

COMPARATIVE STUDY ON CONSUMER BUYING BEHAVIOUR
ON BRANDS WITH SPECIAL REFERENCE TO BAJAJ AND HERO
HONDA IN MANMUNAI-NORTH, BATTICALOA DISTRICT



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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 Bajaj and Hero Honda in Manmunai-North, Batticaloa District. The marketers' survival depends on the behaviour of consumers towards particular brand. Therefore the study intended to carry out research in this area.

Bajaj and Hero Honda are the best competitors among the number motorcycle marketers in this research area. Consumer buying behaviour among these users tend to deviate based on importance and influences of factors they are being considered. Here the consumer buying behaviour is analyzed based on the conceptualization framework given by Kotler (2001). Hence consumer buying behaviour variables include marketing mix, buyer's characteristics and other stimuli. Out of these variables, only marketing mix and buyer's characteristics have taken to study the consumer buying behaviour regarding the two types of motorcycles.

Further 200 questionnaires were issued and administrated in all 48 GN divisions. All the collected data were analyzed and presented through SPSS package for convenience and reliability. The results indicated that the Bajaj motorcycle is the market leader and the best competitor compared to Hero Honda motorcycle.

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

This research gives better understanding of the factors which led to such deviation between Bajaj and Hero Honda.

In addition to the above, the study offers suggestions to the marketers of Bajaj and Hero Honda for their future survival and success.

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