COMPARATIVE STUDY ON CONSUMER BUYING BEHAVIOUR ON BRANDS WITH SPECIAL REFERENCE TO BAJAJ AND TVS

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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 TVS in Sammanthurai Division, Ampara 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 TVS 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 traditional marketing mix, Expended marketing mix Out of these variables, only traditional marketing mix and Expended marketing mix have taken to study the consumer buying behaviour regarding the two types of motorcycles. Further 200 questionnaires were issued and administrated in all 51 GN divisions. The results indicated that the Bajaj motorcycle is the market leader and the best competitor compared to TVS motorcycle.

Though the Bajaj is the market leader, a large number of consumers opt to choose TVS as well. Here the traditional 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 TVS.

All the collected data were analyzed and presented through SPSS package for convenience and reliability. This research gives better understanding of the factors which led to such deviation between Bajaj and TVS. In addition to the above, the study offers suggestions to the marketers of Bajaj and TVS for their future survival and success.

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