

Factors Influencing the Consumer Behaviour in Lady's Scooter Market in Batticaloa

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Abstract: This study aimed at investigating the factors that influencing the consumers' behaviour in Lady's scooter market in Batticaloa district. The objectives of the study are to identify the level, relationship and impact of marketing mix on consumer behaviour towards scooters. The study had been conducted among 200 women users who are using scooters in Batticaloa district and convenience sampling was used. Descriptive statistics, correlation and regression analyses were used to analyze the data. The study found that the marketing mix and its factors and consumer behaviour were in high level among women users of scooters in Batticaloa district. Distribution/Place was more importance than the other marketing mix factors. Furthermore, the study has been proven that there is a positive significant relationship between them; and the product factor only significantly influenced on women's consumer behaviour in Batticaloa district.

Keywords: consumer behaviour, marketing mix, 4P's

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I. Introduction

The modern world women play a significant role in the domestic and socio-economic life of the society. Women are struggling equally with men in all fields such as managing their careers, managing homes, children, and other responsibilities. The prominent role of women in decision-making is due to increasing literacy, self-confidence, the control on independent income, and a more playing significant role in their family (Murugan&Shanthi, 2014). They take up an occupation more out of economic necessity to support the family or to support themselves. The transportation is playing important role for women's life. They are using different kinds of transportation such as public and personal transportation for fulfill their day to day activities.

In Sri Lanka public transportation (Buses, staff transportation services and Trains) is cheaper than when compare with private transportation. The people most prefer to choose public transports to travel. However the people like to use personal transports because of privacy, comfort, social status, independence and convenience. The UNFPA (United Nations Population Fund) study shows, Ninety percent of women in Sri Lanka have endured sexual harassment while taking public transport, that cause to women's decision making on choose transportation (United Nation Population Fund, 2017). These reasons widely encourage women to choose personal transportation. There are limitations when consider to use personal transportation methods such as high price of vehicles, traffic at the urban area, high price on fuel will against to the decision of purchasing a vehicle (Weerasiri and Mendis, 2015). So in such situation, traveler has to consider and they should have an option to implement. World's automotive industry brings an easiest and affordable solution called two wheelers to avoid such problems. The Ministry of Transport and Civil Aviation of Sri Lank statistics shows, as per year of 2017 there is 55.8% of motor cycles were filled in total vehicle population in Sri Lanka.

The two wheeler market comprises of 3 types of vehicles namely motorcycles, scooters and mopeds (Lakshman and Basha, 2017). The scooters are widely focusing on women consumers. Scooters are perceived to be family vehicle, which offer more functional value such as broader seat, bigger storage space and easier rider nevertheless, the past few years have witnessed a shift in preference towards gearless scooters that are popular among women (Rajini&Poornima, 2011). Nowadays, the women contribute a large percentage in scooter purchase. A study says that woman purchase behavior has changed and its plays a significant impact on the sales of goods in marketplace. The present study chosen above mentioned two wheelers brands to carry out the research. The aim of this study is to understand the influences of the marketing mix factors that were measured in a survey on purchasing behaviour among women consumers in Batticaloa district.

II. Research Problem

Although there have been many researches carried out previously on consumer behaviour towards two wheelers. Most of the scholars carried out the researches by using the cultural factors, social factors, personal factors and psychological factors. Some of them are carried out the research by using marketing mix (4 P's) factors. There has not been a research carried out on linking between women consumer behaviour and its corresponding marketing mix factors influencing towards scooters. This research solely focused on female consumers, their buying preferences and factors that affect their buying decisions. This study and analyze specifically the factors influencing the consumer behaviour in lady's scooters. Women consumers are selected because the scooters are mainly focusing on women consumers as well they also mostly preferred to buy scooters. Therefore, this research serves as a bridge linking the main variables, women consumer behaviour and factors influencing towards scooter brands. In this concern this research intends to work on the existing gap. Therefore, the research problem can be identified as "what are the factors influencing the consumer behaviour in lady's scooter market in Batticaloa?"

III. Research Objectives

This research has been developed to identify, examine and better understanding the relationship between women consumers behaviour and marketing mix towards scooters. The general objective of this research is to determine the factors that affect consumer preferences and behaviour in the lady's scooter market in Batticaloa District, Sri Lanka.

1. To find out the nature (degree) of marketing mix and its dimensions (Product, Price, Place and Promotion) and women consumer behaviour towards scooters in Batticaloa district.
2. To find out the relationship between marketing mix and its dimensions (Product, Price, Place and Promotion) and women consumer behaviour towards scooters in Batticaloa district.
3. To identify the impact of marketing mix on women consumer behaviour towards scooters in Batticaloa district.

IV. Literature Review

Blackwell et al. (2001) defined consumer behaviour as a summation of acquisition, consumption and disposal of products or services. However, such definition falls short of the continuity of the processes. Based on this loophole, Arnould et al. (2004) further proposed the circle of consumption that recognize purchasing processes as a loop, comprising acquisition of goods and services, consumption, as well as disposal of used goods. As far as the consumer decision process model is concerned, consumers need to go through seven steps before reaching their final decisions. These seven steps include need recognition, search for information, pre-purchase, evaluation, purchase, consumption, post-consumption evaluation and divestment (Blackwell et al., 2006). Saravanan (2010) in his study revealed that the modern market is highly competitive and traditional. The prominence gained by an individual consumer in marketing decision making compels the marketers to look at and organize the component of the marketing mix through the customer's eyes. Hence, consumer behaviour research has come into existence. In the present era, women play a vital role in all fields and women play a major role in taking purchase decisions for non-durables.

Strategic marketing management formulation involves selecting a specific target market and making decisions regarding the crucial elements of product, price, promotion and distribution so as to satisfy the needs of customers in that market. They are designed to provide total integration of efforts that focus on achieving the marketing objectives (Ferrell et al., 2002). The marketing strategy must fit the needs and purposes of the selected target markets, be realistic given the organization's available resources and environment and should also be consistent with the organization's mission, goals and objectives (Kotler, 2003).

Product strategies may include concentrating on a narrow product line, developing a highly specialized product or service, or providing a product-service package containing unusually high-quality service. Also emphasized are innovation strategies, coming up with a range plan to create product variety as well as branding of products to differentiate them from competition (Atkinson & Wilson, 1996). The quality of the product you produce, that will lead to a successful outcome in the long run for every in the world. In business there are five most important dimensions which make a successful business and these are service quality, tangible, reliability, responsiveness assurance and identification (Azadavar, Shahbazi & Teimouri, 2011). Also Satya (2011) found that it is compulsory for the firms to maintain their quality because people are more conscious of quality than price. The assessment of consumer on a product based on quality is very essential characteristic in purchasing processes and consumers are conscious of quality difference of all products (Nugroho & Wihandoyo, 2009).

According to Kurtulus et al. (2005) the influence of consumer psychographics on their tendency to purchase retailer brands, that must be valid and reliable so the consumers are more price conscious and prefer and purchase retailer brands. Most of the consumers need convenience and quality products that strongly motivate them to buy the same product more frequently in the future (Ahuja, Gupta, & Raman, 2003). Ahmad

&Vays, (2011) found that the pre decision time of consumer purchasing behavior recognized solid link with the desire purchasing Behavior of the consumers. The product price factor is always been an important factor in customer/consumer buying process in every context. They always examine price and brand name information differently when they are making judgments on the dimensions of quality: ease of use, usefulness, performance, durability, and status (Brucks, Zeithaml& Naylor, 2000).

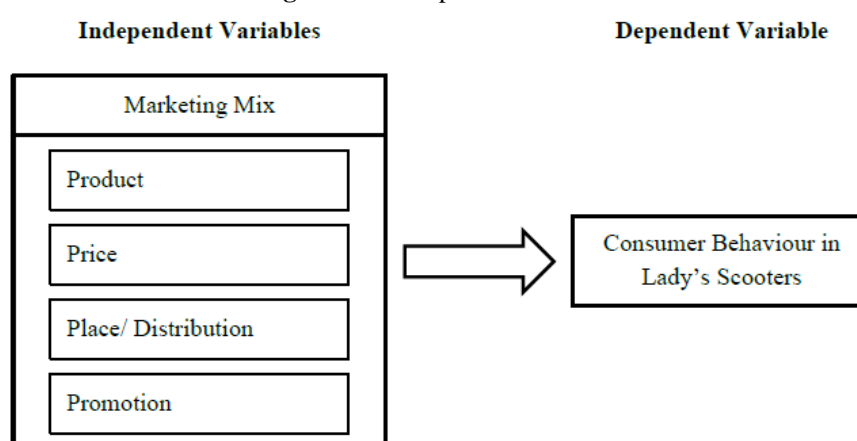
Distribution (also known as the place variable in the marketing mix, or the 4 Ps) involves getting the product from the manufacturer to the ultimate consumer. Distribution is often a much underestimated factor in marketing (Majumdar, 1996). Many marketers fall for the trap that if you make a better product, consumers will buy it. The problem is that retailers may not be willing to devote shelf-space to new products. Retailers would often rather use that shelf-space for existing products have that proven records of selling.

Promotion strategies play a vital role in the creation of mutually beneficial exchanges between producers and consumers of goods, services or ideas. To be effective, the promotional strategy must be guided by the marketing concept such as focusing on consumer needs and integrating all activities of the organization to satisfy those needs (Engel et al., 1991). Adcock et al. (2001) assesses that when a purchase decision is made, the purchase decision can be affected by unanticipated situational factors. Some of these factors according to them could be directly associated with the purchase, for instance the outlet where the purchase is to be made, the quality to be bought, when and how to pay. Most instances, firms remove the need to make this decision by either including the essentials in the form of sales promotion tools like coupons, discounts, rebates and samples. The additional benefit whether in cash or in kind offered to consumers through sales promotion is highly likely to influence their purchase behaviour or decision (Ngolanya, et al., 2006). After considering the possible options, the consumer makes a purchase decision and the consumer's choice depends in part on the reason for the purchase (Kotler et al., 2003).According to Kotler et al. (2003), the consumer may act quickly, especially if sales promotional tools are used or the consumer may postpone making any purchase. Whenever the consumer makes a purchase, they find out what products and services are available, what features and benefits they offer, who sells them at what prices, and where they can be purchased (Stanton et al., 1994).

V. Conceptual Framework

The conceptual framework of this study focuses on the development of a model to measure the relationship between marketing mix factors and consumer behaviour. Examining the relationship between marketing mix factors and consumer behaviour, should contribute to our knowledge of the relationship that exists between them. Thelink between the dimensions of marketing mix and consumer behaviour is illustrated in Figure 1 below.

Figure 1: Conceptual Framework



Source: Kotler & Keller (2006)

In this framework, the marketing mix factors are independent variables and consumer behaviour is the dependent variable. The present study thus attempts to bridge the gap by providing a basis for a thorough and insightful discernment of marketing mix and consumer behaviour. The model suggests that there is a strong relationship between the dimensions of marketing mix factors and consumer behaviour.

VI. Research Methodology

Research Approach: Research applied quantitative methodology for this study. Thus survey method has been adopted. Constructs such as women consumer behaviour and marketing mix are well defined and measurable. Therefore researcher used quantitative methodology for this study and this study will be conducted as theoretical based deductive type of study.

Study Setting: This study will be carried out in a non-contrived environment where things and events occur normally in the environment.

Time Horizon: The study is cross sectional one in the horizon because, data were collected in a one single time from the respondents.

Unit of Analysis: Woman who owns a scooter in Batticaloa district..

Sample size: 200 Women.

Population of the Study: The population of the study comprised users of scooter in Batticaloa district which was divided into fourteen Divisional Secretariat divisions such as Koralaipattu North (Vaharai), Koralaipattu West (Oddamavadi), Koralaipattu (Valachchenai), EravurPattu, Eravur Town, Manmunai North, Kattankudy, Manmunai Pattu (Araipattai), Manmunai South- West, PoratheevuPattu, Manmunai South &EruvilPattu, Koralaipattu Central, Koralaipattu South (Kiran), Manmunai West.

Sampling Techniques: The researcher used convenience sampling in selecting the samples to conduct the study. The total 200 sample are equally divided and collected from each selected ten DS divisions such as, Koralaipattu North (Vaharai), Koralaipattu (Valachchenai), EravurPattu, Manmunai North, Manmunai Pattu (Araipattai), Manmunai South- West, PoratheevuPattu, Manmunai South &EruvilPattu, Koralaipattu South (Kiran), Manmunai West. From each division 20 samples were collected, in each selected four brands as 5 samples in each.

Data Collection: Primary data was collected using questionnaires. Secondary data used for this research were collected from various sources including relevant books, previous researches, Journals, scientific Articles and other sources on internet.

Data Analysis: After the data was being collected from the field, they were used in predictive analytics software called Statistical Package for Social Science (SPSS 22.0) for the analysis. This provided various different tools that were used when analyzing the collected data and the data collected was covered into information through these packages. To the connection to the objectives, the data was being analyzed by using univariate analysis (descriptive statistics), reliability test and inferential analysis (correlation and regression).

VII. Results

Reliability Analysis

Reliability test was used to discover unreliable questions; it was carried out with each aspect of dimensions influencing on consumer behaviour. It measured the internal consistency of the instrument, based on the average inter-item correlation. Cronbach's Alpha Coefficient (CAC) was calculated for statements of each of the dimensions and full set of data collected.

Cronbach's Alpha Coefficient was 0.903; the total reliability for the collected data was excellent where CAC was more than 0.9. Results indicate that the reliabilities for dimensions were reasonably good enough since all of the coefficients were greater than 0.7 (see Table 1). Therefore the variables used in the study were concluded as reliable.

Table 1: Reliability Analysis for the Variables of Consumer Behaviour and Marketing Mix

Variables	Dimensions	No. of Statemetnts	Cronbach's Alpha Coefficient (CAC)
Consumer buying behaviour		5	0.750
Marketing Mix	Product	8	0.811
	Price	6	0.814
	Place	5	0.832
	Promotion	5	0.743
Total		29	0.903

Nature of Marketing Mix towards Scooters

Table 2: Nature of Marketing Mix towards Scooters

Dimensions	Mean	Standard Deviation	Ranking
Product	4.1019	0.4511	2
Price	4.0078	0.4788	4
Place	4.2350	0.5239	1
Promotion	4.0206	0.5113	3
Marketing Mix	4.0913	0.3807	-

According to Table 2, mean value of marketing mix was 4.09 and it is deviated from 0.38. Here the place was considered as high and the price was considered as low in marketing mix.

Nature of Product towards Scooters

Table 3: Nature of Product towards Scooters

Dimensions	Mean	Standard Deviation
Quality	4.4300	0.5446
Brand Name	3.8250	0.7464
Value	4.0800	0.7114
Reliability	4.3750	0.5968
Durability	4.4300	0.5803
Variety	3.7750	0.7598
Popularity	4.0650	0.7094
Reputation	3.8350	0.8069

The product factor includes eight indicators; quality, brand name, value, reliability, durability, variety, popularity and reputation. Among 200 women users of scooter, quality of scooter and durability of scooters were considered as high with the mean of 4.43 rather than other indicators. On the other hand, the lowest mean derived to variety with the mean of 3.78.

Nature of Price towards Scooters

Table 4: Nature of Price towards Scooters

Dimensions	Mean	Standard Deviation
Price Competitiveness	4.2600	0.5714
Price to Benefits	3.9083	0.5940
Price to Quality	3.8550	0.7046

The Price factor includes three indicators. Mean values of price competitiveness, price to benefits, and price to quality were 4.26, 3.91 and 3.86 respectively. Based on nature of price towards scooters the price competitiveness was in high.

Nature of Place towards Scooters

Table 5: Nature of Place towards Scooters

Dimensions	Mean	Standard Deviation
Locale	4.1825	0.6143
Location	4.3825	0.5581
Sense of Place	4.1400	0.7162

The Place factor includes three indicators. Among 200 respondents the location was considered as high with the mean of 4.38 rather than other indicators. On the other hand, the lowest mean derived to locale with the mean of 4.18.

Nature of Promotion towards Scooters

Table 6: Nature of Promotion towards Scooters

Dimensions	Mean	Standard Deviation
Advertising	3.6025	0.6503
Sales Promotion	4.0800	0.8874
Word-of-Mouth	4.1600	0.7190
Personal Selling	4.2400	0.5692

The promotion factor includes four indicators. Mean values of considering advertising, sales promotion, word-of-mouth and personal selling were 3.60, 4.08, 4.16 and 4.24 respectively. Based on the nature of promotion towards scooters the personal selling was in high.

Nature of Consumer Behaviour

Table 7: Nature of Consumer Behaviour

Dimensions	Mean	Standard Deviation
Need Recognition	4.4100	0.5032
Information Search	3.8100	0.6212
Evaluation of Alternatives	3.9450	0.6887
Purchase Decision	4.3300	0.5855
Post-purchase Behaviour	4.0450	0.5518
Consumer Behaviour	4.1080	0.4195

According to Table 5.21, the consumer behaviour's mean value was 4.11 and it was deviated by 0.42. Compare the attributes the attribute of need recognition was higher than another, its mean value is 4.41.

Relationship between Marketing Mix Dimensions and Consumer Behaviour

Table 8: Bivariate Correlation Analysis

Dimensions	Correlation Coefficient with Consumer Behaviour
Product	0.557**
Price	0.321**
Place	0.206**
Promotion	0.219**
** . Correlation is significant at the 0.01 level (2-tailed).	

The coefficient of correlation proved as a strong positive significant relationship between the product and consumer behaviour ($r=0.557$, $p=0.000$).The coefficient of correlation proved as a medium positive significant relationship between the price and consumer behaviour ($r=0.321$, $p=0.000$).The coefficient of correlation proved as a weak positive significant relationship between the place and consumer behaviour ($r=0.206$, $p=0.003$).The coefficient of correlation proved as a weak positive significant relationship between the promotion and consumer behaviour ($r=0.219$, $p=0.002$).

Impact of Marketing Mix on Women Consumer Behaviour

Table 9: Model Summary of the Impact of Marketing Mix on Consumer Behaviour

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.558 ^a	0.312	0.298	0.35163
a. Predictors: (Constant), Promotion, Product, Place, Price			

The model summary of multiple regression shows, R(0.558) was correlation coefficient between product, price, place and promotion and dependent variable consumer behaviour. It indicates that there is a positive correlation between each four dimension of marketing mix and consumer behaviour.The R square is 0.312 which show that is small but define relationship between these four variables and dependent variable. Therefore, the researcher concludes that 31.2% of variability in customer behaviour is accounted by combine of product, price, place and promotion. The rest of 68.8% is explained by other factors.

Table 10: Coefficients for Marketing Mix

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Constant	2.022	0.272		7.439	0.000
Product	0.532	0.071	0.573	7.506	0.000
Price	-0.015	0.068	-0.018	-0.224	0.823
Place	-0.036	0.060	-0.045	-0.602	0.548
Promotion	0.029	0.062	0.035	0.463	0.644
a. Dependent Variable: Consumer Behaviour					

According to Table 10 Product have positive significance influence on consumer behaviour. Price, Place and Promotion have not significance influence on consumer behaviour among women in scooter market in Batticaloa district. The high coefficient of product ($t=7.506$, $p<0.05$, $\beta=0.532$) shows that it has a large predictive value for the dependent variable of consumer behaviour than the price ($t=-0.224$, $p>0.05$, $\beta=-0.015$), place ($t=-0.602$, $p>0.05$, $\beta=-0.36$) and promotion ($t=0.463$, $p>0.05$, $\beta=0.029$). Therefore the regression equation model is as follows;

$$\text{Consumer Behaviour} = 2.022 + 0.532 (\text{Product}) - 0.015 (\text{Price}) - 0.036 (\text{Place}) + 0.29 (\text{Promotion})$$

However, there are three dimensions included in above model which are not significant according to the analyses carried out. Therefore, a new model is derived exclude insignificant variables.

Table 11: Model Summary of Excluded Insignificant Variables

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.557 ^a	0.310	0.307	0.34935
a. Predictors: (Constant), Product			

The model summary of multiple regression shows, R(0.557) was correlation coefficient between product and dependent variable consumer behaviour. It indicates that there is a positive correlation between product and consumer behaviour. The R square is 0.310 which show that is small but define relationship between product and dependent variable. Therefore, the researcher concludes that 31.0% of variability in customer behaviour is accounted by product. The rest of 69.0% is explained by other factors.

Table 12: Coefficients for Excluded Insignificant Variables

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Constant	1.984	0.227		8.758	0.000
Product	0.518	0.055	0.557	9.434	0.000
a. Dependent Variable: Consumer Behaviour					

According to Table 12, Product has positive significance influence on consumer behaviour among women in scooter market in Batticaloa district. The high β coefficient of product ($t=9.434$, $p<0.05$, $\beta=0.518$) shows that its predictive value for the dependent variable of consumer behaviour. Therefore the new regression equation model derives as follows;

$$\text{Consumer Behaviour} = 1.984 + 0.518 (\text{Product})$$

VIII. Discussion

Nature (Degree) of Marketing Mix and Its Dimensions and Women Consumer Behaviour towards Scooters

The marketing mix was measured through four dimensions namely product, price, place and promotion. Table 2 indicates the means and the standard deviations for those dimensions. According to the findings, those four dimensions were in high level among the women users who use scooters in Batticaloa district. Among the marketing mix factors, the first importance was given to place with the mean value 4.24, the second importance was given to product with the mean value of 4.10, the third importance was given to promotion with the mean value of 4.02 and the fourth importance was given to price with the mean value of 4.01 by the women scooter users in Batticaloa district. It can be concluded that marketing mix is in high level among the women users who use scooters in Batticaloa district. Payne (2004) points out that marketing, in this competitive marketplace, has become a key differentiator between corporate success and failure. Strategic

marketing management formulation involves selecting a specific target market and making decisions regarding the crucial elements of product, price, promotion and distribution so as to satisfy the needs of customers in that market. They are designed to provide total integration of efforts that focus on achieving the marketing objectives (Ferrell et al., 2002).

The product was measured with eight indicators; quality, brand name, value, reliability, durability, variety, popularity and reputation. The mean value of the quality was 4.43 and it was deviated from 0.54. Kotler and Keller (2006) cited that it is important for companies to come up with products that are of good quality and thus suite the need of the consumer. The mean value of the brand name was 3.83 and it was deviated from 0.75. According to Atkinson & Wilson (1996), companies should provide product whose packaging contains unusually high-quality service. He also emphasized on branding of products to differentiate them from competition. The mean value of the value was 4.08 and it was deviated from 0.71. The mean value of the reliability was 4.38 and it was deviated from 0.60. The reliability of a product is one of the important dimensions that make a business successful (Azadavar, Shahbazi, & Teimouri, 2011). The mean value of the durability was 4.43 and it was deviated from 0.58. The mean value of the variety was 3.78 and it was deviated from 0.76. The mean value of the popularity was 4.07 and it was deviated from 0.71. The mean value of the manufacturer's reputation was 3.84 and it was deviated from 0.81.

According to Table 4, price was measured with three indicators; Price competitiveness, price to benefits and price to quality. Price competitiveness had the mean value of 4.26 and it was deviated from 0.57. Kurtulus et al. (2005) cited that most customers are price conscious. Price to quality had the mean value of 3.86 and it was deviated from 0.70. Price to benefits had the mean value of 3.91 and it was deviated from 0.60. Brucks, Zeithaml & Naylor (2000) concluded that consumers always examine price and brand name information differently when they are making judgments on the dimensions of quality: ease of use, usefulness, performance, durability, and status.

According to Table 5, place was measured with three indicators; locale, location and sense of place. The mean value for the locale was 4.18 and it was deviated from 0.61. Distribution involves getting the product from the manufacturer to the ultimate consumer. Majumdar (1996) cited that companies need to ensure that there is a clear distribution channel so that all the products can get to the consumers. The mean value for the location was 4.38 and it was deviated from 0.72. There is need for organizations to consider cost and traffic flow in site selection, especially since advertising and rent can be reciprocal: A low-cost, low-traffic location means spending more on advertising to build traffic. This will ensure that the products are widely distributed and easily accessible across all markets (Majumdar, 1996). The mean value for the sense of place was 4.14 and it was deviated from 0.72.

According to Table 6, advertising, sales promotion, word of mouth and personal selling were the indicator for the promotion. Advertising had a mean value of 3.60 and it was deviated from 0.65. Personal selling had a mean value of 4.24 and it was deviated from 0.57. These findings are consistent with those of Engel et. al. (1991) who cited that customers should include strategies such as advertising and direct customer interaction since good salesmanship is essential for businesses. Word of mouth had a mean value of 4.16 and it was deviated from 0.72. The mean value of sales promotion was 4.08 and it was deviated from 0.89. Promotion strategies play a vital role in the creation of mutually beneficial exchanges between producers and consumers of goods, services or ideas (Engel et.al. 1991). Further, sales promotion is media or non-media marketing pressure applied for a pre-determined, limited period at the level of consumer, retailer or wholesalers in order to stimulate trials, increase consumer demand or improve product availability (Kotler, 2003).

Relationship between the Marketing Mix and Its Factors and Women Consumer Behaviour towards Scooters

The correlation analysis was used to measure the relationship between the independent variable marketing mix and dependent variable of consumer behaviour. It was a strong positive significant relationship between the product and consumer behaviour. It was a medium positive significant relationship between the price and consumer behaviour. It was a weak positive significant relationship between the place and consumer behaviour. It was a weak positive significant relationship between the promotion and consumer behaviour. It was proved a medium positive significant relationship between the marketing mix and consumer behaviour. Payson & Karunanithy (2016) found that there is a positive relationship between overall marketing mix and perception.

Impact of Marketing Mix on Women Consumer Behaviour towards Scooters

The multiple linear regressions analysis was used to explore the impact of product, price, place, promotion on women consumer behaviour. According to Table 9, the model summary of multiple regression shows, R (0.558) was correlation coefficient between product, price, place and promotion and dependent variable consumer behaviour. It indicates that there was a positive correlation between each four dimensions of

marketing mix and consumer behaviour. Based on the R square value (0.312) the researcher concludes that 31.2% of variability in consumer behaviour was accounted by combine of product, price, place and promotion. In other words 68.8% of variance of consumer behaviour is explained by other variables that are not used in this research. According to the Table 10, among product, price, place and promotion, product only have significant impact on consumer behaviour towards scooter. Price, place and promotion are found not to have significant impact on consumer behaviour towards scooter in Batticaloa district. These findings are supported by to Nagroho & Irena (2017) who researched about the impact of marketing mix, consumer's characteristics and psychological factors to consumer's purchase intention on brand "W" in Surabaya. The study resulted; product, price, place, promotion, cultural influences, social influences, personal influences, and psychological influences simultaneously have significant impact toward consumers' purchase intention on Brand "W", Product, cultural influences, and psychological influences have significant impact toward consumers' purchase intention on Brand "W" and Price, promotion, place, social influences, and personal influences have no significant impact toward consumers' purchase intention on Brand "W".

According to Table 11, the new model summary of simple regression shows, R (0.557) was correlation coefficient between product and dependent variable consumer behaviour. It indicates that there was a positive correlation between product and consumer behaviour. Based on the R square value (0.310) the researcher concludes that 31% of variability in consumer behaviour was accounted by product. In other words 69% of variance of consumer behaviour is explained by other variables that are not used in this research. The high β coefficient of product ($t=9.434$, $p<.05$, $\beta-.518$) shows that it has a large predictive value for the dependent variable of consumer behaviour.

IX. Conclusion

The first objective of the study is to find out the nature (degree) of marketing mix and its dimensions (product, price, place and promotion) and women consumer behaviour towards scooters in Batticaloa district. The finding of the study clearly shows that the high level of marketing mix and its dimensions and consumer behaviour are in Batticaloa district. Among the marketing mix dimensions, the first preference was given to place, the second importance was given to product, the third preference was given to promotion and fourth importance was given to price by the women who use scooters in Batticaloa district. Among the women users of scooters, the consumer behaviour was in high level. While take a purchase decisions they were recognized their needs in high level. And also before they took purchase decision, they were search the information regard the product and compare the competitor's products. The users were highly react post-purchase behaviour in Batticaloa district.

The second objective of the study is to find out the relationship between marketing mix and its dimensions (product, price, place and promotion) and women consumer behaviour towards scooters in Batticaloa district. Findings of the study clearly shows that marketing mix dimensions was significantly correlated with women's consumer behaviour and the overall marketing mix was in moderate significant relationship with consumer behaviour.

The third objective of the study is to explore the impact of marketing mix on women consumer behaviour towards scooters in Batticaloa district. Findings of the study clearly show that, product was a positive significant impact on women's consumer behaviour. Price, place and promotion were not impact on women's consumer behaviour in Batticaloa district. In Batticaloa district 31% of variability in consumer behaviour is accounted by product. Meanwhile, 69% of the women's consumer behaviour towards scooters is explained by other variables that are not used in this research.

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