

Factors Influencing The Teenagers In Buying Two-Wheelers

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Abstract

Travelling mode for a student is a comfortable, convenient way to move around. This article intends to find out what strategies adopted by students influence their parents in agreeing to buy a two-wheeler for a student. Many buying decisions are joint decisions and the relative dominance of individual members in the decision-making units and their interactions determine the final outcome. The buyer may be different from the user and it becomes difficult to determine the relative importance of each in the decision making process.

Keywords: Two wheeler industry, automobile industry, buying behaviour, buying behaviour of teenagers, etc.

1. Introduction

Consumer behaviour is affected by a host of variables ranging from personal, professional needs, attitudes and values, personality characteristics, social economic and cultural background, age, gender, professional status to social influences of various kinds exerted a family, friends, colleagues, and society as a whole. The combination of these factors helps the consumer in decision making. Further, psychological factors such as individual consumer needs, motivations, perceptions attitudes, the learning process personality characteristics are the similarities, which operate across different types of people and influence their behavior. Many buying decisions are joint decisions and the relative dominance of individual members in the decision-making units and their interactions determine the final outcome. The buyer may be different from the

user and it becomes difficult to determine the relative importance of each in the decision making process.

2. Review of literature

Beatty, et al. (1994) found a clear connection between product importance and adolescent influence in family decision-making. The researchers found that teenagers' knowledge did affect their perceived influence for the search and deciding process for a family stereo, which suggested that for some products expertise mattered. Teenagers' financial clout seemed to allow them greater say in initiating self-purchases, but not in the decision making for a family purchase except for a stereo. The study dealt with parents' dual income status, which allowed teens greater influence for some durable family purchase but not for self-purchases where the influence was already substantial.

Williams, Laura and Willis (1996) reported that children had greater power in family purchase decisions. This study demonstrated children's active influence, passive influence, and decision history and preference intensity. Children's relative influence was found to be moderated by the child's gender, race, ethnicities, birth order and the number of children in the family.

3. Objectives of the study

The main aim of the study is to study the influencing strategies of teenagers in buying a two-wheeler.

4. Analysis and interpretations

Table 1
Opinion towards the Influencing Strategy

Statement	Mean	S.D	Mean Rank	Friedman chi-square value	P value	Multiple comparison Test
I told them what I	3.73	1.17	8.35			

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wanted, I just stated my needs						
I convinced through logical presentation	3.49	1.16	7.91			
I asked for product in a way that sounded reasonable to him/her	3.36	1.23	7.57			1, 2, 3, 4
I simply asked my Father/Mother to agree with me	3.27	1.43	7.44	504.32	0.001*	5, 6, 7, 8, 9
I pleaded to agree with me	2.82	1.37	6.42			10, 11, 12
I told them I would to special things if they agree with me	2.81	1.30	6.30			
I indicated the fact my other friends have it	2.76	1.31	6.24			
I asked to demonstrate their love for me	2.72	1.44	6.08			
I repeatedly reminded what I wanted	2.70	1.37	6.05			
I tried to negotiate something agreeable for both of us	2.53	1.26	5.45			
I cracked jokes trying to get my way	2.37	1.20	5.11			
I made them to feel guilty if they not agree with me	2.39	1.25	5.07			

Source: Primary Data.

Respondents were asked about their experience before selecting a particular brand and model of a two-wheeler as to how they influenced their father and mother towards their preferred alternative. Twelve influencing strategies were given and the respondents were asked to rate their opinion on a 5 point scale, from

strongly Agree (5) to strongly disagree (1). The calculated mean score is between 2.39 and 3.73. The mean value rank is ranged from 5.07 to 8.35. Friedman's chi-square value (504.32) is significant at one percent level. Further, Friedman's Multiple Comparison test is executed to find out the most influencing strategy towards their preferred alternative. The twelve strategies fall into three groups. The first group is formed by the strategies viz. just stated my needs, logical presentation and product in a way that sounded reasonable and agree to their decision. The second group is formed with five strategies viz. "pleaded to agree do special things if they agree" indicated the fact, "demonstrate their love," and repeatedly reminded. And the third group consists of "negotiate something agreeable," "cracked jokes trying to get" made them to feel guilty if they do not agree". Further, the students are highly rated on that they told their parents what they wanted (3.73) and they convinced through logical presentation. It shows that the major influencing factors are that the parents being logically presented and stating the needs of their children do permit for a purchase of two-wheeler when they are convinced of the requirement. It is found that the students are influencing their parents in a sequencing way that is they state that they require a two-wheeler and they present logically and they stress their parents to reason for it than they force their parents to accept their requirements.

5. Findings and suggestions

The study reveals that the students when making the parents agree to buy them a two-wheeler adapts to making their parents guilty or try cracking jokes or negotiate, parents least budge to children's request. The next level that is medium influencing factor is pleading to agree, doing special things if the parents agree to their demand, comparing that their friends have, to demonstrate their love or repeatedly reminding have better than medium impact. The factors stating their needs as to why they require a two-wheeler, convincing the parents through logical presentation, making the need for two-wheeler a reasonable requirements

and asking parents to agree have highest influence on the parents to buy a two-wheeler.

6. Conclusion

The teenager need better mode to commute around during their academic life. When a student is able to communicate their needy requirement for a two-wheeler by convincing their parents logically their need for a two-wheeler, which makes their parents convinced and wanting of two-wheeler as reasonable, the teenager have influence in the purchase. The teenager must have reasonable justification to influence their parents towards purchase of a two-wheeler.

7. Reference

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