

Consumer Preference towards Selected Two Wheelers in Hosur

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Article Info

Volume 82

Page Number: 9703 - 9710

Publication Issue:

January-February 2020

Article History

Article Received: 18 May 2019

Revised: 14 July 2019

Accepted: 22 December 2019

Publication: 14 February 2020

Abstract

In Krishnagiri area, Hosur town is chosen to discover the buyer inclination towards chose two wheelers. The most significant activity of advertisers is to consider purchasers and to guide companies and nonprofit organization into developing offers that are meaningful and attractive to target consumers. To find the consumers factors which influence them to buy the particular brand of two wheeler and their level of satisfaction above the usage of two wheelers. The Indian two wheeler industry began a modest start in the 1950's and witnessed spectacular growth over the last five years.

Keywords: Consumer, Job, Brand, Bike, Satisfaction, Global, Industry.

INTRODUCTION

In India, two wheeler markets are the second prevalent in the world and are continuously growing at a shocking rate of 25% annually. India stands next to Japan and china in terms of two wheelers produced and domestic sales figures. The Indian two wheelers industry has been in the limelight recently because of its impressing performance. In last few years have also seen a large quantity of two wheelers being exported in nearest countries like Bangladesh and srilanka, the India two wheeler manufacturers have capture the market.

TWO WHEELERS BASICALLY CONSTITUTE THREE DIFFERENT TYPES OF VEHICLES NAMELY:

- Motorcycle
- Scooters

- Mopeds

MOTORCYCLE

The term " motorcycle " normally alludes to a self - moved two-wheeled vehicle, most ordinarily controlled by a gas fuelled inner ignition motor it is a heavier and more dominant vehicle than a sulked or engines bike.

SCOOTERS

The "engine bike" have two little haggles low fueled gas motor outfitted to raise wheel. It is delivered in most noteworthy number in Italy.

MOPE

The sulked (a constriction of mechanized) bike in addition to pedals) is a two-cost vehicle. It is a 50cc class of the wheeler. It meets the essential necessities of individual transportation and portability at the

Published by: The Mattingley Publishing Co., Inc.

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least expense. It is eco-friendly, giving about half more mileage than different classes.

CONSUMER PREFERENCE: MEANING

Customer inclination implies a buyer likes one thing over another. Inclination of the shopper is the result of the conduct they appear during looking, buying, and arranging the item. Inclination can be portrayed as "How we see the world around ". Two people might be matter to similar upgrades under evidently similar conditions, yet how they remember them, select them, arrange them a profoundly singular procedure dependent on every individual's desires the impact that every one of factors has a ceaseless procedure, and its pertinence to the showcasing will be investigated in some detail.

STATEMENT OF THE PROBLEM:

The interest for bikes is developing each year. So also the inclinations of the buyers are additionally changing every once in a while. An examination on buyer inclination manual

SCOPE OF THE STUDY:

The examination zone Hosur is situated in Krishnagiri locale. It has countless populaces. Increasingly number of little scale ventures and money related foundations are arranged in this town. It is estimated as a significant business focus. Thus the Hosur town alone has been chosen to examine the inclination of purchasers.

RESEARCH METHODOLOGY:

An enlightening system is utilized to play out an examination in an effective way. This area features the system and procedure used to lead the present research.

LIMITATIONS OF THE STUDY:

- The primary data composed through questionnaire being qualitative in nature might have their own limitations.
- The consequences of the investigation might possibly pertinent to different territories.
- Though the two wheeler industry covers many brands and models, present study is limited to a few two wheeler companies namely