

IMPACT FACTOR : 5.7631(UIF)

ISSN: 2249-894X

UGC APPROVED JOURNAL NO. 48514 VOLUME - 8 | ISSUE - 1 | OCTOBER - 2018

A STUDY ON CONSUMER BEHAVIOUR IN TWO WHEELER MOTOR BIKES WITH SPECIAL REFERENCE TO COIMBATORE CITY

Dr. P. Sopna¹ and Ms. R.Pavithra² ¹ Assistant Professor, Department of Management, Dr.SNS Rajalakshmi College of Arts and Science (Autonomous),Coimbatore ² II M.Com (CA), Department of Commerce with CA, Dr.SNS Rajalakshmi College of Arts and Science (Autonomous), Coimbatore.

ABSTRACT

Consumer behaviour is affected by a host of variables ranging from personal, professional needs, attitude and values ,personality characteristics , social economic and cultural background , age , gender , to social influences of various kind exerted a family, friends, colleageuses and society help the consumer in decision making. a study had been conducted on "Consumer Behaviour towards Two wheeler" in Coimbatore city with a sample of 100 consumers by selecting two wheeler.[i.e.] Royal Enfield and TVS motor bikes and data had been collected through structured questionnaire. The study concludes that royal Enfield shows maximum satisfaction whereas TVS motors remains last. It is obvious that enhance and improve these benefits will have a positive impact on customer's satisfaction and retention. So satisfying the customers means increasing revenue and income for motorbike company.

KEYWORDS: Consumer Behaviour, Attitude, Satisfaction, Customer.

INTRODUCTION

Every one of this world consumers one thing or the other thus attracts the brand "consumer". We buy and consume incredible variety of goods and services. However we all have different tastes, like dislikes and adopt different behavioural patterns while making purchase decisions. This is exactly the truth about the consumers in urban semi-urban and rural areas. It is as much necessary to known who are the people who consume the product or services as it is to ascertain why they do so. In marketing , many of the scholars have tried to define the consumer and the consumer behaviour.

Consumer behaviour is affected by a host of variables ranging from personal, professional needs, attitude and values ,personality characteristics , social economic and cultural background, age, gender, to social influences of various kind exerted a family, friends, colleagues and society help the consumer in decision making.

The marketing philosophy of business assumes that an organisation can best serve proper and attain profit by identifying and satisfying the needs of its consumers.

So a study had been conducted on "Consumer Behaviour towards Two wheeler motor bikes" in Coimbatore city by selecting two wheeler motor bikes. [i.e.] Royal Enfield and TVS motor bikes.

OBJECTIVES :-

- To study the behavioural factors of consumers in two wheeler motor bikes
- To identify the impact of behavioural factor of consumers preference on particular Royal Enfield & TVS
- To study consumer awareness in the range of available products



To give suggest various factors to improve sales

NATURE OF THE PROBLEM

The marketing philosophy of business assumes that an organisation can best serve, prosper and attain profit by identifying and satisfying the needs of its customers.

The current millennium has unfolded new business rules, the most significant of them being that past or experience in a given product market is no indicator for future success. Marker leadership cannot customer loyalty does not exist. The customer today has a much wider choice.

In two wheeler industries had a more modules and design, consumers had more options to choose the two wheeler bike .In this study to analyse the customer expectation and behaviour will offer the relationship with customer.

HYPOTHESIS :-

There is a relationship between Gender and satisfaction level.

> There is a relationship between the age and satisfaction level

RESEARCH METHODOLOGY :-

Objective of the study to assess the of the Consumer Behaviour in Two Wheeler motor bikes .The present study is based on both primary as well as secondary data. The primary data are those data, which are collected from the Customer of Royal Enfield and TVS customer in Coimbatore city. The researcher collected the secondary data from the records of showrooms, journals such as Indian Journal of Marketing and so on. The researcher is concerned with the Consumer Behaviour in Two Wheeler Industry with Special reference to Coimbatore City. It covers the customers of Royal Enfield, TVS which is using the motorbikes. Hence, the researcher has selected convenient sampling method in a systematic way to collect data from 100 respondents. Moreover, the researcher has chosen the respondents from selected Royal Enfield, TVS motors bikes customers in Coimbatore city.

REVIEW OF LITERATURE :-

P.Tamilmozhi & Dr. L.Satheeskumar (2013) a study found that the ability to create a community of satisfied consumers. All the business activities should be carried out in way which are directed towards the satisfaction of the consumer needs. They are suggested to increase their supply has to be drastically improved so as to demand of the customer.

Dr.Duggani Yuvaraju & S.Durga Rao (2014) Suggested more expenditure of TV advts, reduce bike cost, incentive dealers, set up level service centers, home services and accurate services etc.,

Priyanka Jain (2015) the study was conduced in India is one of the largest manufacturers and producers of the world .India stands next to Japan and China in terms of the number of two-wheeler produced and domestic sales respectively. Majority of the Indians especially the youngster prefer motorbikes rather than cars. Capturing a large share in the two wheeler industry, bikes and scooters cover major segment. To view the satisfaction level of the customer of two wheeler vehicles in Yamaha. They are suggested lunch of new and different brands may turn the market oligopolistic but we definitely increase the market share. Focus more on mileage bikes as the style and performance are playing the major role.

Muniganti Praveen & N.Revathi(2017) It is found that the consumers possess TVS brand wheelers. Majority of the consumer are satisfied with after sales services. So ,it is suggested from the research survey that the companies should often conduct a research survey to know the consumers preferences.

Mohd.Akbar Ali Khan & Datrika Venkata Madhusudan Rao (2018) in Automotive Industry, globally, as well as in India, is one of the key sectors of the economy due to its strong forward and backward linkages. This research study broadly aimed at identifying the impact of customer satisfactions on consumer outcomes. Based on the analysis manufacturer has to focus more on Technological developments.

1AgeLess than 203421-305031-40940& above72GenderMale60Female40603Marritral statusMarried454EducationalSSLC84EducationalSSLC84Forsaduation44730Graduation44530Graduation4459OccupationPrivate employee295OccupationPrivate employee296Professionals278No other196Rs20,000-30,000288Rs20,000-30,000217PreferRoyal Enfield527Nodel of royal EnfieldRoyal Enfield bullet558Royal Enfield classic88Model of royal EnfieldRoyal Enfield classic8	S.No	Particulars	Options	Percentage of respondents		
31-40940& above72GenderMale60Female40603Maritral statusMarried454EducationalMarried554EducationalSSLC84Fost-graduation446Graduation445Government employee296Government employee259Government employee259Forfessionals2719Professionals276Rs10,000-20000327PreferRs20,000-30,000287PreferRoyal Enfield527PreferRoyal Enfield bullet558Model of royal EnfieldRoyal Enfield bullet558Model of royal EnfieldRoyal Enfield98Model of royal EnfieldRoyal Enfield8	1 Age		Less than 20	34		
40& above72GenderMale60Female40603Maritral statusMarried453Married5554EducationalSSLC84Feraduation444SSLC306Graduation449Post-graduation185OccupationPrivate employee296Government employee25819Professionals2710Any other196Rs10,000-20000327PreferRoyal Enfield527PreferRoyal Enfield528Model of royal EnfieldRoyal Enfield bullet558Royal Enfield bullet55			21-30	50		
2GenderMale607Prefer403Maritral statusMarried454EducationalSSLC84Forduation447Occupation185OccupationPrivate employee296Government employee259Foressionals2719Any other196Rs10,000-200003210Rs20,000-30,000287PreferRoyal Enfield527PreferRoyal Enfield bullet558Model of royal EnfieldRoyal Enfield bullet558Model of royal EnfieldRoyal Enfield bullet558Model of royal EnfieldRoyal Enfield bullet558Royal Enfield classic8			31-40	9		
Female403Maritral statusMarried454EducationalSSLC84EducationalSSLC306Graduation449Post-graduation185OccupationPrivate employee296Government employee259Professionals2719Any other196Rs10,000-200003210Rs20,000-30,000287PreferRoyal Enfield527PreferRoyal Enfield bullet558Model of royal EnfieldRoyal Enfield bullet558Model of royal EnfieldRoyal Enfield bullet558Model of royal EnfieldRoyal Enfield classic8			40& above	7		
3Maritral statusMarried453Maritral statusMarried554EducationalSSLC84HSC306Graduation449Post-graduation185OccupationPrivate employee296Government employee259Professionals199Professionals2719Any other196Rs10,000-200002810Rs20,000-30,000287Rs20,000-50,00097PreferRoyal Enfield527PreferRoyal Enfield558Model of royal EnfieldRoyal Enfield bullet558Model of royal Enfield88	2	Gender	Male	60		
Image: state s			Female	40		
4EducationalSSLC8HSC30Graduation44Post-graduation185OccupationPrivate employee29Government employee25Business19Professionals27Any other196Rs20,000-30,00028Rs20,000-30,00021Rs40,000 -50,0009Rs50000 & above107PreferRoyal Enfield527Model of royal EnfieldRoyal Enfield bullet558Model of royal EnfieldRoyal Enfield bullet558Model of royal EnfieldRoyal Enfield classic8	3	Maritral status	Married	45		
HSC30Graduation44Post-graduation185OccupationPrivate employee29Government employee25Business19Professionals27Any other196Rs10,000-2000032Rs20,000-30,00028Rs30,000-40,00021Rs30,000-40,000217PreferRoyal Enfield7PreferRoyal Enfield bullet558Model of royal EnfieldRoyal Enfield bullet55Royal Enfield bullet55Royal Enfield enfield9			Unmarried	55		
Graduation44Post-graduation185OccupationPrivate employee29Government employee25Business19Professionals27Any other196Rs10,000-2000032Rs20,000-30,00028Rs30,000-40,00021Rs40,000 -50,0009Rs50000 & above107PreferRoyal Enfield527Model of royal EnfieldRoyal Enfield bullet55RoyalEnfield bullet55RoyalEnfield enfield98Model of royal EnfieldRoyalEnfield enfield8Model of royal Enfield8	4	Educational	SSLC	8		
Image: space s			HSC	30		
5OccupationPrivate employee29Government25employeeBusiness19Professionals27Any other196Rs10,000-2000032IncomeRs20,000-30,00028Rs30,000-40,00021Rs40,000 -50,0009Rs50000 & above107PreferRoyal Enfield8Model of royal Enfield55RoyalEnfield9thunderbird9RoyalEnfield9thunderbird8			Graduation	44		
Government employee25 employeeBusiness19Professionals27Any other196Rs10,000-2000032Rs20,000-30,00028Rs30,000-40,00021Rs40,000 -50,0009Rs50000 & & bove107PreferRoyal Enfield8Model of royal Enfield55RoyalEnfield bullet55RoyalEnfield9thunderbird8			Post-graduation	18		
Government employee25 employeeBusiness19Professionals27Any other196Rs10,000-20000328Rs20,000-30,00028Rs30,000-40,00021Rs40,000 -50,0009Rs50000 & above107PreferRoyal Enfield7PreferRoyal Enfield bullet8Model of royal Enfield55RoyalEnfield9RoyalEnfield9RoyalEnfield9RoyalEnfield9RoyalEnfield8	5	Occupation	Private employee	29		
Business19Professionals27Any other196Rs10,000-20000328Rs20,000-30,00028Rs30,000-40,00021Rs40,000 -50,0009Rs50000 & above107PreferRoyal Enfield7PreferRoyal Enfield bullet8Model of royal Enfield55Royal Enfield bullet55Royal Enfield bullet55Royal Enfield bullet55Royal Enfield bullet55Royal Enfield bullet558Royal Enfield bullet55Royal Enfield classic8						
Business19Professionals27Any other196Rs10,000-20000328Rs20,000-30,00028Rs30,000-40,00021Rs40,000 -50,0009Rs50000 & above107PreferRoyal Enfield7PreferRoyal Enfield bullet8Model of royal Enfield55Royal Enfield bullet55Royal Enfield bullet55Royal Enfield bullet55Royal Enfield bullet55Royal Enfield bullet558Royal Enfield bullet55Royal Enfield classic8			employee			
Income Rs10,000-20000 32 6 Rs20,000-30,000 28 Rs30,000-40,000 21 Rs40,000 -50,000 9 Rs50000 & & & & 0 9 7 Prefer Royal Enfield 52 7 Prefer Royal Enfield bullet 55 8 Model of royal Enfield Royal Enfield bullet 55 Royal Enfield bullet 55 Royal Enfield 9 10 7 Royal Enfield bullet 55 <td></td> <td></td> <td></td> <td>19</td>				19		
6 Rs10,000-20000 32 Income Rs20,000-30,000 28 Rs30,000-40,000 21 Rs40,000 -50,000 9 Rs50000 & & & & & & & & & & & & & & & & &						
Income Rs20,000-30,000 28 Rs30,000-40,000 21 Rs40,000 -50,000 9 Rs50000 & above 10 7 Prefer Royal Enfield 52 Tvs motor 48 8 Model of royal Enfield 55 Royal Enfield bullet 55 Royal Enfield 9 thunderbird 8			Any other	19		
IncomeRs30,000-40,00021Rs40,000 -50,0009Rs50000 & above107PreferRoyal Enfield52Tvs motor488Model of royal EnfieldRoyal Enfield bullet55Royal Enfield bullet55Royal Enfield9thunderbirdRoyal Enfield classic8	6		Rs10,000-20000	32		
IncomeRs30,000-40,00021Rs40,000 -50,0009Rs50000 & above107PreferRoyal Enfield52Tvs motor488Model of royal EnfieldS5Royal Enfield bullet55Royal Enfield9thunderbird9Royal Enfield classic8			Rs20,000-30,000	28		
Rs50000 & above 10 7 Prefer Royal Enfield 52 7 Tvs motor 48 8 Model of royal Enfield Royal Enfield bullet 55 Royal Enfield 9 thunderbird Royal Enfield classic 8		Income		21		
Rs50000 & above 10 7 Prefer Royal Enfield 52 7 Tvs motor 48 8 Model of royal Enfield Royal Enfield bullet 55 Royal Enfield 9 thunderbird Royal Enfield classic 8			Rs40,000 -50,000	9		
7 Prefer Royal Enfield 52 7 Tvs motor 48 8 Model of royal Enfield Royal Enfield bullet 55 Royal Enfield 9 thunderbird Royal Enfield classic 8				10		
8 Model of royal Enfield Royal Enfield bullet 55 Royal Enfield 9 thunderbird Royal Enfield classic 8	7	Prefer		52		
RoyalEnfield9thunderbird8			Tvs motor	48		
thunderbird Royal Enfield classic 8	8	Model of royal Enfield	Royal Enfield bullet	55		
Royal Enfield classic 8				9		
Royal Enfield 28						
			-	28		
Himalayan						
9 Model of TVS motors Tv Apache RTR160 43 TVS Jupiter 17	9	Nodel of TVS motors				

ANALYSIS AND INTERPRETATION:-

Available online at www.lbp.world

TVS Sport 18 0thers 22 10 Buy Tv adversitement 26 News paper 30 Friends 35 Radio 9 11 Usage Less than 1 yr 33 11 Usage Less than 1 yr 33 1yr - 2yr 44 3yr -4yr 15 15 15 15 12 Vehicle Only one 2 wheeler 50 Two 2 wheeler 30 12 Vehicle Only one 2 wheeler 30 0 0 13 Speed 70 kmh 45 80 80 15 13 Speed 70 kmh 28 90 90 3 14 14 Quantity Excellent 25 60 23 15 Design Excellent 42 42 42 Good 42 24 26 26 26 26 26 26 26 26 26 <t< th=""><th></th><th></th><th></th><th></th></t<>				
Instruction Instruction <thinstruction< th=""> <thinstruction< th=""></thinstruction<></thinstruction<>				18
News paper 30 Friends 35 Radio 9 11 Usage Less than 1 yr 33 1yr - 2yr 44 3yr - 4yr 15 More than 4 yr 8 12 Vehicle Only one 2 wheeler 50 12 Vehicle Only one 2 wheeler 30 0 13 Speed 70 kmh 45 0 13 Speed 70 kmh 45 0 14 Quantity Excellent 25 0 15 Design Excellent 42 4 Average 10 23 23 15 Design Excellent 42 Average 10 22 24 Average 26 26 26 Bad 10 10 10 10 16 Customer relationship Yes 60 10			Others	22
Friends 35 Radio 9 11 Usage Less than 1 yr 33 1yr - 2yr 44 3yr - 4yr 15 More than 4 yr 8 11 11 12 Vehicle Only one 2 wheeler 50 Two 2 wheeler 30 30 30 13 Speed 70 kmh 45 80 kmh 28 90 kmh 15 10 kmh 9 100 & above 3 14 Quantity Excellent 25 Good 42 Average 10 15 Design Excellent 42 Average 26 3 12 16 Customer relationship Yes 60	10	, , , , , , , , , , , , , , , , , , , ,		26
Radio 9 11 Usage Less than 1 yr 33 1yr - 2yr 44 3yr -4yr 15 More than 4 yr 8 12 Vehicle Only one 2 wheeler 50 Two 2 wheeler 30 0 0 13 Speed 70 kmh 45 14 Quantity 70 kmh 9 14 Quantity Excellent 25 Good 42 Average 10 15 Design Excellent 42 Good 22 Average 26 Bad 10 10 10 16 Customer relationship Yes 60 No 40 10 10				
11 Usage Less than 1 yr 33 1yr - 2yr 44 3yr -4yr 15 More than 4 yr 8 12 Vehicle Only one 2 wheeler 50 Two 2 wheeler 30 0 One 2 wheeler & one 4 wheeler 20 13 Speed 70 kmh 45 80 kmh 28 90 kmh 15 10 kmh 9 100 & above 3 14 Quantity Excellent 25 Good 42 Average 10 15 Design Excellent 42 Average 26 Bad 10 16 Customer relationship Yes 60 No 40 40				
$ \begin{array}{ c c c c c } \hline & & & & & & & & & & & & & & & & & & $				
3yr -4yr 15 3yr -4yr 15 More than 4 yr 8 12 Vehicle Only one 2 wheeler 50 Two 2 wheeler 30 0 One 2 wheeler & one 4 wheeler 30 0 13 Speed 70 kmh 45 80 kmh 28 9 90 kmh 15 10 kmh 100 & above 3 14 Quantity Excellent 25 Good 42 Average 10 Bad 23 15 Design Excellent 42 Average 26 Bad 10 10 16 Customer relationship Yes 60 No 40 40 10	11	Usage		
More than 4 yr 8 12 Vehicle Only one 2 wheeler 30 12 Vehicle Only one 2 wheeler 30 12 Vehicle 30 One 2 wheeler 30 13 Speed 70 kmh 45 80 kmh 28 90 kmh 15 10 kmh 9 10 8 above 3 14 Quantity Excellent 25 Good 42 Average 10 Bad 23 23 15 Design Excellent 42 42 Average 26 Bad 10 10 16 Customer relationship Yes 60 10				
12 Vehicle Only one 2 wheeler 50 12 Vehicle 0nly one 2 wheeler 30 0ne 2 wheeler 30 0ne 2 wheeler 30 13 Speed 70 kmh 45 80 kmh 28 90 kmh 15 10 kmh 9 100 & above 3 14 Quantity Excellent 25 60od 42 Average 10 Bad 23 23 23 15 Design Excellent 42 42 42 Average 10 10 24 25 26 27 26 26 </td <td></td> <td></td> <td>3yr -4yr</td> <td>15</td>			3yr -4yr	15
Two 2 wheeler 30 13 Speed 70 kmh 45 13 Speed 70 kmh 45 13 Speed 70 kmh 28 90 kmh 15 10 kmh 9 100 & above 3 10 kmh 9 14 Quantity Excellent 25 Good 42 Average 10 15 Design Excellent 42 Average 10 23 15 Design Excellent 42 Average 26 23 16 Customer relationship Yes 60 No 40 40			More than 4 yr	8
One 2 wheeler & one 4 wheeler 20 13 Speed 70 kmh 45 80 kmh 28 90 kmh 15 10 kmh 9 100 & above 3 14 Quantity Excellent 25 Good 42 Average 10 15 Design Excellent 42 Average 23 23 15 Design Excellent 42 Average 26 3 10 16 Customer relationship Yes 60 No 40 40 40	12	Vehicle	Only one 2 wheeler	50
4 wheeler 13 Speed 70 kmh 45 80 kmh 28 90 kmh 15 10 kmh 9 100 & above 3 14 Quantity Excellent 25 Good 42 Average 10 15 Design Excellent 42 Average 23 23 15 Design Excellent 42 Average 26 3 10 16 Customer relationship Yes 60 No 40 40 40			Two 2 wheeler	30
80 kmh 28 90 kmh 15 10 kmh 9 100 & above 3 14 Quantity Excellent 25 Good 42 Average 10 Bad 23 15 Design Excellent 42 Average 26 Bad 10 16 Customer relationship Yes 60 No 40				20
$ \begin{array}{ c c c c c } \hline 90 \ \text{kmh} & 15 \\ \hline 10 \ \text{kmh} & 9 \\ \hline 100 \ \& \ above & 3 \\ \hline 100 \ \& \ above & 3 \\ \hline 100 \ \& \ above & 3 \\ \hline 100 \ \& \ above & 3 \\ \hline 000 \ \& \ 42 \\ \hline 600 \ \& \ 42 \\ \hline 4verage & 10 \\ \hline 8ad & 23 \\ \hline 15 \\ \hline 10 \\ \hline 16 \\ \hline 16 \\ \hline 16 \\ \hline 10 \\ \hline 10 \\ \hline 16 \\ \hline 10 \\ $	13	Speed	70 kmh	45
$\left \begin{array}{ccc} 10 \text{ kmh} & 9 \\ 100 \& above & 3 \\ 100 \& above & 10 \\ 100 \& above & 100 \\$			80 kmh	28
100 & above314QuantityExcellent25Good42Average10Bad2315DesignExcellent42Good22Average26Bad1016Customer relationshipYes60No40			90 kmh	15
14QuantityExcellent2514Quantity $Good$ 42 $Good$ 4242 $Average$ 10 Bad 2315DesignExcellent42 $Good$ 22 $Average$ 26 $Average$ 26 Bad 1016Customer relationshipYes60No40 $Average$ 40			10 kmh	9
Good42Average10Bad2315DesignExcellent42Good22Average26Bad1016Customer relationshipYesNo40			100 & above	3
Average10Bad2315DesignExcellent42Good2242Average26Bad1016Customer relationshipYes60No40	14	Quantity	Excellent	25
Bad2315DesignExcellent42Good2242Average26Bad1016Customer relationshipYes60No40			Good	42
15DesignExcellent4215DesignExcellent42Good22Average26Bad101016Customer relationshipYes60No4040			Average	10
Good22Average26Bad1016Customer relationshipYesNo40			Bad	23
Average 26 Bad 10 16 Customer relationship Yes 60 No 40	15	Design	Excellent	42
Bad 10 16 Customer relationship Yes 60 No 40				22
Bad 10 16 Customer relationship Yes 60 No 40			Average	26
No 40				10
	16	Customer relationship	Yes	60
17 Availability Vac 45			No	40
	17	Availability	Yes	45

		No	55
18	Offer & schemes	Discount on spares	22
		Discount on labour	15
		Free wash	30
		Extended warrant	14
		Free break down service	12
		Others	7

From the above table 50% of the respondents belongs to below 21-30 yrs age level Majority of the respondents are male,55% of the respondents were unmarried, 44% of the respondents were graduation,29% of the respondents were private employee ,32% of the respondents were income Rs 10,000 – 20000pm,52% of the respondents were prefer Royal Enfield ,55% of the respondents prefer model of Royal Enfield bullet,43% of the respondents model of TVS motors were TV apache RTR160...,35% of the respondents buy were Friends,45% of the respondents usage were 1yr - 2yr,50% of the respondents were vehicle were Only one 2 wheeler,45% of the respondents speed were 70 kmh,42% of the respondents quantity were good,42% of the respondents design were Excellent,60% of the respondents accepted the customers relationship were maintained,55% of the respondents were worried about avaiblitity of all the facilities, 30% of the respondents Offer & schemes were Free wash.

GENDER AND LEVEL OF SATISFACTION (CHI – SQUARE TEST):-

In order to study the behavioural factor of consumer between Gender and Level of satisfaction towards Consumer Behaviour in Two Wheeler motor bike with Special reference to Coimbatore city, a Chi-square test has been applied and the result of the test is given below.

:"There is no significant relationship between Gender and Level of satisfaction towards Consumer Behaviour in Two Wheeler with Special reference to Coimbatore city".

Alternative Hypothesis (H₁) : *"There is a close significant relationship between Gender and Level of satisfaction towards* Consumer Behaviour in Two Wheeler with Special reference to Coimbatore city".

TABLE.2

Factor	Calculated Value	Table Value	D.F	Remarks
Gender	8.542	5.991	2	Significant at 5% Level

Source: Compiled from Primary data

It is disclosed from the above analysis that the calculated value of chi-square (8.542) is more than the table value (5.991). Hence the null hypothesis is rejected.

Hence, there is a close significant relationship between Gender and Level of satisfaction towards Consumer Behaviour in Two Wheeler with Special reference to Coimbatore city

AGE AND LEVEL OF SATISFACTION (CHI – SQUARE TEST):-

In order to find the relationship between Age and Level of Satisfaction towards Consumer Behaviour in Two Wheeler Industry with Special reference to Coimbatore city, a Chi-square test has been applied and the result of the test is given below.

Null Hypothesis (H₀) : "There is no significant relationship between Age and level of satisfaction towards Consumer Behaviour in Two Wheeler with Special reference to Coimbatore city.

Alternative Hypothesis (H₁) : "There is a close significant relationship between Age and Level of satisfaction towards Consumer Behaviour in Two Wheeler with Special reference to Coimbatore city.

TABLE.3					
(Cl	HI – SQUAR	E TEST)			

Factor	Calculated Value	Table Value	D.F	Remarks
Age	14.41	12.6	6	Significant at 5% Level

Source: Compiled from Primary data

From the above analysis, the calculated value of chi-square (14.41) is more than the table value (12.6). Hence the null hypothesis is rejected.

Hence, there is a close significant relationship between Age and Level of satisfaction towards Consumer Behaviour in Two Wheeler Motor Bikes with Special reference to Coimbatore city.

SUGGESTIONS /RECOMMENDATIONS:-

After analyzing the research, the following suggestions have been prepared. Great care has been taken in making these suggestions for the improvement of consumer's opinion.

1. There is a heavy demand for Royal Enfield –Bullet model in the market, so their supply has to be drastically improved so as to meet the demand of the customer.

2. Some of the respondents are suggested to improve the Customer Relationship Management before and after sales service of TVS Bikes.

3. A considerable number of respondents opined that there is a need to improve the technology of TVS bikes and availability of the showroom.

CONCLUSION:-

The study concludes that Royal Enfield shows maximum satisfaction whereas TVS motors remains last. It is obvious that enhance and improve these benefits will have a positive impact on customer's satisfaction and retention. So satisfying the customers means increasing revenue and income for motor bike company.

REFERENCES:-

- C.R KOTHARI :Research Methodology ,Himalaya publication –Bombay ,3rd edition 2014
- Philip Kotler Marketing Management Prentice Hall of the Publishing, New Delhi ,2015
- P.Tamilmozhi & Dr. L.Satheeskumar "Consumers Behaviour Towards Two-Wheeler Motor bikes" International journal Asia Pacific Journal of Research, Volume: I, Issue: IX ,September (2013) Page. No 37-41.
- Dr.Duggani Yuvaraju & S.Durga Rao "Customer Satisfaction towards Honda Two Wheelers: A Case study in Tirupati" International Journal of Business and Management (IOSR-JBM), Volume 16, Issue 5.Ver 1(May 2014), Page. No 65-74.

- Priyanka Jain the article on consumer A Study of Customer Satisfaction of Two Wheelers on Yamaha in the Journal of Business and Management (IOSR-JBM) ,Volume :17,Issue:8.Ver.II (Aug.2015) Page .No 08-19
- Muniganti Praveen & N.Revathi the article on a study on Consumer Preference towards Selected Bike in Hanamkonda in international journal of scientific Research and Management (IJSRM), Volume 5, Issue 08 , Pages 6777- 67788 (2017)
- Mohd.Akbar Ali Khan & Datrika Venkata Madhusudan Rao a study on Two –Wheeler Consumers Behaviour Towards Customer Satisfaction in International Journal of Research Granthaalayah Volume 6, Issue 2, (February 2018).



Dr. P. Sopna

Assistant Professor, Department of Management, Dr.SNS Rajalakshmi College of Arts and Science (Autonomous), Coimbatore

Ms. R.Pavithra

II M.Com (CA), Department of Commerce with CA, Dr.SNS Rajalakshmi College of Arts and Science (Autonomous), Coimbatore.