

A STUDY ON CONSUMER PREFERENCE TOWARDS WOMEN TWO-WHEELER WITH SPECIAL REFERENCE TO HARUR TOWN

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Abstract :

Companies should think about the millennium as a golden opportunity to gain mind share and heart share .scooty is good most of the performance of scooty is good. Most of respondents feel that the major problem engine .most of the respondents and that the maintains cost is scooty is and Indian brand of scooters manufactured by TVS motors. Designed for women, scooty is the scooty is the largest selling scooter it has come to represent a generic name for any women's two-wheeler in India .Anushka Sharma endorse the brand.

I. INTRODUCTION

The most important constants among all of us deposit our difference is that above all we are consumer on a regular basis customer satisfaction performance sales ,style feature,price,and

Vacation ,necessities, luxuries and service. As consumer we play a vital in the health of the economic ,location, national and international, for transportation for production for banking they industries and the failure of others. In order to succeed in any business, and especially in today's dynamic and rapidly evolving market place, marketers need to know everything they can about consumer. what they want, what they thing, How they work, How they spend their leisure time. They need to understand the personal and group influence the affect consumer decisions and how these decisions are made.

Consumer behavior may be defined as that the behavior is exhibited by the people in planning, purchasing and using the goods and service economically consumer behavior is subset of the human behavior, behavior is consumption oriented.

Consumer behavior is the act consuming (or) using the goods ant the service.

Consumer behavior result from the individual and the environmental influence behavior consumer often purchases the goods and service, which they want, others to accept the individual psychological makeup and the influence of other therefore determine behavior thus behavior is the result of interaction of the consumer personal by our forces in the environment.

STATEMENT OF PROBLEM

Behavior in two wheeler women at harur the study on consumer behavior helps to know who are this project report pertains to finding out the present position of consumer customers what they want ,how they use and react to the product .The consumer behavior are carefully studied by conducting survey on consumer this study will help to gain knowledge about the market position of brand ,factors influences the consumer to prefer a particulars brand and problem faced by brands and so on.

OBJECTIVES OF THE STUDY

- To study the behavioral factors of consumers in women two-wheeler
- To know about product awareness of consumer
- To study the consumer opinion of their women two-wheeler regarding its features like appearance, mileage,price tic.

- To study on consumer expectation of existing vehicle.
- To identify the customer satisfaction regarding after sale service and availability of the two-wheelers.

LIMITATION OF THE STUDY

This study is limited to harur town and therefore the finding of the study cannot be extended to other area the samples have been collected from the limited member (sample size 100) of respondent. Time active is considered inadequate to conduct the survey. The give for collection and analyzing the data is inefficient. Lack of finance has restricted the study Level of response is low because fear and illiteracy of respondents.

REVIEW OF LITERATURER

Richard Feinberg Rajeshkadam (2002)

Business is moving online not as a matter of choice, but a matter of necessity and the use internet as a channel for commerce and information presents an opportunity for business to use the internet as a tools.

CALINGURAN (2003)

The advantage of the internet as a transaction and communication channel present new opportunities for business to create a long term relationship with their customers and the level of e-service quality is an centric strategy, thus the companies

MANDEEPAKUR AND SANDHU (2006)

Attempted to find out the important features which a customer consider while going for the purchase of a new scooty the study covers the owners of passengers cars living in the major cities of the state of Punjab and The respondents perceive that safety and comfort.

CHIDAMBARAM AND ALFRED (2007)

APJRB volume 1 issue 3 Dec 20 Saty Sundaram Analyzed how the competition makes the automobile manufacture to launch at least one new model or a variant of the model every Year. This survey also pointed out that diesel cars are becoming popular in India.

COMPANY PROFILE

Mahindra Two wheelers (MTWL) Started with the acquisition of the business assets of kinetic motor company limited (KMCL) in India. Mahindra two wheeler brings together a combination of Mahindra and Mahindra's automotive.

Mahindra 2 wheelers powerful 125 cc scooters cater to a range of consumer segments. The Mahindra rodeo with its very innovative contemporary features is popular amongst young couples, while the Mahindra Dura DZ.

INTRODUCTION YEAR OF TWO-WHEELER

SUZUKI

Suzuki Motor Corporation one of the global against of motorcycle manufacturing is headquartered in Japan. It holds major stake in its Indian subsidiary, Suzuki Motor cycle India private limited .SMIL was set up after Suzuki's re-entry into the Indian two-wheeler market. it had severed ties with partner TVS in 2001 . Suzuki was then the technology provider in the joint company TVS Suzuki.

SUZUKI ACCESS 125

Scooty designed exclusively for every member of the Indian family. Its provider by an air cooled, four-stroke engine.suzuki access is equipped with automatic transmission making it convenient in the urban rush hour of India cities. X-ray Torque Performance or XTP which enables the scooter to draw power and have a faster pick up from its 125 cc engine for excellent riding quality not falling back on attraction, Suzuki access 125 installed as an anti- theft mechanism.

SUZUKISWISH 125

Next in line is the Suzuki swish 125. Swish is a scooter design modern young adults of urban India in mind. Fitted with trendy and attractive tail lights, smart built in turn signal and stylish silence cover makes it the perfect choice for the smart independent youth.suzuki swish comes equipped with an amazing four-stroke.

HONDA DIO

The Honda Dio was introduced in Japan 1988. The name is derived from the son of Venues “dynastic” It is now manufactured and assembled in India.

The Japanese Dio was equipped with the two-stroke 50 cc AF18E single-cylinder engine with electric start. It is superficially similar to the USA – only Honda “ELITE S”.

HONDA ACIVA

The Honda Active is a motor scooter made by Honda Motorcycle and Scooter India. It was launched in India in 2000. Production in Mexico began in 2004. It is a 102 cc, 7 bhp (5.2 KW) Scooter. Honda launched a new version of the Active in 2009 with a new 109 cc engine. Power output was bumped up to 8 bhp (6.0 kW).

VISION OF YAMAHA COMPANY

We will establish YAMAHA as the “exclusive & trusted brand” of customers by creating kendo (touching their hearts) – the first time and every time with world class products & services delivered by people having “passion for customer”.

MISSION OF YAMAHA COMPANY**We are committed to:**

Be the Exclusive & Trusted renewed for marketing and manufacturing of Yamaha products focusing on serving our customer where we can build long term relationship by raising their lifestyle through performance excellence proactive design & innovative technology.

- Customer
- Challenging spirit
- Team work
- Frank & fair organization

CONCLUSION

To succeed in marketing any firm should understand the complex behavior of the consumer.

To understand the consumer and the complex behavior, information should be gathered in a scientific way

The information should take the following factors into account: need, and value of the consumer

To help to know the reason for purchasing a scooter making of the respondents this study a good understanding behavior of the consumer leads success.

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