.

The Table 2 provides information about both the durables that high majority from whole sample get their durables repair from Private Service Centre followed by Authorised Dealer. Same behaviour depicts from the table for Scooter as 58.2 percent from rural and 74.2 percent from urban opted Private Service Centre for repair of durable. But for Motorcycle, high majority (72.7%) of rural sample used Private Service Centre for repair, whereas, most of (52.2%) consumers from urban area got their Motorcycle repair from Authorised Dealer.

**Table 3: Education of consumer and source used for repair of durables.**

Sources	Scooter				Motorcycle			
	Metric & Below	Graduate	Postgraduate	Illiterate	Metric&below	Graduate	PostGraduate	Illiterate
Auth.Dealer	20(35.1)	30(27.3)	40(27.9)	19(38.8)	9(33.31)	31(44.3)	31(36.5)	7(18.4)
Private S.C.	32(56.1)	76(69.1)	101(70.6)	29(59.2)	14(51.9)	36(51.4)	54(63.5)	30(78.9)
Self Repair	5(8.8)	4(3.6)	2(1.5)	1(2.0)	4(14.8)	3(4.3)	--	1(2.7)
<b>Total</b>	<b>57(100)</b>	<b>110(100)</b>	<b>143(100)</b>	<b>49(100)</b>	<b>27(100)</b>	<b>70(100)</b>	<b>85(100)</b>	<b>38(100)</b>

- Source of data - primary.

The Table 3 shows that in case of Scooter, almost similar behaviour was disclosed by the respondents from different level of education as majority of consumers from each education level got their Scooter repair from Private Service Centre followed by Authorised Dealer and Self Repair.

Regarding Motorcycle, most of the respondents from the sample of different education level chose Private Service Centre for repair but this percentage was higher in case of "Post graduate" and "Illiterate" sample. No consumer from "Post graduate" sample done Self Repair of Motorcycle.

**Table 4: Family income of consumer and source used for repair of durables.**

Sources	Scooter				Motorcycle			
	Below Rs10000	Rs10000-20000	Rs.20000-30000	Above Rs30000	Below Rs10000	Rs10000-20000	Rs.20000-30000	Above Rs30000
Auth.Dealer	15(19.2)	25(19.4)	29(27.1)	40(88.9)	3(20.0)	20(32.8)	40(39.2)	15(35.7)
Private S.C.	58(74.4)	100(77.5)	75(70.1)	5(11.1)	10(66.7)	36(59.0)	61(59.8)	27(64.3)
Self Repair	5(6.4)	4(3.1)	3(2.8)	--	2(13.3)	5(8.2)	1(1.0)	--
<b>Total</b>	<b>78(100)</b>	<b>129(100)</b>	<b>107(100)</b>	<b>45(100)</b>	<b>15(100)</b>	<b>61(100)</b>	<b>102(100)</b>	<b>42(100)</b>

- Source of data - primary.

The Table 4 describes that, except high income group, 88.9 percent respondents from which used Authorised Dealer for repair of Scooter followed by Private Service Centre(11.1%) and none from this income group did Self Repair. Respondents from the other entire three income group showed similar behaviour as they used Private Service Centre at their priority followed by Authorised Dealer for the repair of durable.

Respondents from all income groups had similar behaviour about the use of different source of repair for Motorcycle. Majority of the respondents opted for Private Service Centre followed by Authorised Dealer and Self Repair. But Self Repair is not been found in case of high income group.

9. DURABLES MAINTENANCE CHARGES

Table 5: Residential status and amount spent on maintenance of durables.

Amount (HalfYearly)	Scooter			Motorcycle		
	Rural	Urban	Total	Rural	Urban	Total
Below Rs 300	2(1.1)	5(2.7)	7(1.9)	--	--	
Rs.300-600	25(14.1)	23(12.6)	48(13.4)	28(21.9)	12(13.1)	40(18.2)
Rs. 600-900	50(28.2)	70(38.5)	120(33.4)	25(19.5)	35(38.0)	60(27.3)
Above Rs.900	100(56.6)	84(46.2)	184(51.3)	75(58.6)	45(48.9)	120(54.5)
<b>Total</b>	<b>177(100)</b>	<b>182(100)</b>	<b>359(100)</b>	<b>128(100)</b>	<b>92(100)</b>	<b>220(100)</b>

- Source of data – primary.

The Table 5 indicates that in case of Scooter, 51.3 percent consumers spent more than Rs.900 on the maintenance followed 33.4 percent by Rs.600-Rs.900 and only 13.4 percent spent between Rs.300-Rs.600, whereas only few (1.9%) consumers told that they spent less than Rs.300. It is also observed from the table that there was no significant difference between rural and urban consumers behaviour regarding amount spent on maintenance of Scooter.

No consumer spent less than Rs.300 on maintenance of Motorcycle, whereas, majority 54.5 percent consumers spent above Rs.900 followed in descending order by spending between Rs.600-Rs.900 and between Rs.300-Rs.600. Majority of consumers from rural and urban areas spent above Rs.900 on maintenance of Motorcycle.

Table 6: Education of consumer and amount spent on maintenance of durables.

Amount (HalfYearly)	Scooter				Motorcycle			
	Metric & Below	Graduate	Postgraduate	Illiterate	Metric & below	Graduate	Postgraduate	Illiterate
BelowRs300	1(1.7)	3(2.7)	2(1.4)	1(2.1)	--	--	--	--
Rs.300-600	10(17.5)	13(11.8)	20(13.9)	5(10.2)	9(33.3)	12(17.1)	14(16.5)	5(13.2)
Rs. 600-900	26(45.6)	60(54.6)	25(17.5)	9(18.4)	8(29.6)	28(40.0)	20(23.5)	4(10.5)
AboveRs900	20(35.1)	34(31.0)	96(67.1)	34(69.4)	10(37.1)	30(42.9)	51(60.0)	29(76.3)
<b>Total</b>	<b>57(100)</b>	<b>110(100)</b>	<b>143(100)</b>	<b>49(100)</b>	<b>27(100)</b>	<b>70(100)</b>	<b>85(100)</b>	<b>38(100)</b>

- Source of data – primary.

The Table 6 elucidates that majority of consumers from the sample “metric & below” and “graduate” spent Rs.600-Rs.900 followed by above Rs.900, whereas, high majority from the sample “post graduate” and “illiterate” spent above Rs.900 followed by Rs.600-Rs.900 on the maintenance of Scooter respectively. It is notable that only few percentage of the sample as a whole spent less than Rs.300 on maintenance.

Regarding Motorcycle, it is notable that no consumer of the durable has spent less than Rs.300. High majority of each sample spent more than Rs.900 on the maintenance followed by Rs.300-Rs.600 for the sample “metric & below” and “illiterate”, and Rs.600-Rs.900 for “graduate” and “post graduate”.

Table 7: Family income of consumer and amount spent on maintenance of durables.

Amount (Half Yearly)	Scooter				Motorcycle			
	Below Rs10000	Rs10000-20000	Rs.20000-30000	Above Rs30000	Below Rs10000	Rs10000-20000	Rs.20000-30000	Above Rs30000
BelowRs300	3(3.8)	2(1.6)	2(1.9)	--	---	---	---	---
Rs.300-600	15(19.2)	9(6.9)	11(10.3)	13(28.9)	3(20.0)	15(24.6)	16(15.7)	6(14.3)

Rs. 600-900	29(37.2)	63(48.8)	20(18.7)	8(17.8)	3(20.0)	17(27.9)	25(24.5)	15(35.7)
AboveRs.900	31(39.8)	55(42.7)	74(69.1)	24(53.3)	9(60.0)	29(47.5)	61(59.8)	21(50.0)
<b>Total</b>	<b>78(100)</b>	<b>129(100)</b>	<b>107(100)</b>	<b>45(100)</b>	<b>15(100)</b>	<b>61(100)</b>	<b>102(100)</b>	<b>42(100)</b>

- Source of data – primary.

The Table 7 indicates that in case of Scooter, 39.8 percent consumers from lower income group spent above Rs.900 on maintenance, only 3.8 percent spent below Rs.300. Majority of the consumers from income group “Rs.10000-Rs.20000” spent between Rs.600-Rs.900 closely followed by those who spent above Rs.900. High majority from income group “Rs.20000-Rs.30000” spent above Rs.900 and only 1.9 percent spent below Rs.300. 53.3 percent consumers from upper income group spent above Rs.900 followed by Rs.300-Rs.600.

No one from the sample incurred expenses below Rs.300 for the maintenance of Motorcycle, whereas, majority of the consumers from all the income groups spent above Rs.900 on maintenance followed by expenditure between Rs.600-Rs.900 and between Rs.300-Rs.600. Income did not significantly affect the behaviour of the consumers regarding amount spent on maintenance of Motorcycle.

#### 10. SOCIO- DEMOGRAPHIC EFFECTS (EFFECT ON SOURCE USED FOR REPAIR OF DURABLES):

**Table 8: Residential status of consumer and source used for repair.**

Particulars	Value of $\chi^2$	d.f.
(i) Residential status and source used for Scooter	10.40	2
(ii) Residential status and source used for Motorcycle	19.45	2

The Table 8 refers that the calculated value of  $\chi^2$  at two degree of freedom and 5% level of significance for both the durables is greater than the table value. So the hypothesis does not hold true. Thus it is concluded that Residential status of consumer significantly affect their behaviour regarding use of source of repair for both the durables.

**Table 9: Education of consumer and source used for repair.**

Particulars	Value of $\chi^2$	d.f.
(i) Education of consumer and source used for Scooter	10.91	6
(ii) Education of consumer and source used for Motorcycle	20.77	6

The Table 9 reveals that the hypothesis “consumers’ education does not affect their behaviour regarding repair of durables” is accepted for Scooter as the calculated value of  $\chi^2$  at six degree of freedom and 5% level of significance is less than the table value. But for Motorcycle, the calculated value of  $\chi^2$  is higher than the table value. So it can be concluded that consumers’ education has significant effect on their behaviour regarding use of source of repair.

**Table 10: Family income of the consumer and source used for repair.**

Particulars	Value of $\chi^2$	d.f.
(i) Family income of consumer and source used for Scooter	87.37	6
(ii) Family income of consumer and source used for Motorcycle	12.67	6

It is evident from Table 10 that the null hypothesis is rejected because calculated value of  $\chi^2$  is higher than the table value for both the durables. We, therefore, conclude that family income of consumer significantly affect their behaviour regarding use of different source of repair of durables.



## 11. EFFECT ON AMOUNT OF MONEY SPENT ON MAINTENANCE

**Table 11: Residential status of consumer and amount spent on maintenance.**

Particulars	Value of $\chi^2$	d.f.
(i) Residential status and amount spent on maintenance of Scooter	6.01	3
(ii) Residential status and amount spent on maintenance of Motorcycle	9.93	3

The Table 11 shows that regarding Scooter, the calculated value of  $\chi^2$  at three degree of freedom and 5% level of significance is less than the table value. The hypothesis that "amount of money spent on maintenance of Scooter is independent to consumers' residential status" hold true. But in case of Motorcycle, the calculated value of  $\chi^2$  is higher than the table value. Hence, it is concluded that consumers' residential status significantly affect the amount spent on maintenance of Motorcycle.

**Table 12: Education of consumer and amount spent on maintenance.**

Particulars	Value of $\chi^2$	d.f.
(i) Consumers Education and amount spent on maintenance of Scooter	55.17	9
(ii) Consumers education and amount spent on Motorcycle	19.64	6

The Table 12 depicts that the calculated value of  $\chi^2$  at nine and six degree of freedom and 5% level of significance is higher than the table value for both the durables. Hence, it is concluded that consumers' education has significant effect on their amount spending behaviour for Scooter and Motorcycle.

**Table 13: Family income of consumer and amount spent on maintenance.**

Particulars	Value of $\chi^2$	d.f.
(i) Family income and amount spent on maintenance of Scooter	47.58	9
(ii) Family income and amount spent on maintenance of Motorcycle	5.10	6

The Table 13 provides information that the null hypothesis that "family income of the consumer does not affect the amount of money spent on maintenance of durables" holds true in case of Motorcycle. But in case of Scooter the hypothesis is rejected. Hence it is concluded that family income of the consumer significantly affect their durable maintenance behaviour in case of Scooter whereas, family income remains insignificant in case of Motorcycle.

## 12. FINDINGS AND SUGGESTION

- Regarding use of different source of repair of durables, Private Service Centre, Authrised Dealers Service and Self Repair occupied first, second and third position.
- It is also found that for both the durables, Residential status of the consumers significantly effects consumer behaviour regarding selection of different source of durables' repair.
- It is concluded that consumers' Education has no effect on selection of source of repair for Scooter, whereas, it significantly affect source selection behaviour for repair of Motorcycle.
- It reveals from the study that Family income of the consumer has significant effect on their behaviour of source selection of repair for both Scooter and Motorcycle.
- With regard to maintenance charges spent (half yearly) on Scooter and Motorcycle, majority of sample spent above Rs.900 and only few were spending between Rs.300-Rs.600.

- It is also found from the study that Residential status of the consumer has no effect on their spending behaviour on maintenance of Scooter, whereas, it has significant effect on consumers' spending behaviour on maintenance of Motorcycle.
- It is observed that, consumers' Education has significant effect on their behaviour regarding amount spent on maintenance of Scooter and Motorcycle.
- It is concluded that, Family income of the consumer is independent to the consumer behaviour regarding spending behaviour for Motorcycle, whereas, it significantly affect their spending on maintenance of Scooter.

### 13. SUGGESTION

When we are talking about the purchase of durables, it is characterized by high cost, more information analysis, less frequent purchase, involvement of majority of family members and so on. Simultaneously, the increase in consumer education, awareness, family income and exposure to different medium of information they are more concentrating on the services(after sale) provided by the manufacturers and marketers especially in case of durables. It has also been found by various studies that total product value is being evaluated on the basis of after sale services provided to the consumers and the quality of the same. Analysis of consumers view points on different marketing aspects make the producer and marketer aware about latest trends in terms of needs and wants (before and after purchase). So consumer research is deemed to be essential in global market especially when it is related to consumer durables.

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