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NUMBER
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Scribd impact Factor: 4.7317, Academia Impact Factor: 1.1610

ISSN NO (Online) Ap No :19702

RNI NO ; 2017103794

A Study on Consumer Behavior with Special Reference TVS Motor

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Abstract

The article are discusses about In today's context marketing has become the toughest task. In recent days marketing theory has turned to the development of models of buyers behavior and the structure of the markets .Companies both in domestic and international markets fought a very stiff competition and To study the behavioral pattern of consumers, with regard to motor cycles in Chennai Corporation. To know the factors motivating a consumer to prefer a particular motorcycles among other available alternatives. To know the market leader in the motor cycle market. Descriptive Research design is followed in this project. This is typically

INTERNATIONAL JOURNAL OF RESEARCH REVIEW IN ENGINEERING AND MANAGEMENT (IJRREM)

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concerned with determining the frequency with which something occurs or how two variables vary together. Existence of a large middle class offers a great scope for the growth of motorcycle market. In the last 15 years this fact was visible seen in our Indian markets. The existing competition however makes it a tough task for the companies to be the market leader

Key words : buyers behavior, stiff competition, factors motivating, market leader

I-INTRODUCTION

In today's context marketing has become the toughest task to carryout. In recent days marketing theory has turned to the development of models of buyers behavior and the structure of the markets .Companies both in domestic and international markets fought a very stiff competition .When it comes to the marketing of consumers products the competition becomes tougher and the companies are trying out all possible strategies to capture markets. and present day's markets are absolutely ruled by the consumer and consumer satisfaction has become the prime task of marketers. Consumers determine the brands that should survive in the markets. Companies that win the confidence of consumer wins the markets and the companies that lose the confidence of consumers lose the markets. Hence constant efforts are made by the companies to know the tastes and preference of the consumers who are the rulers in the marketers. This task is successfully performed by the research and development department of companies by applying various techniques of studying the consumer behavior like markets surveys etc. This study of

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researcher is an effort towards this cause i.e to study what motivates a consumer to prefer a particular brand among the available alternative brands in the segments of motorcycles.

II- OBJECTIVE OF THE STUDY

- ❖ To study the behavioral pattern of consumers, with regard to motor cycles in Chennai Corporation.
- ❖ To know the factors motivating a consumer to prefer a particular motorcycles among other available alternatives.
- ❖ To know the market leader in the motor cycle market.
- ❖ To know the decision-making criteria used by the consumers in deciding to purchase a motor cycle.
- ❖ To know the purpose for which the consumers used the motor cycle most often.

III-SCOPE OF THE STUDY

- The study could be used in designing the motorcycles to the expectations of consumer behavior.
- .The study could throw a light on the success of present day advertisements for motorcycles.



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- The study could help to know how much money the consumers could spend for their motorcycles.

IV-LIMITATIONS OF THE STUDY

- The results could not be applied widely without making appropriate changes for cultural and regional expectations since the study was conducted in limited area.
- The period within which the study was completed is also very small .The accuracy of the results is limited because of very small sample size.
- The money and other resources at the disposal of the researcher were limited and a detailed study was not possible.

V- RESEARCH METHODOLOGY

The research design is the basic plan that guides the data collection and analysis phases of the research project. It is the framework that specifies the type of information to be collected, the sources of data and the data collection procedure .The objective of the research project logically determines the characteristics determined in the research design.

RESEARCH DESIGN:

Descriptive Research design is followed in this project. This is typically concerned with determining the frequency with which something occurs or how two variables vary together

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.Besides these, it helps to describe the characteristics of certain groups, to estimate the proportion of people in a specified population, to make specific predictions and to determine whether certain variables are associated.

DATA COLLECTION METHOD:

Since the secondary data obtained was not sufficient to proceed with the work, primary data collection was necessary. The primary data collection was done through the personal contact method, as the study emphasized to find out the attitude of the consumer

VI - SUGGESTIONS

- ✓ Since peer group's ideas and the family members stress are the most inducing factors for consumers to decide on purchase of motorcycles. Hence companies should try to find out the opinion leaders in these groups by suitable sales promotion techniques.
- ✓ The company should try to build up brand loyalty among the consumers up to 45 years of age persons. Companies have to design the best motorcycles for this purpose.
- ✓ The performance attracts more consumers compared to fuel economy. Hence companies should design bikes. that could perform well and at same time fuel economy could not be gave up.

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- ✓ Company should concentrate more on age groups 25-35 and 35-45 since they have common preference compared to other groups.
- ✓ Bajaj should boost up the sales of motorcycles. Since only 28% of the consumers prefer Bajaj motorcycle compare to that of Hero Honda 32% market, TVS and Yamaha also try to improve their market shares. in the last 3 years there was a marginal decrease in the growth rate of motorcycles. This should be considered and needed improvements to be made.
- ✓ Peer groups ideas and family members stress are found to be more effective than advertisements in motivating a consumer to buy motorcycles. Hence the companies should concentrate more on other sales promotion techniques through their dealers.
- ✓ In advertisements their brands the companies should advertise through TV's and NEWS papers as these advertisements .The advertisements should also be impressive.
- ✓ The company should produce motorcycles offering good fuel economy and comfort ability even at slightly higher cost, as cheaper bikes don't attract so many consumers.
- ✓ The consumers like red colored bike more. The companies may produce red colored bikes to attract more consumers.

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VII -CONCLUSION

Existence of a large middle class offers a great scope for the growth of motorcycle market. In the last 15 years this fact was visible seen in our Indian markets. The existing competition however makes it a tough task for the companies to be the market leader. In future bikes which are technologically supreme alone could survive in the markets like most of the other consumer products quality alone speaks in motorcycles industry also and companies producing quality products alone win the confidence of consumers.