



THE ROLE OF INFLUENCER MARKETING IN THE CONSUMER BUYING BEHAVIOUR OF TWO WHEELERS IN TIRURANGADI TALUK, MALAPPURAM DISTRICT, KERALA

¹Shibli .K, ²Dr. U. Faisal

¹Research Scholar, ²Professor & Head

^{1,2}Department of Management Studies, Kannur University, Kannur, Kerala

Email - suvarnashanmughan@yahoo.in

Abstract: Influencer marketing is a form of social media marketing linking ratifications and product placement from influencers, people and organizations who have a claimed expert level of knowledge or social influence in their field. Influencers are someone with the power to affect the buying habits or quantifiable actions of others by uploading some form of original—often sponsored—content to social media platforms like Instagram, YouTube, Snapchat or other online channels. Influencer marketing is when a brand enrolls influencers who have an established credibility and audience on social media platforms to discuss or mention the brand in a social media post. Influencer content may be framed as testimonial advertising. Many of the owners of those accounts work in collaborations with different companies, and promote their products and services. Those collaboration posts appear on the social media channels a lot, and it does not seem that the phenomenon of influencer marketing is fading away that fast., how the target group experiences influencer marketing and what the attitudes and awareness of them are concerning it. After the pandemic two-wheeler has become very much necessity, and the demand for “second hand “used has also increased. In this context the study analyses various factors influencing the buying behaviour of two wheelers, which can be taken as guide by manufacturing companies and dealers.

Key Words: Influencer, two-wheeler, marketing, influence, social-media, buying, behavior.

1. INTRODUCTION:

Consumer buying behaviour is a complex process involving psychological and psychomotor and cognitive understandings, permutations and combinations. Needs and wants are there from time immemorial and either physical or material and psychological or mental. Human mind has never been satisfied with needs and wants; one satisfies the more comfortable one crops up. Consumer buying behaviour is defined as the mental, emotional and physical activities that people engage when selecting, purchasing using and disposing of products and services in order to satisfy need and desires. It includes purchasing and other consumption related activities of people engaging in exchange process. The impact of mass communication is felt all over the globe through advertising, newspaper, internet, music, films, videos, magazine, movies and billboards. Better awareness of consumer buying behaviour is a positive contribution to the country's economic state, quality of goods and products are exceptionally good in countries where buying behaviour of consumers is well understood. But it is very difficult to identify the exact reasons why a consumer purchases and prefers one product or service over another one. This is because consumers sometimes make purchasing decisions based on their emotional beliefs which they even themselves are not well aware of. Two wheelers are the easiest and most affordable form of transportation. It is the most nifty form also, with and without gears, electricity charged and petrol used variants.

Population explosion, demanding and changing life style with modern amenities have made two-wheeler as the one of the most necessities in cities, towns and in rural areas. In India, still many interior places lack public transportation facilities and are reached by two wheelers. It supports the life of many people like the street vendors—even a restaurant is run on a two-wheeler by customising it. A family of even seven members travel in a two-wheeler. In India, usage is defined by the person and not by the company or government. The feeling or the sense of achievement when a two-wheeler is ridden, is a state which is unexplainable for youth. Not only, that but also it is a source of income, for many women as it supports their life travelling from rural to suburban and urban areas for selling and buying products and raw materials. Influencer marketing is the latest and the modern tool of marketing, a “cause and effect” and able to attract and appeal others and influencers are people who using this strategy promote products and services. Consumer



buying behaviour is influenced by “influencer marketing”, the reliability and credibility of the information gathered and shared by the influencers has to be engrained

2. REVIEW OF LITERATURE:

Literature review is very vital for all research works and it is written academically to validate the knowledge on a precise title placed in a particular context. It is secondary data, which is already collected and guides the new work, which includes the critical evaluation of the new research work. “Re” viewing for the accuracy, validity and reliability of the new work.

Noora Puotiniem (2018) in her study revealed that people who belong to that specific target group are well aware of influencer marketing on social media, even though some of the target group think that it can be difficult to notice it. In addition, most of the target group also remember seeing influencer marketing on social media, which most probably means that they have then read or saw the posts of influencers on different social media channels.

B.A. Chukwu , E.C. Kanu and A.N. Ezeabogu (2019) revealed in their study that, for effective advertising to take place, the target audience must be extensively reached to know their consumption pattern and behavior toward products and services. And that effort should be directed more on emotional related advertising, since consumers patronage are highly induced through their emotion.

Anup Kumar Ghosh and Anshul Kumar (2018) in their research paper work elucidated that the Indian consumers’ brand preference for two-wheeler bikes is based on mileage, price and maintenance cost and road conditions. While making a purchase decision, friends and spouses play a major role. The respondents expressed high satisfaction with their existing two-wheeler bikes. Informative advertising is considered to be powerful medium in the marketing of automobiles. 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.

Dr. P. N. Harikumar and Prof. K. S. Chandrasekar (2019) detailed in their work that, considering the demographic profile of the customers, the majority are male and they are also graduates. Bike customers are changing their models almost twice as that of customers of other two-wheeler formats. Bike customers’ preference to purchase the vehicle where mileage is guaranteed by the company; scooter, passenger auto and carriage auto customers consider brand image, and the quality of the vehicle respectively.

Anil Jain , Nirmala Josh and Anand J Mayee (2020) illuminated in their study that, Honda was found to be the most popular vehicle, followed by TVS. Most of the users needed the vehicle daily. Utility and the performance of the vehicle are the main aspects which influence consumer behaviour with regards to purchase of a two-wheeler. Celebrities endorsing a product have little or no impact on the minds of the consumers. A two-wheeler purchased is generally used by other members of the family too. A large number of respondents used internet moderately or extensively to gather more information regarding the intended purchase to be made. Most of the respondents brought vehicle through a single down payment instead of going for installment facility.

K. P Najeemudeen and N. Panchanatham (2016) explained in their thorough study that, gone are those days during which the marketers tamed the minds of the customers to their favour using colourful television commercials with breath-taking visuals, pulsating punch lines and celebrity endorsement. Instead of getting lured by the advertisements, they have started collecting information from all the available sources, with the help of which they make the most logical and rational purchase decision. Similarly, the two-wheeler companies should stop boasting about themselves and should make others (customers and other stake holders) advocate for them.

3. RESEARCH METHODOLOGY:

“Re”-search of knowledge, includes the planning, organising and execution of the process of research including data collection, sampling, defining the objectives , analysis and interpretations and conclusion.

4. OBJECTIVES OF THE SUDY:

Research objectives are the goals which the researcher wants to obtain or accomplish after the research work. Precising it in a way, sharp and shrill, very easy to define the data collection, analysis, scope and limitations of the study. It guides the researcher during the complete research process. Primary objectives are directly related to the title of the study and secondary objectives are derived from primary objectives.

4.1. PRIMARY OBJECTIVES OF THIS STUDY ARE:

- To find the role of influencer marketing in the consumer buying behaviour of two wheelers in Tirurangadi Taluk, Malappuram district, Kerala.



- To study the various social factors affecting the consumer buying behaviour of two-wheelers.
- To analyse the effect of credit and payment system on consumer buying behaviour of two-wheelers.
- To find the brand preference of consumers.

Population is an unlimited one, sample should be a real representative of the population with all its characteristics. All the two-wheelers' users in the **Tirurangadi taluk** consist of the sample. Data was collected from 343 respondents out of which completed 300 were taken for data analysis. Convenient sampling was used which is a non-probability sampling method.

5. Limitations of the study

- 1.The study was restricted to Tirurangadi taluk only, which cannot be generalized.
- 2.Biased and reluctance attitude of the customers was a great obstacle to read the mind of customers.
- 3.All the factors which affect the consumer buying behaviour are not considered.

6. ANALYSIS AND FINDINGS:

Table 1: Sex of Respondents

Sex	Respondents	Percentage
Female	182	60.66
Male	118	39.34
Total	300	100

Table 2: Influencer media platform of Respondents

Social Media	Respondents	Percentage
TV and display media	57	19.00
Print media (includes newspapers and magazines)	52	17.33
Social Media (Facebook, Twitter, Linked In, Whatsapp)	191	63.67
Total	300	100

Table 3: Brand preference of Respondents

Brand	Respondents	Percentage
TVS	57	19.00
Hero	63	21.00
Bajaj	54	18.00
Honda	52	17.32
Royal Enfield	67	22.34
Others	07	02.34
Total	300	100

Table 4: Credit and payment preference of Respondents

Payment System	Respondents	Percentage
Ready Cash	54	18
Credit (Loan and EMI)	246	82
Total	300	100



Table 5: Social factors affecting the consumer buying pattern of Respondents

Social Factors	Respondents	Percentage
Income & Other Financial Sources	55	18.33
Reference groups (Family and friends)	132	44.00
Residence Area (Urban, Suburban and Rural)	51	17.00
Cultural and ethnicity factors	52	17.33
Others	10	03.34
Total	300	100

Chi Square Test (χ^2)

Ho: Null Hypothesis: -There is no significant association between brand preference and social factors affecting the consumer buying pattern of respondents.

Ha: Null Hypothesis: -There is significant association between brand preference and social factors affecting the consumer buying pattern of respondents.

Taken at significance level of 5%, calculated value =35.615 and tabular value=31.410

Calculated value > tabular value, hence alternate hypothesis is accepted and null hypothesis is rejected

Inferences

- 60.66 % of the respondents are female and 39.24% are male.
- Among influence media platform, social media (Facebook, Twitter, Linked In, Whatsapp) is having maximum influence and reach of 63.67%, followed by TV and other display media with 19% and print media (includes newspapers and magazines) with 17.33 %.
- Brand preference revealed that Royal Enfield is the most preferred brand with 22.34%, followed by Hero with 21%, TVS with 19%, Bajaj with 18%, Honda with 17.32% and other brands with a market share of 02.34%.
- Payment system preferred is credit (loan and EMI) with 82% and ready cash with 18% only.
- Social factors affecting the consumer buying pattern has a vital and big impact on, reference groups play a major role with 44%, followed by income & other financial sources, cultural and ethnicity factors, residence area (urban, suburban and rural) and other factors with 18.33%, 17.33%, 17% and 03.34% respectively.
- From Chi Square test it is clear that, there is significant association between brand preference and social factors affecting the consumer buying pattern of respondents.

7. SUGGESTIONS AND CONCLUSION:

Women users are more than men, as there is the “SUN” of so called “SOLAR SYSTEM” of family, they are equal partners in running families and society successfully, special schemes and offers to be available for them, by both companies and dealers. Dealers with local financial NBFCs can give special combo offers, especially during festive time of “ONAM”. Royal Enfield is the most preferred brand, which proves people are ready to pay for the quality products if priced high also.

Comparative study is done by customers before they purchase itself in aspects of mileage, maintenance and free service. They prefer a free test ride before the purchase. Driving schools can have promotional tie ups with dealers for the business development for both the parties.

“Customer Day” can be celebrated as a part of Customer Relationship Management (CRM) by dealers for better sales and development, retention and enhancement of customer database. The study also evidently proves the positive rapport by reference groups and other social factors for the consumer buying behaviour

REFERENCES:

- <https://ajmjournal.com/HTMLPaper.aspx?Journal=Asian%20Journal%20of%20Management;PID=2012-3-4-4>
- <http://doi.org/10.18231/j.jmra.2020.037>
- <https://www.grin.com/document/537745 -RL 1>
- https://www.worldwidejournals.com/global-journal-for-research-analysis-GJRA/recent_issues_pdf/2017/June/a-factor-analysis-of-the-social-factors-influencing-the-buyer-behaviour-in-the-two-wheeler-market-in-india-an-empirical-study June 2017 9715619166 2410938.pdf
- <https://www.hrpub.org/download/20160630/UJIBM4-11606141.pdf>
- <https://ijac.org.uk/articles/8.1-1.1-15.pdf>



- <https://www.indeed.com/career-advice/career-development/research-objectives>
- https://www.researchgate.net/publication/335767164_Factors_Affecting_the_Green_Purchasing_Behaviour_of_the_Customers_of_Two-wheelers_and_Three-wheelers_in_Kerala
- <https://research-methodology.net/consumer-buyer-behaviour-definition/>
- <https://www.scribd.com/document/335658388/Influencers-of-Decision-Making-for-Two-Wheeler-Purchase-a-Study-With-Special-Focus-to-Malappuram-District-of-Kerala#>
- <https://www.sdnbvc.edu.in/wp-content/uploads/2022/08/PAPERID-8.pdf>