



CONSUMER PERCEPTION TOWARDS TWO- WHEELER WITH SPECIAL REFERENCE TO COIMBATORE CITY

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INTRODUCTION

In the bustling urban landscape of Coimbatore city, the realm of two-wheelers stands as a ubiquitous and essential facet of daily life. Understanding the intricate web of consumer perceptions surrounding these vehicles is paramount in navigating the dynamic market landscape. This study delves into the multifaceted dimensions of consumer attitudes, preferences, and decision-making processes, shedding light on the nuanced factors that shape the choices and behaviour of two-wheeler buyers in Coimbatore.

STATEMENT OF THE PROBLEM

The research aims to delve into the nuanced consumer perceptions surrounding two-wheelers within Coimbatore city, encapsulating the diverse socio-economic and cultural fabric of the region. The central problem statement revolves around deciphering how Coimbatore's residents perceive two-wheelers as a mode of transportation and lifestyle choice. This investigation seeks to unravel the underlying factors that influence consumer decisions, ranging from brand associations, quality considerations, price sensitivity, to the impact of technological advancements. By comprehensively understanding these dynamics, the study aims to provide actionable insights for industry stakeholders to tailor their offerings and marketing strategies effectively within the Coimbatore market. By keeping these points in the view the study " Consumer perception towards two-wheeler with special reference to Coimbatore city".

OBJECTIVES OF THE STUDY

- To know the awareness level of customers towards two-wheeler purchase.
- To study the factors influencing the customer purchase behaviour.
- To study the satisfactory level of consumer with regards to two-wheeler.
- To know the problems faced by customer.
- To get valuable suggestions for the improvement of the product.

SCOPE OF THE STUDY

The study aims to comprehensively examine the influence of brands on customers' purchase behavior towards two-wheeler vehicles. It encompasses an investigation into brand perception and awareness, brand image and identity, brand loyalty and advocacy, product attributes and brand preference, marketing and promotion strategies, consumer behavior and decision-making processes, the competitive landscape, market trends and consumer preferences, geographical and cultural influences, and future outlook and recommendations. By analyzing these aspects, the study seeks to provide insights into the dynamics shaping customers' choices in the two-wheeler market and offer recommendations for brands to better understand and respond to customer needs and preferences effectively.

LIMITATIONS OF THE STUDY

- The whole study is conducted through online only.
- Shortage of time is also reason for in comprehensiveness.
- Data analysis is based on response given by the respondent.
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AGE GROUP

S.No	Age Wise	Number of Respondents	Percentage
1	18 - 21 Years	97	48.5
2	22 – 24 Years	49	24.5
3	25 – 28 Years	21	10.5
4	29 and above	33	16.5
TOTAL		200	100

Mostly (48.5%) of the respondents are under the age group of 18 – 21 years.

MARITAL STATUS

S.No	Marital status	No of respondents	Percentage
1	Unmarried	149	74.5
2	Married	51	25.5
TOTAL		200	100

Majority (74.5%) of the respondents are Unmarried.

OCCUPATIONAL STATUS

S.No	OCCUPATIONAL STATUS	NO OF RESPONDENT	PERCENTAGE
1	Student	118	59
2	Professional	12	6
3	Employee	35	17.5
4	Business	35	17.5
TOTAL		200	100

Majority (59%) of the respondents are Students.

AWARENESS LEVEL

S.no	Awareness level	No of respondent	Percentage
1	Very highly aware	78	39
2	Highly aware	34	17
3	Moderately aware	58	29
4	Not aware	30	15
TOTAL		200	100

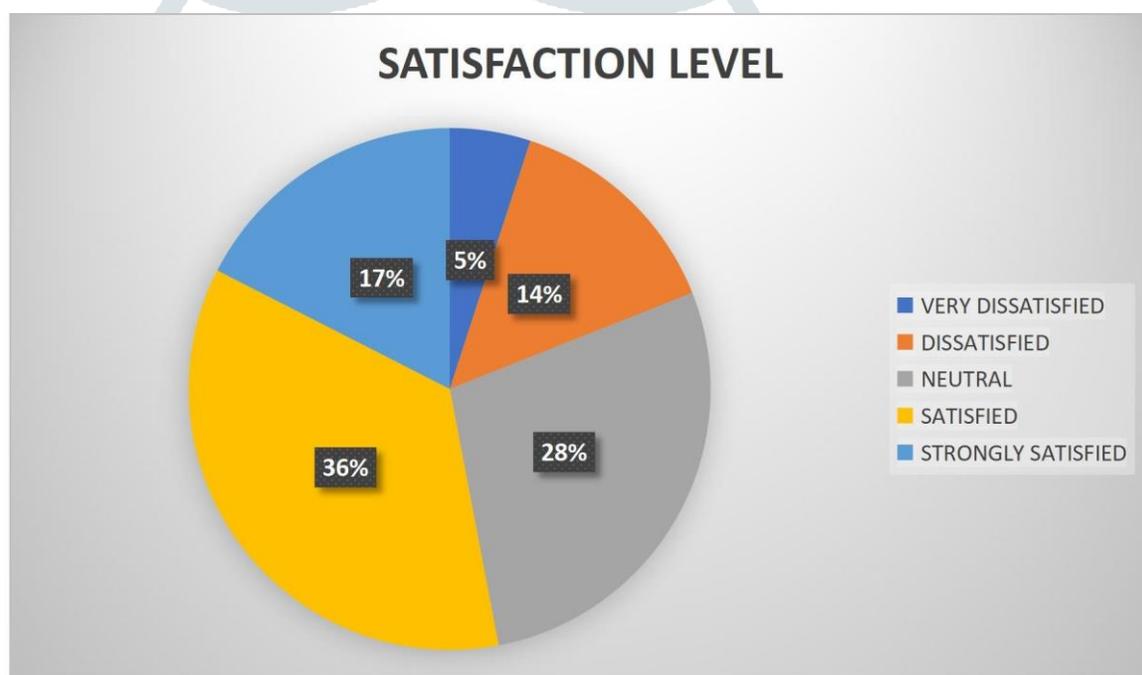
Most (39%) of the respondents are very hardly awared of the two-wheeler.

INFLUENCING FACTOR

S.no	Influencing factors	No of respondents	Percentage
1	Price	60	30
2	Brand reputation	31	15.5
3	After sale service	29	14.5
4	Re-sale value	47	23.5
5	Others	33	16.5
TOTAL		200	100

Majority (30%) of the respondents are influenced by Price.

SATISFACTION LEVEL OF TWO-WHEELER OWNED



Most (36%) of the respondents are Satisfied towards the Two-wheeler.

PROBLEMS FACED

S.No	PROBLEM FACED	No of Respondents	Percentage
1	Yes	106	53%
2	No	94	47%
TOTAL		200	100%

Majority (53%) of the respondent are facing the problem.

Suggestions

- ❖ Lower service cost can be implemented in showrooms .
- ❖ Mileage improvement can be considered my the manufacturers
- ❖ Increasing charging points will be more helpful for the long drivers

CONCLUSION

This study sheds light on the intricate dynamics of consumer perception towards two-wheelers in Coimbatore city. Through an analysis of factors influencing purchase decisions and brand preferences, it was found that. Moreover, the study revealed insights into customer satisfaction levels, indicating areas of strength and potential improvement for industry players. These findings not only contribute to the understanding of consumer behaviour in the two-wheeler market but also provide actionable recommendations for marketers to enhance their strategies and offerings in Coimbatore's unique market landscape. As the industry evolves with technological advancements and shifting consumer preferences, continued research and adaptation of marketing approaches will be essential to meet the evolving needs of consumers in Coimbatore and beyond.

