

**COMPARATIVE STUDY ON CONSUMER BUYING  
BEHAVIOUR ON BRANDS WITH SPECIAL REFERENCE TO  
TVS AND HERO HONDA IN MATALE DISTRICT**

**1104**

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## ABSTRACT

Adopting the customer viewpoint is the essence of success in today's business world, because of the continuous and rapid changing environment and dramatic innovation in the information technology.

The purpose of this research study is to identify the factors influencing on consumer buying behaviour on brands with special reference to TVS and Hero Honda in Matala District. The marketers' survival depends on the behaviour of consumers towards particular brand. Therefore, the study intended to carry out research in this area.

TVS and Hero Honda are the best competitors among the number one motorcycle marketers in this research area. Consumer buying behaviour among these users tends to deviate based on importance and influences of factors they are being considered. Here, the consumer buying behaviour was analyzed based on the conceptualization framework given by Kotler (2001). Hence consumer buying behaviour variables include marketing mix. Only marketing mix has been taken to study the consumer buying behaviour regarding the two types of motorcycles.

Further, 100 questionnaires were issued and administrated in all 45 GN divisions. The results indicated that the TVS motorcycle was the market leader and the best competitor compared to Hero Honda motorcycle.

Though the TVS were the market leader, a large number of consumers option to choose Hero Honda as well. Here the marketing mix was the main reason for such differences and deviations between these two consumers in which more than sixty percent of people have selected Hero Honda and the rest was for TVS.

This research gives better understanding of the factors, which led to such deviation between TVS and Hero Honda. In addition to the above, the study offers suggestions to the marketers of TVS and Hero Honda for their future survival and success.

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