

Project Report on

"Study of Consumer Behaviour Regarding Two Wheeler (Automobiles Industry)"

Supervisor :

Submitted by :

Remarks of Evaluator

Approved/Disapproved

Approved/Disapproved

(I Evaluation)

(II Evaluation)

Session :

University

TWO WHEELER INDUSTRIES

In two wheeler markets India has the world second largest Market (after China). In India every month sold nearly 3-lakh motor cycle.

The two- wheeler industry is among the few that have

Managed to face the industrial slow down. The industry's impressive growth of over 10% for four year till 2006-07. But in 2007-08 there was a drop in agricultural output. But a boost comes in the 6th Pay commission recommendation.

After year of cursing along at fairly relaxed pace, two-wheeler industry has finally stepped on the acceleator & swayed its way timely in to the first lane. All the major players in the market including BAJAJ AUTO, HERO HONDA,TVS ,SUZUKI, ESCORT YAMAHA, KINETIC & LML, work over time to grab slice of two-wheeler pie as possible, the market is suddenly roaring for action.

Most of them like BAJAJ AUTO, HERO HONDA, TVS, LML, KINETIC, YAMAHA are adding of their existing range by launching new state of art product to meet competition head on.

REVIEW OF LITERATURE & PROBLEM STATEMENT

On this problem a little work is done till now. Researcher could consult only limited literature, Which is available in library i.e. Indian journal of marketing, Business world & Business today, Business India. In spite of these above mentioned journal & magazines, various website of Company's are also consulted.

Scope of the Study :

The study on changing perception of customer would help us:-

1. To know the change in demand pattern of the customer
2. It would help us understanding the changes in the requirements & preferences.
3. Study of perception act as a ladder to develop new product.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of study how research is done scientifically. In it we study the various steps that are generally adopted by the researcher in studying his research problem along with the logic behind them.

Research Design

The proposed study is of **EXPLORATORY NATURE**.

- **Primary Data :**

Primary data i.e. collected for the first time. It is fresh and originally collected by the surveyor.

I will use only primary data in calculating the study and collect the data.

- **Sampling Design :**

All people residing in Bhiwani in universe. People existing & Potential customer are our population.

- **Sample Size :**

A sample of 100 respondents from the different locations from Bhiwani City.

Tools and analysis

- Structured Questionnaire
- Primary Data.

OBJECTIVES OF THE STUDY

Study of Consumer Behaviour Regarding Two Wheeler (Automobiles Industry)

- **To check the brand preference of customer & retailers towards two-wheelers.**
- **To check the customer & retailers satisfaction level.**
- **To know which particular two-wheeler have more image in the market.**
- **To know the most influence media to create awareness regarding two wheelers.**
- **To know the market share of two-wheelers.**

Questionnaire

Q.1. How many brand of two-wheeler do you know?

MO`BIKE

Hero Honda

Bajaj Auto

Suzuki

TVS

Enfield

Yahama

Cosmo Blaster

LML

SCOOTER

LML

Honda

Bajaj Auto

Kinetic Engineering

Q. 2. Which type of two wheeler you prefer most?

(a) Motor Bike

(b) Scooter

(c) Moped / Scooties

Q.3. Which attributes do you like most in your two-wheeler ? Rates the various factors you consider most ? (1-6 ,1 is most important)

(1.) Luggage space

(2.) Fuel Efficiency

(3.) Pick up

(4.) Resale value

(5.) Driving comfort

(6.) Out look

Q.4. What is your source of finance?

(a) Bank Loan

(b) Finance Company

(c) Self financing

(d) Any Other

Q.5. What are the external factors that influence you about purchasing bike ?

(a) Print media

(b) Electronic media

(c) Exhibition

(d) Trade shows

(e) Brand image

Q.6 Which brand right now you are having ?

- (a) Hero Honda
- (b) Bajaj Auto
- (c) TVS
- (d) Suzuki
- (e) Yamaha
- (f) LML

Q.7. Should company go for innovation in context to development of new bike ?

- (a) Yes
- (b) No

Q.8. While going for the development of new bike which point the company should keep in mind

- (a) Acceptability of customer
- (b) Scale of economic
- (c) Comfort
- (d) Design
- (e) Others

Q .9. According to you which company`s model you like most and why-

- (A) Bajaj Caliber
- (b) TVS Victor
- (c) Honda Activa
- (d) Yahama Libero
- (e) Hero Honda Ambition

Q.10. Please give suggestions to improve your present brand.

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This is synopsis of *Study of Consumer Behaviour Regarding Two Wheeler (Automobiles Industry) Project Report*. If you need full project mail us to : bkm@allprojectreports.com or Call me +91-9355998386