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CUSTOMER PERCEPTION TOWARDS TWO WHEELERS IN COIMBATORE DISTRICT

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Abstract

India is the world's biggest two-wheeler producer. In India, the two-wheeler industry makes about 7% of the country's manufacturing GDP. Additionally, it accounts for 2% of GST receipts. India is thought to have about 190 million two-wheelers. At the moment, more than 80% of India's total automotive production is two-wheelers. The installed production capacity for two-wheeler manufacturers in India is more than 25 million units. The motorcycle and scooter segments make up the majority of the two-wheeler market. The present study has been carried out to identify the customer preference towards two wheelers in Coimbatore district. The study mainly depends on primary data, which was collected from 312 Customers in Coimbatore district. The data has been collected by distributing the questionnaire. A convenient sampling method is adopted to select the sample Customers. The collected data are analyzed using simple percentage and weighted average to process the data and draw inferences.

Keywords:

Two-wheeler, Customer Preferences, Coimbatore District

INTRODUCTION

India's growth and development are significantly influenced by the two-wheeler sector. One of the key factors influencing economic growth has been identified as the two-wheeler industry, which is a pioneer in manufacturing product and process technology. The Indian economy has been expanding at a rate of about 8% during the previous few years. When it comes to producing two-wheelers, India has a competitive cost edge. It has made enormous strides in terms of implementing new technology, and spreading flexibility has altered the business environment. The two-wheeler sector currently satisfies both the needs of Indian customers and those of customers worldwide. The two-wheeler industry is currently exhibiting signs of matching both the growth of the Indian market and the quickening expansion of its position on the global market.

In 2022, 18 million units of two-wheelers were sold in India. The market is anticipated to develop at a compound annual growth rate (CAGR) of 17.80% from 2023 to 2028, according to projections made by IMARC Group. A few of the main reasons propelling the market include the rising personal car ownership trend, customers' growing concerns about high levels of traffic pollution, and the growing travel and tourism industry.

A number of Indian-specific facts have contributed to the trend of two-wheeler ownership. Poor public transportation in many places of India is one of the main contributing reasons. Additionally, two-wheelers provide the Indian family with a great degree of ease and mobility.Due to India's expanding middle class, which is made up of millions of people who can buy a basic two-wheeler, two-wheelers are currently driving the process of mass motorization.

With overcrowded public transport and social distancing norms in the post-Covid era, people prefer to commute in their own vehicles. This is where bikes and two-wheelers have gained tremendous popularity, especially in tier 2 and tier 3 cities where public transport might not be very convenient and easy to use.

Bikes are not only cheaper, or low maintenance but they also have a long life. They give you the feeling of freedom to explore speeds and roads. They not only provide thrill and adventure but also a stress-free drive. They give you energy and the chill which lets you explore new roads and cities.