A FACTORIAL STUDY OF CONSUMER BUYING BEHAVIOR OF COLLEGE STUDENTS IN PUNE FOR TWO WHEELERS

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ABSTRACT

Due to increasing urbanisation, inadequate transportation in developing cities and urban areas two wheeler as a product has travelled a long way from a luxury product to essential product. Pune with its rich educational heritage, law order situation, excellent climate, culture, connectivity to rest of India, excellent educational infrastructure has become a preferred destination for Under Graduation and Post Graduation education. In addition to the large student base, every year thousands of students from all over the country converge in Pune for education. The mere student strength has become a very attractive segment for all the products including two wheelers. This study is conducted in the city of Pune with a sample size of 337 students. Exploratory Research Design is adopted for the study and survey method is adopted to collect the data with a well structured questionnaire. Convenience Sampling Method is used for the study. Nominal Scale is used for Demographic attributes and Ordinal Scale is used for other variables. Kaiser-Meyer-Olkin Measure of Sampling Adequacy & Cronbach's Alpha is used for Scale Reliability. Factor Analysis resulted in ten factors as detailed in the study.

KEYWORDS: attractive segment, preferred destination, factor analysis.