

Project Report

A STUDY ON FACTORS INFLUENCING ON PURCHASE DECISION OF TWO WHEELER WITH SPECIAL REFERENCE TO SUZUKI BIKES

BY

**Mr.VINAY L
1CR18MBA52**

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfillment of the requirement for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under Guidance of

Internal Guide

Mr.M Sandeep Kumar

Asst Professor
Department Of Management Studies
CMR Institute of Technology
Bengaluru

External Guide

Mr.Nitin Kumar

Aryan Suzuki
Bengaluru



**Department of Management Studies and Research
CMR Institute of Technology
#132, AECS Layout, IT Park Road, Bangalore - 560037
Batch 2018-2020**

CERTIFICATE BY THE COMPANY



Date : 04.01.2020

To,
The head of the department
CMR institute of technology AECS layout
Bangalore 560037

Subject : Permission for internship of MBA student in our organization

Sir

We are pleased to offer you an internship program with SUZUKI for a period of six weeks.

You should know that any information and data collected from you during the course of your internship should be kept confidential as all times.

We appreciate your interest in SUZUKI

Yours sincerely .

A handwritten signature in black ink, appearing to read 'Nitin Kumar'.

Mr. Nitin Kumar
(Manager)
SUZUKI



CERTIFICATE BY THE INSTITUTION

This is to certify that **Mr Vinay L** bearing USN **1CR18MBA52** is a bonafide student of Master of Business Administration of our Institution during 2018-20 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on “A study on Factors Influencing On Purchase Decision Of Two Wheeler With Special Reference To Suzuki Bikes, Bengaluru”, is prepared by him under the guidance (Internal) of **Mr M Sandeep Kumar Asst Prof** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.

Signature of the Guide

Signature of HOD

Signature of the Principal

Viva-voce Examination:

Internal

Examiner:.....
[Signature & Date]

.....
[Name, Designation & Affiliation]

External

Examiner:.....
[Signature & Date]

.....
[Name, Designation & Affiliation]

DECLARATION

I, **Mr VINAY L** bearing USN **1CR18MBA52** hereby declare that the project report on “A study on factors influence on purchase decision of two wheeler with special reference to Suzuki bikes, Bengaluru”, is prepared by me under the guidance of **Mr M Sandeep Kumar Asst prof** faculty of M.B.A Department of CMR Institute of Technology, Bengaluru and external assistance by **Mr Nitin Kumar, Manager, Bangalore.**

I also declare that this project work is prepared in partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi.

I have undergone a summer project for a period of six weeks. I further declare that this report is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University /Institution.

Place:
Date:

Signature of the Student
USN 1CR18MBA52

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I thank

VINAY L
USN 1CR18MBA31

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EXECUTIVE SUMMARY

This is an endeavor to know how the hypotheses can be applied strategic circumstance. As a student of MBA last year MBA. in CMRIT Bangalore. Has put of study for everybody to go through summer venture at some great foundation or association. So for this reason. I got the chance of summer preparing As an aspect of the course I am attempted undertaking take a shot at A STUDY ON FACTORS INFLUENCE THE PURCHASE DECISION OF TWO WHEELER With SPECIFIC REFERENCE TO SUZUKI BIKES

If the blade pat of the venture report, the overall data of the organization has been gathered. Data s assembled through the essential and auxiliary sources. SWOT and serious butt-centric analysis.

If the second aspect of the report, contains the particular subject examination. Target of the venture to take a shot at the different advertising systems to prepare and bike of the organization.

Objectives show a specialty unit needs to accomplish, Strategic activity plan for getting the Goals.

Each business must plan a procedure for accomplishing its objectives, comprising of a showcasing system, and a commutable and sourcing procedure.

Showcasing procedure is a cycle that can permit an association to concentrate its restricted sources on the oils chances to build deals and accomplish a supportable serious advantage. A promoting technique ought to be focused on the key idea that client Fulfillment is the primary objective

My emphasis was on the examination of Consumer Behavior for anything is of pivotal essentialness to publicize in shaping the fortunes of their affiliations. It is essential for coordinating usage of items and by keeping up financial robustness. It is important in making

ways for the all the more convincing use of benefits of displaying. It moreover helps in taking vehicle of advancing the brand issues in a continuously suitable manner nature competition in the market among the tremendous number of battled has highlighted the noteworthiness of understanding the buying conduct.

- To follow the human science portion profile of purchasers unitizing Suzuki bikes
- To review the components which sway the obtaining of the Suzuki bikes
- To offer proposition to improve the amplexness of exhibiting strategies to overhaul the work area of Suzuki bikers.

Toward the end, This assessment have investigated only five segments impacting client dynamic that are castigating in Bangladeshi market, while there are particular unique factors which can impact the purchaser purchasing decision

CHAPTER 1

1.1 INTRODUCTION

Buyer shopping conduct implies something apart from the methodology of patron towards buying an item. Showcasing endeavors on this manner likewise strain on patron's utilization of administrations, mind and physical activities. The way wherein client purchases an object is critical to advertisers. It consists of knowledge quite a few alternatives what, why, when, how a lot and how regularly that the client makes over the time. When all is said in completed phrases Consumer is an character who devours, especially an character having a place with a specific sex, age, intercourse, religion and so forth and who obtains merchandise or administrations for direct use or proprietorship in place of for resale or use underway and fabricating. At the stop of the day, it very well may be stated that the Consumer is a person who purchases objects or administrations for character use and not for resale or replica.

Individuals commonly devour matters of every day make use of and furthermore burn up and buy these items as indicated via their very own needs, desires and buying energy. These may be consumable products, strong merchandise, Special merchandise or present day merchandise. Customer shopping behavior implies something other than how an person purchases objects. It clarifies the arrangement of choices that a shopper makes whilst buying. It is imperative to know purchaser response closer to diverse items, their highlights, cost, and observe design, with the intention to assure stable higher hand. Purchaser shopping conduct is the process blanketed whilst people or gatherings pick, use, or arrange gadgets, administrations, mind or encounters (alternate) to fulfill needs and wants.

Shopper behavior is the logical gaining knowledge of how individuals buy, what they want to buy, when they should purchase and why they purchase as an instance the motivation to buy. It blends additives from brain studies, human research, social technological know-how, and economic factors. It places forth an try and understand the customer desire tactics or the consumer dynamic process, both completely and in gatherings.

It looks at unusual features of man or woman shoppers, for example, socioeconomics, psychographics, and behavior factors looking to recognize the requirements of the people. It moreover tries to evaluate consequences on the purchaser with the help of gatherings, for instance, own family, partners, reference gatherings, and society all in all.

The four P's, Product, Price, Place and Promotion are all piece of consumer impetuses. Other considerable factors inside the customer condition are modifications within the financial system, innovation, governmental troubles, and lifestyle which impact their purchasing motivators. These numerous enhancements are assembled in the purchaser's black container and will possibly recognizable outcomes in client reactions, as selection of item, sum and purchase timing.

Buyer conduct permits various things-

- It opens up open doorways for assessing request,
- Measures behavior in the public eye, brings an unmistakable comprehension about how manufacturers vehicle on,
- Forecasts how the corporation can serve their everyday consumers within the most gifted way,
- It is the bottom for the person to come back into phrases of 1's personal use.

It is great for any maker or vender firm to understand the customer and as desires be broaden their advertising method, yet at the identical time the patron or purchaser Continues to be a question, right here and there reacting as indicated through dealer's goals and on one of a kind activities in reality declining to buy the object from a comparable vendor. Consequently, the patron's psyche is regularly named as a black box. The advertiser gives boosts yet his spirit is suspicious of the consumer's response. This upgrade is a blend of item, emblem name, shading, fashion, bundling, immaterial administrations, advertising, rack display, selling, conveyance, publicity and some greater.

Today the exclusive styles of media, specifically digital have wonderful impact at the client's shopping process. Mechanical improvements inside the area of statistics, biotechnology, hereditary qualities and severe rivalries in all objects and administrations are additionally affecting as a significant component in client selections.

Variables impacting customer buying behavior

- The factors affecting customer behavior are organized into sorts as follows:
- Internal Factors
- External or Environmental Factors.
- The outer variables haven't any effect on the choice procedure of customers, yet infuse thru the separatecauses, to influence the excellent manner.

The variables that influencecustomeracquiring conduct customarily are:

- Inspiration and cooperation of consumers in buying a specific object.
- Customer's mentality.
- Character and self-concept of any character consumer.
- Ability to don't forget for instance gaining knowledge of and maintaining depth of the purchaser.
- The channel or route thru which Information making ready occurs.

The maximum broadly identified outer influences or elements are:

- Cultural impacts Influences of tradition of the individual consumer
- Sub-social influences
- Social elegance affects – Influences identified with the man or woman client's specific society, religion and so forth.
- Social bunch impacts – The party wherein singular customer dwells influences the buying behavior

- Family affects – It is likewise significant impacts generally saw in different consumers.
- Personal affects
- Other affects

Some huge variables which impact client's conduct are clarified below:

Cultural Factors

- ❖ Culture is created out of traits, mind, mentalities and different important pictures that permit any character to impart, decipher and determine as a citizen. It is the primary cause for an man or woman's wishes, wants and behavior. Albeit, various social gatherings have their personal way of life that commonly influences clients shopping behavior, but the grade to which this issue influences the conduct shifts from kingdom to kingdom, region to region. Each communalassembly can be separated into slightassembliesincluding of persons with fundamental advantageousmeetings and similar occasions, otherwise known as subcultures, as an example, nationality, racial gatherings, faith, and specific geographic locales. The social thing is social class; it carries the factors like training, occupation, pay, and riches.
- ❖ Every culture has littler gatherings that proportion comparable traits and convictions due to primary beneficial experience and instances. These gatherings count on a fundamental process for advertisers in view that a massive quantity of these subgroupsbrand up a vast helping of the marketplace.

CommunalIssues

- ❖ The second sizeable issuepersuading purchaser conduct is communalmeetings, which can be produced from little gatherings, social jobs and identical financial health. A element of these gatherings effect an character customer, for example enrolment of a person specially gatherings, bunches that an man or woman can have an area with ,

and reference bunches which fill in as instantaneous or circuitous purposes of examination or reference in cultivating an person's perspectives or convictions. However, some humans are prompted via bunches in which they may be now not a bit of those orientationgroups include rousing meetings, groups that an individual desires to be a part of & a fan's gratitude for a representation, & so on.. Wife, husband or a youngster has hard results on a purchaser and alongside these traces the institution of any man or woman is the greatest vital customer purchasing connotation in most people.

ParticularInfluences

- ❖ Various charactersqualities, for instance, consumer's age, profession, cash connectedcondition, and method of existence, man or woman and self-idea likewise influences a fantastic deal at the customer's desire. Moving face to face hobby for items for the most part is based upon the occupation and economic condition, just because the unique level in the life. A individual's manner of life affects their sporting activities, interests, and conclusions and furthermore influences the selection of items. In addition, all individuals might be humans; finally have a special individual of numerous traits, which is frequently delineated with traits, for instance, friendliness, self-warranty, self-sufficiency, protectiveness, flexibility, predominance and forcefulness and so forth

- ❖ Goods and administrations that clients buy lots of the time alternate their existence expectation. The article, for instance, nourishment, clothes& fixtures are age associated & consumer's choice differs ended the time-frame. The Being who exists in a particular philosophy and everything in a selected elegance, hence slopesnear the article in keeping with hissetting. Certainly, even an man or woman's monetary condition significantly impacts his shopping conduct.

Psychological Factors:

- ❖ This bunch is installed of four fundamental considerations, discernment, explicitly concept, mentalities, learning and convictions. At the factor whilst a man or woman is persuaded, the character in question acts as wishes are and the sports taken over are prompted with the aid of the individual's view of the specific condition. Discernment is an individual capability of dedication, translation of the data and affiliation which movements thru the individual's detects, and hence a vital photo of the arena is framed.
- ❖ Consumer Motivation, Ability and Opportunity
- ❖ Shopper behavior is to a high-quality quantity suffering from the measure of exertion customers put into their personal utilization behavior and alternatives. Endeavors which a consumer for the maximum component locations looking for any facts are notably stimulated via following 3 vast factors

Motivation

The initial segment in consumer buying manner is to find out and acknowledgment of want or inspiration, in which client is aware that the person has requirement for something or, more than probably It mirrors an inner intellectual situation of enlivening that courses the idea procedure of the client to take part in goal pertinent behavior and point by way of point dynamic, for instance If one prefers a coat in a shop then one could take a gander on the item tendencies simply as relate with the facts or fashion which they have got as far as they might inform. Inspiration is upgraded, when customers view something as-

- Personally suitable
- Consistent with their characteristics, goals and requirements,
- Risky and
- Moderately conflicting with their in advance mentality.

Higher thought for the maximum component makes shoppers to do matters energetically which are firmly recognized with their define goals, for instance on the off risk that one has a dream or anticipate to buy clothes which can be fashionable just as gives truth at work place while this kind of fashion comes earlier than their eyes, they promptly move for that kind of clothes. Propelled people provide extra consideration and keep in mind their targets, they look into the statistics basically essential to the equal and that they try to consider the information for added utilization.

By and by using pertinent facts or things likewise rouse shoppers. Wellbeing item or girls splendor vehicle merchandise are the exceptional case of object to get a huge view on notion in significance to certainly applicable objects. Buyers have exclusive one-of-a-kind explicit kinds of necessities in the back of the purchase.

Consumer Ability

Inspiration of consumer is extraordinarily and basically crucial to their capacity of process information. Capacity is characterized as the degree to which consumers have the fundamental assets to reason the perfect end result to occur. Purchaser's statistics, enjoy, subjective style, know-how, education, age and cash drastically influence the customer's capability to method records about an item or purchasing of particular items.

Consumer opportunity

One of the maximum good sized elements in buying method is time. Despite the fact that buyers have high suggestion and the ability to manner information, still they could not get time to come to a decision a desire or purchase. At a few point customers take selections beneath occasion tension (seeking out celebrations like Diwali, commitment) where they get restricted time and much less hazard to enjoy the records. Other than time, introducing the information is some other primary element in lowering client threat to manipulate the statistics. Unpredictable and fallacious data customarily diminishes the hazard to method it.

Perception

Observation is characterized as —How an individual sees the arena around him. Two human beings can also disclose to the comparative condition underneath comparable conditions, however the manner in which they perceive, sort out and decipher enhancements is completely particular. Recognition is someone's own system dependent on their perception, needs and necessities,

SUZUKI MOTORCYCLES WORLDWIDE PAST

In 1909 Michio Suzuki builds up the Suzuki AppearBusiness in Hamamatsu, Japan. He collects modern-day weaving machines the prospering Japanese silk industry. 1937 To separate activities, the affiliation attempts various matters with more than one entrancing little car models, anyway none pass into creation in light of the truth that the Japanese government broadcasts non-navy group of workers automobiles "unimportant merchandise" towards the begin of WWII.

In 1952 whilst as a consequence of cash associated problems Suzuki meandered into making slice on engines to bicycle strains. The chief model turned into known as the ControlAllowed& the resulting perfect became the Diamond Allowed. Suzuki made its chief cruiser in 1954 known as the Collide. Suzuki created little breaking factor motorcycles for the duration of the 50s and 60s and had these days little passage fulfillment till the advent of the X6 (T20 excessively 6), which provided Suzuki tons designationreliability. In 1962 Using MZ's development, Suzuki wins the as of late made 50cc magnificence in the BiosphereContest.

The affiliation will victory the lesson each yr till '67, &victory the 125cc magnificence two times in that dated, too. With a dug in call Suzuki examined input the large motorbike function & in 1967 Suzuki brought T500. Which became referred to as the Titan in America & the Cobra in England. The call modified in the course of the time to GT500 in view of

various upgrades besides it changed into basically the pointy rate and exquisite unfaltering exceptional, which stored the GT in development till 1977

In 1971 The GT7The Water Buffalo become added in 1971 in America and the Kettle in Britain each the comparable GT750 motorcycle and begin for Suzuki to go into the top notch bike promote. The GT750 became clearly no longer a really imperative gadget and moreover couldn't facilitate various motorcycles inside the marketplace by then. Before long the creation propped up reliant on its enthusiasm for proper price and devoted nice.

In 1974 The RE5 is the important Japanese cruiser with a turning train. It values a wealth to make &, even as not lousy, it is a business cataclysm. Following 2 years, the association offers up the Endeavour, and there are bits of tattle the tool become deserted into the ocean in order that Suzuki administrators would by no means need to peer it once more. Most bikes conveyed around the inner 70s had enough electricity yet overlooked the mark on a consistent packaging. The creation of the SuzukiGS1000 in 1978 changed this problem once and for all. The GS out preformed every other bike in its order and had a packaging to prepare its potential. The number one subject, which could be stated in opposition to the outstandingly extremely good and efficient GS1000, become its dull appears.

The GSX1000 in 1980 later bike turned into a big success as a result of it remarkable execution, wild style, low weight and brilliant assessing. In 1983 The RG250 I s Suzuki's first since forever competition impersonation. This bike consists of the AL-BOX, four-sidedaluminum layout, 16-inch exhaust& Anti Nose Dive Forks at the obverse. In 1985 The RG500 "Gamma" contains a comparable rectangular-Four chamber organization because getting ready plant Grand Prix motorcycles. Other foul capabilities are the four-sided pipealuminum layout & the detachable tape kind broadcast.

Suzuki pulled a stunt inside the bicycle sell by means of introducing the GSX-R750, which became any such activate reproduction of their system race motorcycle with the precept differentiate that this GSX was, avenue authentic. It turned the very sport bicycle feature topsy-turvy and overpowered the way wherein super motorcycles would search for what's to

return. The GSX-R750 changed into incredible-speedy, which wasn't tough to appreciate since there were not a lot any movements to its course shape. Both in the metropolis and within the race tune the motorbike turned into a great accomplishment. In 1986 the GSX-R1100 became also added to the road.

In 1996 Suzuki noises the brand novel GSX-R750 the 'pivotal occasion version' due to its dual-warfare layout rather than the greater organized twofold assist plot. The engine is in like manner upgraded and blanketed three partcrankcasesnet secured chambers & a aspect base cam cable further as Suzuki Ram MidairStraightstructure.

In 1997 The TL1000S is the primary Suzuki sport motorbike by a V-Twin train. It could be shadowed a dayadvanced by a sensual R interpretation, with a dishonest turning bladecheckingscheme inside the back surprise. Suzuki provided the TL1000R with a controlling discouragement, besides it became up 'til now slanted to headshake and customers advanced in the direction of it with alert, if using any and all approach.

In 1999 Mat Maltinvictories the AMA Super bike Contest, starting a track of first rate pleasant. Maltindeterminationvictory 5additional occasions, & Suzuki resolvevictory 8 of the accompanying nine names. With game motorbikesreceiving regularly an increasing number of sharp edged, the association is one of the first to look what is probably referred to as the 'semi-recreation' publicize, rather than the excessively recreation marketplace. The SV650 landscapes an aluminum-composite help plot & a runnychilled 90° V-Twin DOHC four-valve train. Suzuki considers the Hayabusa an authoritative smoothed out sport bike. It's powered with the aid of a 1298cc runnychilled DOHC in-line four-chamber train that transforms into the expensive of land-velocity competitors.

In 2001 Suzuki added a replace GSX-R750 engine and made the GSX-R1000 (998cc), that's a amazing motorcycle with amazing presentation. In 2003 the GSX-R1000 changed into restyled but concurrently saved its situation as a terrific class motorcycle. In 2005 Suzuki's extraordinary four-stroke motocross, the RM-Z450, is provided with a 4-stroke 449cc

locomotive, which incorporates the Suzuki Progressive Sump Scheme. Troy Coarser stretches Suzuki its sole (up till this factor) World Super motorcycle Championship.

In 2006 The M109R, Suzuki's lead V-Twin vessel is restrained by using a 1783cc V-Twin train with 112mm bore & ninety.5mm hit. It has the best reacting chambers in any introduction voyager vehicle or bicycle.

In 2008 The B-King is driven, restricted via the 1340cc Hayabusa locomotive; the B-King is Suzuki's pioneer big 'Stripped' motorcycle. Suzuki says it has the top-located pressure yield within the uncovered magnificence.

SUZUKI MOTORCYCLES INDIA PAST

Suzuki Motorcycle India Pvt., Ltd. Participates The business enterprise's gadgets incorporate motorbikes& motorcycles. It proposals its gadgets via a device of dealers. The corporation became consolidated in 1997 & is situated in Gorgon, India. Suzuki Motorcycle India Pvt., Ltd. Works because the auxiliary of Suzuki Motor Corp.

Suzuki Motor Corporation, a worldwide goliath of motorbike producing is based in Japan. It grips huge pale in its Indian backup, Suzuki Motorcycle India Private Limited. SMIL become installation afterward Suzuki's re-emergence hooked on the Indian motorbike advertise afterward it disavowed partner TVS in 2000-01. Suzuki becomes then the innovation supplier within the current combinedEndeavour business enterprise TVS Suzuki.

Suzuki Motorcycle India Pvt Ltd is the newest passage into the effectively packed Indian bike fragment with companies like Hero Honda, Bajaj Auto, Honda, and TVS. SMIPL have begun their country obligations with a hundred twenty five-cc mass-put it up for sale cruiser. It has made an underlying undertaking of Rs. 2 hundred cores to begin their Indian activities. Organization assets have uncovered that Suzuki could catch up this 125cc bicycle with a advanced a hundred and fifty-cc relations at some point one year from now. What's more, for the spending section, additional 100cc bicycle is normal in the foremost sector of 2006.Mass

marketplace is the underlying factor with tactics to go into all of the quantities quickly. They have their offices situated in Gorgon. Suzuki had propelled bicycle by Deepavali, which is the promising period for purchasing another automobile in Indian relatives.

Their arrangement in Gorgon has the competencies of assembling 1 lakh cruisers & they may be organized to stage that up substantially if the circumstance emerges. They as of now have association 40 carriers about the country & will building up 4,000-fivesquarestore& administration positions to deliver styles of help to the clientele.

The figure organization occurs to be perhaps the main maker of bikes on the planet with in excess of 20 lakh bicycles bought in line with annum. They are widely known for their scope of superior avenue machines, light-weight wonderful bicycles, soil bicycles, street bicycles, and motocross and amusing bicycles all around.

STRATEGIC SUZUKI

The centre manner of contemplating SUZUKI is to offer "Worth CROWDEDCROPS". Meanwhile the organizing of SUZUKI MotorizedCompany, the Government's Endeavour has constantly been to deliver "Worth CROWDEDCROPS" as single of the assembling techniques of reasoning.

SUZUKI accepts that "Worth PACKED PRODUCTS" originate from the frenzy to do Product improvement from purchaser's angle. This technique has been as a result on account that Business's beginning and has aided the Group to deal with client's troubles.

SUZUKI is absolutely dedicated to make Crops that fulfill client's need via using its lively, considering the fact that pretty sometime in the past supported mechanical favorable position blended with its new and dynamic HR.

- Develop results of unrivalled incentive via concentrating at the clients
- Establish a reviving and creative agency via cooperation
- Strive for singular greatness via ceaseless improvement

GROWT REPORT

- It has announced a improvement of 47.Sixty six% in offers inside the period of November '09 at 14745 units contrasted with 9986 units identical month a 12 months ago.
- It has offered 14806 devices in December '17 posting a robust improvement of 61% ended its offers in Dec '08 notwithstanding downturn. This expansion of deals is credited to the large reaction from the brand novel object GS150R & ACCESS 125.
- It has announced 93% development in offers throughout the length of Jan 2018. It has bought 20441 components in Jan '10 posting a stable improvement of ninety three% ended its deals in Jan
- It has tremendous designs for the approaching year and that is just the start. Their intention is to provide first-rate items and purchaser loyalty to buyers. This improvement strength will additionally quicken in coming months.

FACILITIES

1. ENVIRONMENT

The way of thinking of keeping "circumstance first" is appropriately permeated downwards. To consent to every unmarried material enactment and setting gauges thereof remains only a start. Organization thrives to discover and believe components for higher circumstance the executive's frameworks and it is a steady manner which is overseen by a exceptional wing of specialists and pro in the area.

The finest assertion of Suzuki's obligations closer to "situation first" is visible at Gorgon which is labored to be a Zero release plant. SMIPL have grasped Natural mild advancement framework and water reaping frameworks other than a few exclusive measures to make better and purifier circumstance round us. All bundling cloth used by Suzuki is re-cycle successful. A constant progression of inward correspondence on circumstance associated troubles makes mindfulness amongst representatives in addition to aides in instilling 'a situation cordial' esteem framework.

2. SHOP FLOOR SAFETY MEASURES

SMIPL have protection video display units/wellness window embellishes to guarantee Operator wellbeing on machines. Organization has moreover added robots at some stage in the workplaces to decrease the ergonomic weight on laborers. There are gasoline identity frameworks brought to take out any gasoline related mishap and fireplace discovery framework for positive hearth statistics approximately any fire associated episode.

SMIPL have placing out fires framework (guide and programmed) for sure fireplace remedy of any fire associated mishap. They have a hearth sensitive (restriction 4500 liters water and 500 liters restriction froth). Organization try to keep up 0 mishap file through commonplace wellbeing evaluate, go to making ready for body of workers, line companions and transient people. They compose specific well-being tasks and rivalries to energize worker mindfulness and association.

3. ENVIRONMENTAL UTILITY

To cope with the energy of every certainly one of our employees, they maintain up every common parameter and fashions for ingesting water, handled water, encompassing air shop floor, office and the out of doors. They preserve fresh each one of these fashions of wellbeing and government help of people thru a set of all-around certified college inside the R and D research facility.

4. QUALITY CONTROL

- Tested by way of SMC Japan with their worldwide excellent recommendations
- Final (Vehicle) Inspection
- Market Quality

5. PARTS INSPECTION

- The non-congruities within the elements being acquired can also spark off introduction misfortune and debasement of the character of the closing yield and existence of the object. To assure the item, the dimensional, fabric, tasteful and execution review for the brilliant techniques are finished on the individual elements earlier than they are proclaimed match for the get together
- For completing the overview sports efficiently, we have the maximum current and complex machines added in the investigation location.

6. FINAL (VEHICLE) INSPECTION

- Safety related parameters, for example, braking; grip interest and different utilitarian imperfections of the vehicle
- Emission associated parameters for checking the conformance of the fumes gases with the emanation rules
- Functional and tasteful parameters are additionally checked

7. MARKET QUALITY

- To observe up on the customer's input got from the administration workplace for the up diploma of the item
- To clear up the first-rate issues being gotten from the marketplace via travelling the companies and taking the remedial and preventive measures for the equivalent
- Monitoring for the adequacy of the measures taken for the particular troubles through the cut off motor/define numbers.

8. EMPLOYEE DEVELOPMENT

Organization's development relies upon on development of specialized and social abilities of the representatives. They constantly understand the presentation holes and new abilities required staying with into he's development in centre. They accept that Employees are the most considerable assets of an association. For upgrade of specialized and behavior aptitudes of the representatives they sort out ordinary getting ready software engineers. Groups from Japan frequently visit the association to supply preparing. Their centre is to make a strong Environment in which singular consultant can accomplish maximum extreme fulfillment

SWOT ANALYSIS

1) STRENGTHS

- Size and length of figure business enterprise
- Effective promoting capacity
- Committed and devoted body of workers High
- Importance on R and D
- Knowledge in the marketplace
- Recognized emblem

2) WEAKNESSES

- Minorstores
- Not a great deal accentuation on forceful deal
- Product first rate range

3) OPPORTUNITIES:

- Growing premium fragment
- Global task into the Automobile and Central America
- Become India's pioneer Growing top class fragment

4) PRESSURES:

- Cut gulletrivalry
- Cumulativequantity of players within the market Rising
- Uncooked fabric fees
- Cumulative paces of enthusiasm on fund

PRODUCTS OF SUZUKI BIKES

A) SUZUKI ACCESS 125CC

Suzuki propelled the Access 125cc in the long stretch of Sep 2007. Back then, Access 125 changed into the 0.33 object from Suzuki's regular in India. Preceding this, Heat & Zeus cruisers had been administering the Suzuki showrooms PAN India.

Suzuki Access one hundred twenty five is the third item from the Suzuki strong in India after Heat and Zeus cruisers. 125cc Access is controlled by a one hundred twenty five-cc air air-conditioned four knock motor with UnremittingCapricious Programme, which creates 8.5bhp at 7000rpm with 1.0kgm of rotation at 5000rpm. The plan is characteristicallyJapanese; practically stage covers where big turn guidelines are mounted. Despite the truth that it has a extra drawn out wheelbase get to looks smaller on account of this structure. No frame hued mirrors for this front. Paint great is of tremendous.

B) SUZUKI GS150R

The 150cc Segment is getting into India. Suzuki has been quite preservationist till now with its bicycle models. Zeus and Heat and now not additional popular, but it offers sufficient to be visible to a exquisite volume some time. The employer made some other stride ahead with the Access 125 Scooter. Suzuki's raid into this section is relied upon to be making similar impact inside the component with the GS150R.

The motor of the Suzuki GS150R is said to be useful for using inside the metropolis. The 150cc motor breathes thru a BS26 carburettor. It accompanies Throttle Positioning Sensor (TPS). GS150R's 149cc motor creates thirteen.8bhp of top energy at 8500rpm and 13.4Nm of pinnacle torque 6000rpm. As consistent with Suzuki, GS150R will restore a mileage of 48kmpl in City and 55kmpl in Highway.

C) SUZUKI ZEUS 125CC

Suzuki Zeus, the maximum current bicycle from Suzuki Motorcycles India Pvt Ltd has been propelled. The 125cc single chamber Suzuki Zeus includes a few primary disadvantages of Rs forty six, 084. The bicycle had a sensitive dispatch currently.

Other than Suzuki Zeus, Suzuki India has some other bike within the Indian market, called Suzuki Heat. Both Zeus and Heat is a chunk of Suzuki's endeavors to go back to the Indian marketplace, which it had left inside the overdue 90s. During its prior Indian coming, Suzuki joined forces TVS for its motorcycle enterprise.

Suzuki Zeus pressed with most current innovation and styling, is a passage level bicycle from Suzuki Motor Corporation. Zeus has a brilliant cut-line the front cowl for a much stylized, particular appearance. The bicycle is offered in Zeus 125X and 125XU fashions. Suzuki Zeus could be available in three colors, the enterprise said. These are Candy Antares Red (19A), Metallic Titanium Gold (YM3) and Pearl Nebular Black (YAY). To make Suzuki Zeus and Suzuki Heat, the enterprise has contributed Rs two hundred crore at its Gurgaon fabricating plant. The introduction restriction of the plant is 100,000 bicycles for every annum.

D) SUZUKI ZEUS 125CC FEATURES

Ground-breaking Disk Brakes (front, asbestos-free) Bright and Big multi-reflector Halogen Head Lamp for better visibility around night time and make a jogging style articulation. Progressed and Stylish Instrument Panel with Tachometer Uniquely styled front cowl for an effective appearance.

E) SUZUKI HAYABUSA

The Hayabusa – official terminology is GSX 1300R – will prepare for Suzuki's attack into the superbike section in India. Rivalry, in any case, has simply shown up looking like Yamaha and Ducati bikes in India Powered by using a 1340cc in line 4 chamber motor, the Suzuki Hayabusa is probably going to don a sticky label price of Rs 11 lakh. The bicycle turned into propelled within the primary seven day stretch of September 2008. Suzuki likewise propelled a second superbike, the GSX-R a thousand in November

In spite of the truth that bragging a top pace of 397 km for each hour in keeping with recorded figures, the bicycle with the intention to come to India could have a speed cut-off of 299 km for every hour. Organization believe that the better determine right here is from some international document endeavors, even as 299 kmph would be the respectable top speed. Do preserve in however that superbike or no longer, velocity restricts in many pieces of India are at 60 kmph, and may go as much as one hundred kmph on a part of the roads.

SUZUKI WARRANTY POLICY

Suzuki Motorcycle India Private Limited, (SMIPL) offers guarantee for all fashions made in its Gorgon plant and sold thru its accredited companies. Suzuki Motorcycle India Private Limited saves the privilege either to supplant or repair, at their authorized dealer, liberated from cost, the ones parts which is probably found on assessment to have fabricating deformity inner 2 years from the date of provide (or) initial 30,000 kms whichever occurs previous of its hobby.

In the event that any of the loose or paid help is not performed according to plot, the assure will in preferred stand void. Portions of the vehicle were exposed to abuse, mishap, and car much less treatment, usage of terrible excellent parts which are not made (or) no longer prescribed for use through SMIPL on their bikes. Portions of the motorbike getting rusted or their plating or portray falling off because of barometrical circumstance like Sea Breeze and

Industrial Pollution Motorcycle applied for any Competition (i.E.) Rallies (or) Races, at the off hazard that it's miles utilized for any enterprise functions like Hiring and so on. SMIPL embraces no danger in the count number of any noteworthy misfortune (or) harm caused because of disappointment of the elements. Parts constant (or) supplanted below this assure are justified uniquely for the primary guarantee time of Suzuki motorcycles. Consumables like Engine Oil, TFF Oil, Grease, applied for the assure fix are not secured under using assure.

CHAPTER 2

REVIEW OF LITERATURE AND RESEARCH DESIGN

REVIEW OF LITERATURE

Kokila (2015)the paper attracts out the customer devotion in the direction of Suzuki motorcycles bicycles, 2 wheelers are the critical preference of Indian individuals, easy to force and smooth to manipulate ability it well known amongst young adults as nicely. An evaluation has been deliberate to accumulate the information from the respondents. The present assessment becomes grasped with the cause of brand assurance and additives affecting the clients. Favorable trying out setup has been used. Rate examination, chi-rectangular test, weighted normal role machine and Friedman contraption has been used to separate the records. Finally, this paper proposes introducing distinct tones in Suzuki bikes.

M.SakthivelMurugan (2000) examined the angle on customers closer to the acquisition selection of the bicycles in India-have a look at regarding metropolitan city areas. The primary item of the assessment tendency and purchase selection of bicycles in metro urban networks, the authorities used settlement checking out technique for social affair the information from the respondents. The fact assembled from the respondent's a hundred evaluations. The devices used inside the exam are chi-rectangular tests. The evaluation had located that the professional had evaluation loosens up of attitude on customers in the direction of the acquisition selection of bicycles in metropolitan urban territories in India.

DugganiYuvaraju (2008) Investigated consumer faithfulness in the direction of Suzuki Two Wheelers. At the present time determined that 60p.Cof respondents to realize the business of Suzuki Bike through media, ninety percentage of the respondents had been absolutely content with the mileage and execution of the motorbike, 70% of the respondents are pulled in naturally of the assist of select this motorcycle, 1/2 of the respondents are content material with the arrangement of the bike, fifty four% of the respondents contemplated the fee of the Honda, 70 % of the respondents felt the explanation to be "superb". The association needs to

deliver a couple of inspirations to the sellers for propelling the aftereffects of Suzuki dealers. They need to select top notch venders, which they could supply shopper faithfulness.

D.V.Ramana (2008) performed an evaluation on client expertise in the direction of the acquisition choice of bicycle cruisers in Bangalore district, Karnataka. This examination explores solitary purchaser buying additives and purchaser buying behavior of cruiser customers and licenses the sponsors to get bits of facts into why people act in certain usage associated methods and with acknowledging what internal and outdoor effects ask them to go about as they do. The gift exam is endeavored to get to the most influencing segments of the bicycle and its response over the respondents and to fathom their acknowledgments about different bicycle tests in the marketplace. An indicative examination was finished by the use of an overview, and the assembled statistics were dismembered through the usage of charge, factor. The evaluation exhibits that Suzuki motorcycles is the maximum favored emblem followed by using Marathi Moreover, it includes that there's a large effect of phase factors on the purchase selection.

HumeraBanu (2011) two wheeler riding models, acumen, and powerful using conduct amongst college teenagers. The standard objective of the examination is to check out the awareness of college young people. Information changed into assembled from a model size of respondents in college students. The model (60%) exposed using in any event a few days reliably. Common speed within the town changed into represented with the aid of these riders to be 48 km for always while maximum noteworthy pace within the metropolis changed into around 70 km an hour and the typical velocity in a high way was about 80 km for consistently. Last contemplated this is one of the underlying scarcely any checks that gives the records seen of bicycles driving India kids.

Rajesh Mahrotra (2010) investigated the buying behavior of bicycle customers in Bangalore location. In the car commercial enterprise, the marketplace has moved from bicycle to cruiser parcel. This examination intends to find the consumer lead closer to the one of kind varieties of bicycles existing inside the market.

SardarGugloth (2011) The exam with the aid of related to the dynamic approach of buying bicycles in a country domain of Bangalore. The vital objective of the exam is to recognize the factors affecting state purchasers, in emblem guarantee while buying bicycles to understand the not unusual consumer's preference of tendency even as purchasing the bicycles. The assessment turned into pushed on a case of 100% clients. The devices used in the examination are direct charge and chi-square exams have been used to analyze the goals. The examination had found that bigger piece of respondents are laid low with circle of relatives individuals and pals at the hour of emblem choice, most of the agricultural customers are giving their show to mileage.

S. SurajBasha(2017) They have concept approximately the assessment of threat and being brought together with the character comes simplest for driving a bicycle. Indians slant toward the bicycles with the aid of distinctive feature of their little affordable length, low assist, and comparing and simple improvement compensation. Their examination becomes driven in Bangalore of Karnataka with a version length of one hundred respondents. They determined that Personal elements like customer's age and lifestyles cycle state, career, economic condition, life-style, and man or woman and self-idea, trailed by way of Psychological components motivation, acumen, studying, and emotions and attitudes affects the acquiring of bikes.

Leslie Lazar and Schiffman: The creators proposed customer behavior as character contrasts as from amassing. The circle of relative's choice for a buy desire is altogether now not quite similar to individual dynamic. The creators pointed out different factors that influence buyer buy preference. The book concentrated on own family lifestyles cycle and distinctive desires of consumer at some point of numerous lifestyles stages. The family dynamic manner as a collective choice advent is expounded and it is prescribed to segment the marketplace as according to circle of relatives need chain of importance.

Bitta and Della: The creators recommended that consumer behavior considers expect a tremendous job in choosing advertising and marketing fragments and selling tactics. The creators advised that purchaser is frequently examined in mild of the truth that unique conversations are essentially encouraged via their behavior or expected activities. Consequently such patron conduct is stated to be an carried out order. Such packages can exist at ranges of research. Market department, client dynamic and purchasing conduct is considered as centre showcasing exercises in structuring compelling advertising and marketing tactics.

Karunik and Schiffman: The book functions dynamic commercial enterprise condition is violent as at no other time and the administration enterprise as promising as at no other time. In this time of extreme contention businesses realize the consumer is the ruler inside the marketplace and success is based a ton upon the talent of the directors in conveying the guaranteed item or administrations. The obligation lies at the institutions to accumulate a way of life, morals, obligation, well worth and fine administrations ought to be presented to accomplish extra expanded degree of purchaser loyalty. Dynamic client behavior is needed to examinations special variables influencing shopper purchase desire legitimately or in a roundabout manner.

Batra. S.K and Kazmi: The e book has portrayed client dynamic technique, patron's black box and importance of consumer conduct reads for advertisers that allow you to realize what fulfill a definitive client. The e-book portrayed vital attributes of Indian client and upper arms in Indian setting for the advertisers. The consumer preference method, buying jobs and shopper black container are examined in detail. The exceptional advances developing purchaser dynamic are related with the life degrees.

Megharaja (October 2014) Entitling 'Clients' sentiment toward Hero-Honda Magnificencebicycle' with the purpose to recognize the purchasers' dreams toward Splendorbicycle. In his discoveries, he expressed that 84% of defendantsrequired alternate inside the highlights of the bicycle, 85% sense that the cost emotional became excessive for the item, at the same time as ninety five% had been satisfied with the present administrations

gave by the organization and maximum massive ninety seven% of the respondents have been all of the at the same time as anticipating more mileage from the bicycle. He primarily based on his discoveries recommended to lower cost for supplying to average salary receptacle clienteles & to increase the greater distance motor to fulfill the clients' dreams.

Keshav and Samadhan (August 2014) in their consolidated examination 'Pre acquisition behavior some of the younger for motorcycles with unique orientation to Mumbai metropolis' focused heading in the right direction to peer the purchaser inclination whilst shopping for motorcycles. It changed into located from the evaluation that the huge majority of the adolescents favored bicycle that changed into stylishly attractive simply as practical.

Saravanan et al. (2009) finished up out finished their paintings enabling 'Buyer conduct near show-room administrations of two wheelers regarding Cuddlier locale' closed from the belief and study directed that everyone the customers offered significance to all variables identifying with shopping a automobile. Most of the respondents placed their engine bicycle as excellent just based totally on emblem picture. In this way, it was prescribed that organizations anticipated providing increasingly more cognizance on enhancing the brand picture of the item.

CHAPTER 3

RESEARCH DESIGN

3.1 BAGROUND OF THE TRAINING

With diminishing debts, it's miles from time to time viable for a library or statistics consciousness to have sufficient resources to satisfy the necessities of its carets. What is being conveyed is just part of what their clients really need. Coordinated attempt is idly recognized because the most best direction for libraries to adapt to the continually increasing demanding situations: volume of facts belongings; nature and nature of facts; purchaser desires and goals intimation and correspondence innovation skills and infrastructure; swelled expense of information property; and staffing needs. Be that as it is able to, in spite of the reality that these difficulties have stored on winning, libraries running beneath cooperative initial actives like the Consortium of Academic and Research Libraries in Illinois have enrolled gigantic success

I combat that absence of financing to encourage consortium sporting events is not the focal component in the ruined progress of the organized consortium physical games in Uganda, as an alternative it's far the absence of submitted initiative and collaboration amongst taking part fairies this is answerable for the absence of progress. In any sort of Organization or participation like a library consortium, subsidizing has by no means been sufficient due to regularly changing advances and nonstop requests from library supporters. However terrific leadership advert collaboration among club assumes a greater job in reaching a commonplace goal having and transferring in the route of a shared goal, beneath committed dynamic and devoted authority with active and active members assumes an extremely good job inside the Success of a consortium.

3.2 PROBLEM STATEMENT OF THE STUDY

The goals of every agency might guarantee customer loyalty for the customer loyalty might make an unwavering customers estimating patron loyalty is constantly a check for client either would be this near or on occasion don't get agreeable to them degree unmistakably usually the customers cannot determine the motives of his fulfillment.

Created countries has perceived enlisted beneath examples of overcoming adversity groups to much less improvement nations and developing international locations has been credited to terrible subsidizing without taking a gander at different additives like remark management and helpful enrolment.

The investigation of Consumer Behavior for any object is of essential importance to advertisers in forming the fortunes of their institutions. It is noteworthy for directing utilization of products and by using preserving up economic solidness. It is treasured in creating ways for the greater compelling utilization of belongings of showcasing, It likewise allows in taking automobile of promoting the board problems in a regularly viable manner The wild contention within the market many of the sizeable number of contenders has featured the importance of expertise the buying behavior This has made it simple for the advertisers to realize the elements impacting buying conduct of the shopper.

3.3 OBJECTIVES OF THE STUDY

- To follow the socio-section profile of buyers utilizing Suzuki bicycles.
- To look at the factors which effect the acquisition of the Suzuki bicycles.
- To offer proposals to enhance the adequacy of showcasing strategies to upgrade the offers of Suzuki bicycles.

3.4 RESEARCH METHODOLOGY

Research system is a method to successfully address the examination trouble. Research techniques are comprehended as the strategies led for check out.

- SAMPLING DESIGN
- SAMPLE UNIVERSE

3.5 SOURCES OF DATA

Information assortment technique is accumulating the data approximately the challenge. It is a process of locating proper wellsprings of facts. The resources utilized for statistics assortment are vital records and auxiliary records assets.

➤ **Primary facts:**

Essential records are gathered thru essential hotspots simply due to the fact and show up to be precise in nature. A poll could be utilized to gather the vital statistics.

➤ **Secondary facts:**

Optional facts are the lately recorded data and that is right away available. It is gotten from distributed or non-disbursed diaries. Optional Data will be accumulated from unique assets, for example, diaries, magazines, books, web sources and so on.

3.6 PLAN OF ANALYSIS

- The records could be arranged by way of the inquiries framed in the ballot .
- The information could be investigated by using utilizing the price exam approach.
- The statistics investigation may be spoken to in an unthinkable shape and specific graphical portrayals, for instance, bar diagrams, pie outlines and so on.

3.7 LIMITATIONS OF THE STUDY

- An inner and out exam probably might not be conceivable in mild of time imperatives.
- They have a look at is confined rather to Bangalore city.
- The examiner has notion about simply 100 respondents.

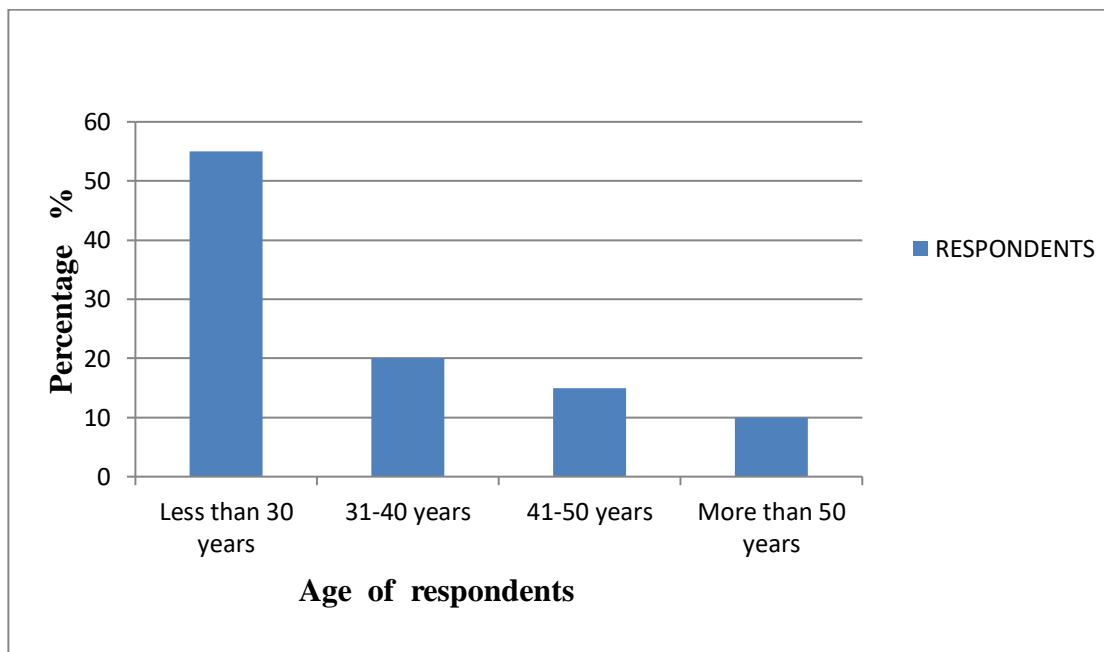
PROFILE OF RESPONDENTS

The portrayal of the section profile of the respondents considered for the examination is given below. The segment factors especially Age, Gender, Education Qualification, Income and duty for are considered here

Table-3.1 Classification of respondents on the basis of age

| AGE | RESPONDENTS | PERCENTAGE |
|--------------------|-------------|-------------|
| Less than 30 years | 55 | 55% |
| 31-40 years | 20 | 20% |
| 41-50 years | 15 | 15% |
| More than 50 years | 10 | 10% |
| Total | 100 | 100% |

GRAPH-3.1: Classification of respondents on the basis of age



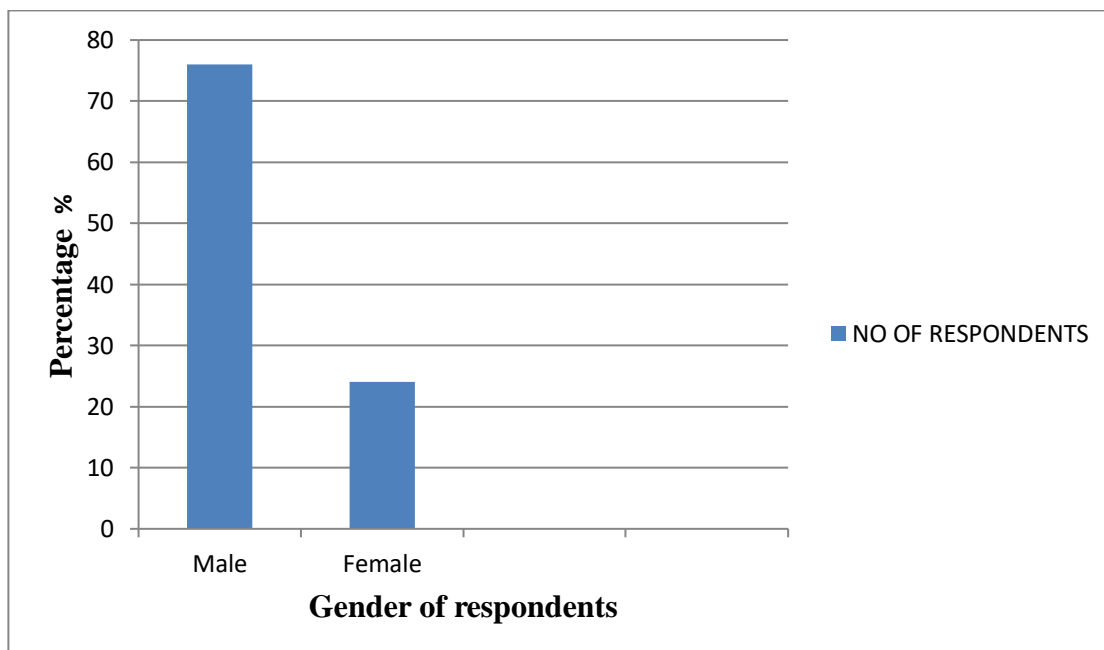
INTERPRETATION

From the above table and chart we induce that 55% of the respondents has a place with age gathering of under 30 years followed by 20% has a place with age gathering of 31to 40 years followed by 15% of the respondents has a place with the age of 41 to 50 and 10% have a place with the age gathering of over 50 years.

Table -3.2 Classification of respondents on the basis of gender

| GENDER | NO OF RESPONDENTS | PERCENTAGE |
|--------------|-------------------|-------------|
| Male | 76 | 76% |
| Female | 24 | 24% |
| TOTAL | 100 | 100% |

Graph -3.2 Classifications of respondents on the basis of gender



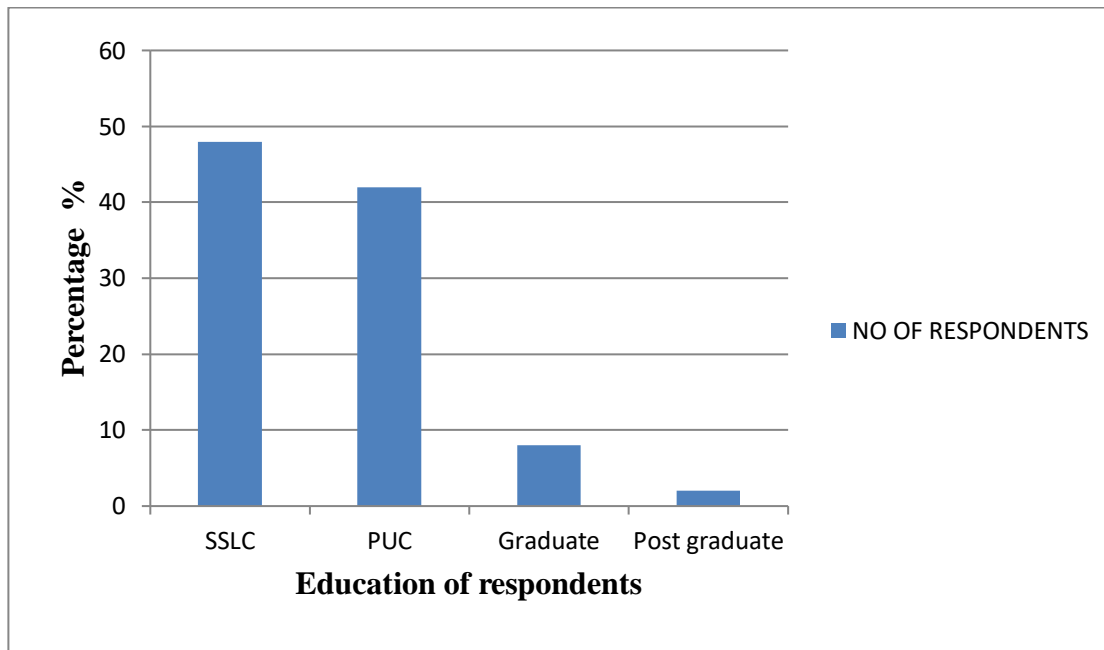
INTERPRETATION

From the above table and chart we induce that 76% of the respondents are male trailed by 24% of the respondents are female.

Table- 3.3 Classification of respondents on the basis of education

| EDUCATION | NO OF RESPONDENTS | PERCENTAGE |
|---------------|-------------------|------------|
| SSLC | 48 | 48 |
| PUC | 42 | 42 |
| Graduate | 8 | 8 |
| Post graduate | 2 | 2 |
| TOTAL | 100 | 100 |

Graph -3.3 Classifications of respondents on the basis of education



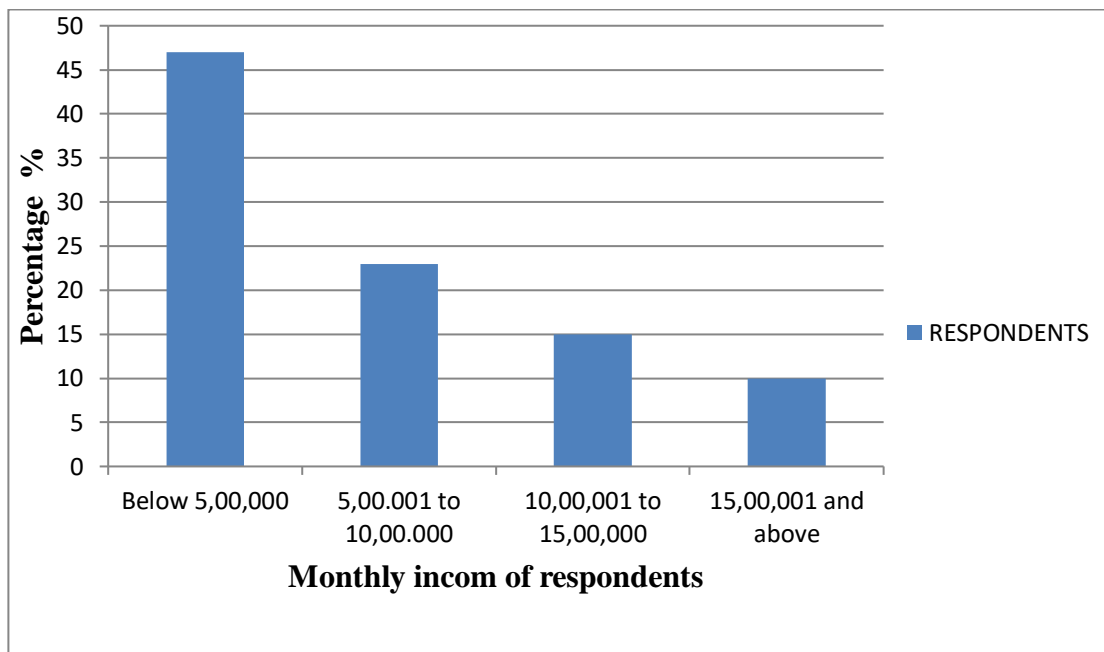
INTERPRETATION

From the above table and chart we induce that 48% of the respondent's instruction capability is SSLC, 42% of the respondent's training capability is PUC, 8% of the respondent's training capability is graduation and 2% of the respondent's capability is post-graduation.

Table- 3.4 Classification of respondents on the basis of monthly income

| MONTHLY INCOME(RS) | RESPONDENTS | PERCENTAGE |
|------------------------|-------------|------------|
| Below 5,00,000 | 47 | 47 |
| 5,00,001 to 10,00,000 | 23 | 23 |
| 10,00,001 to 15,00,000 | 15 | 15 |
| 15,00,001 and above | 10 | 10 |
| TOTAL | 100 | 100 |

GRAPH- 3.4 Classification of respondents on the basis of income



INTERPRETATION

From the above table we gather that 47% of the respondents have a place with the pay gathering of underneath 5 lakh or more 23% of the respondents has a place with the pay gathering of 5 to 10 lakh 15% of the respondents has a place with the salary gathering of 15 lakh followed by 10% of the respondents has a place with the pay gathering of in excess of 15 lakh or more

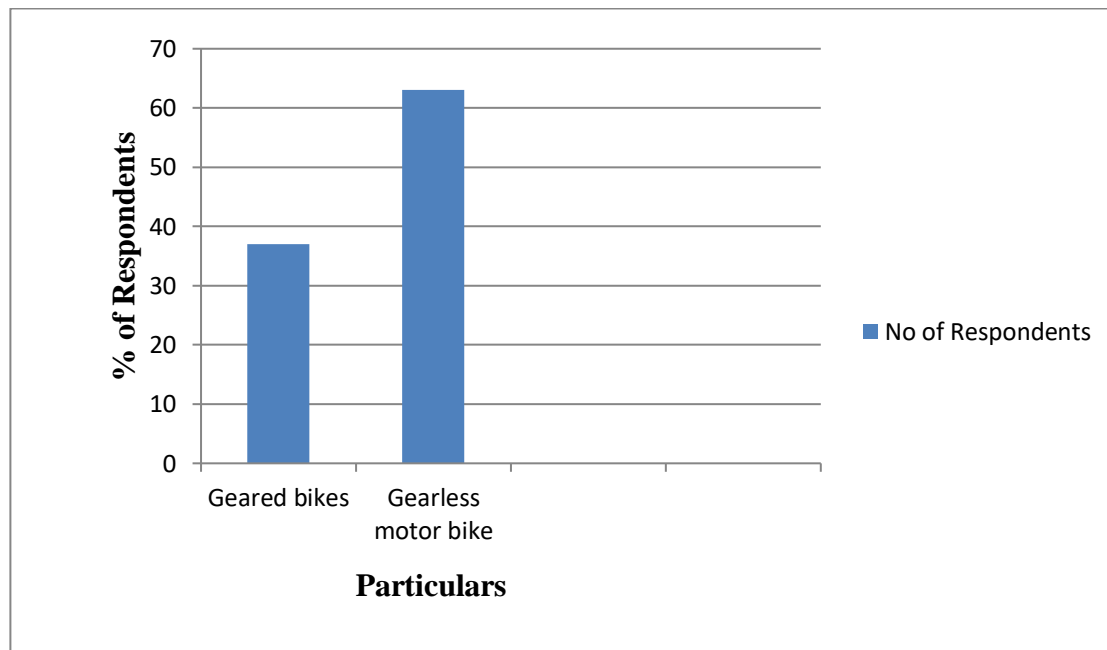
CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

Table 4.1 Table showing type of ownership of two wheelers

| Particulars | No of Respondents | % of Respondents |
|---------------------|-------------------|------------------|
| Gearless bikes | 37 | 37 |
| Gearless motor bike | 63 | 63 |
| TOTAL | 100 | 100 |

Graph 4.1 Showing type of ownership of two wheelers



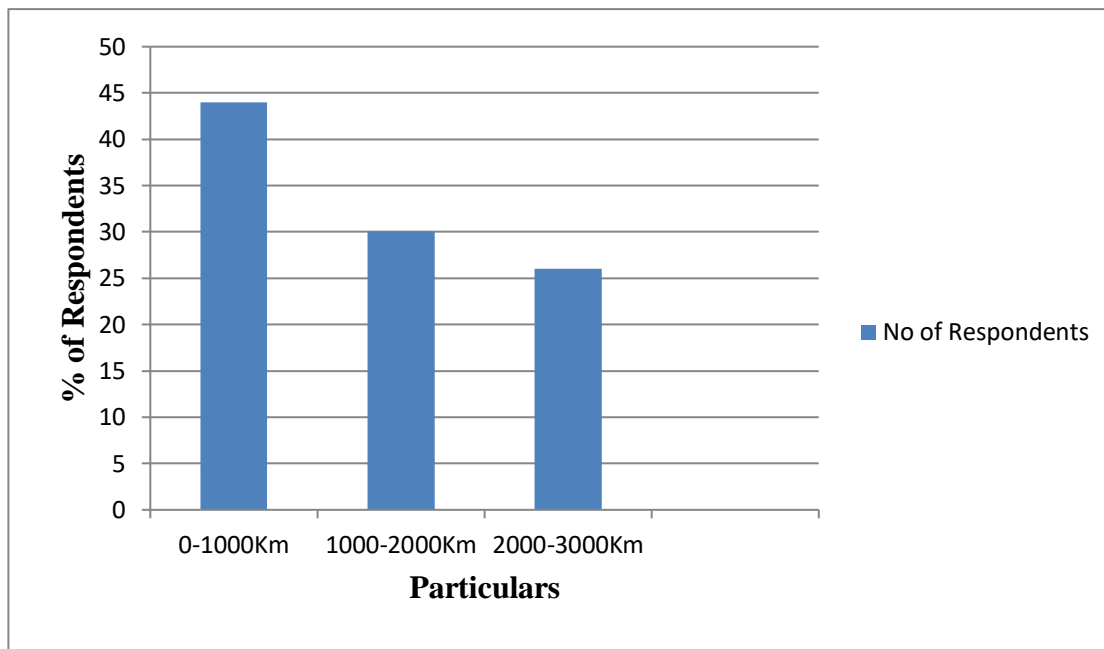
INTERPRETATION

From the above table and chart it is deciphered that 63% of respondents favor gearless bicycles, 37% respondents incline toward gearless engine bicycle.

Table 4.2 Table showing Average Distance Covered in a Month

| Particulars | No of Respondents | % of Respondents |
|--------------|-------------------|------------------|
| 0-1000Km | 44 | 58 |
| 1000-2000Km | 30 | 30 |
| 2000-3000Km | 26 | 12 |
| Total | 100 | 100 |

Graph 4.2 Table showing Average Distance Covered in a Month



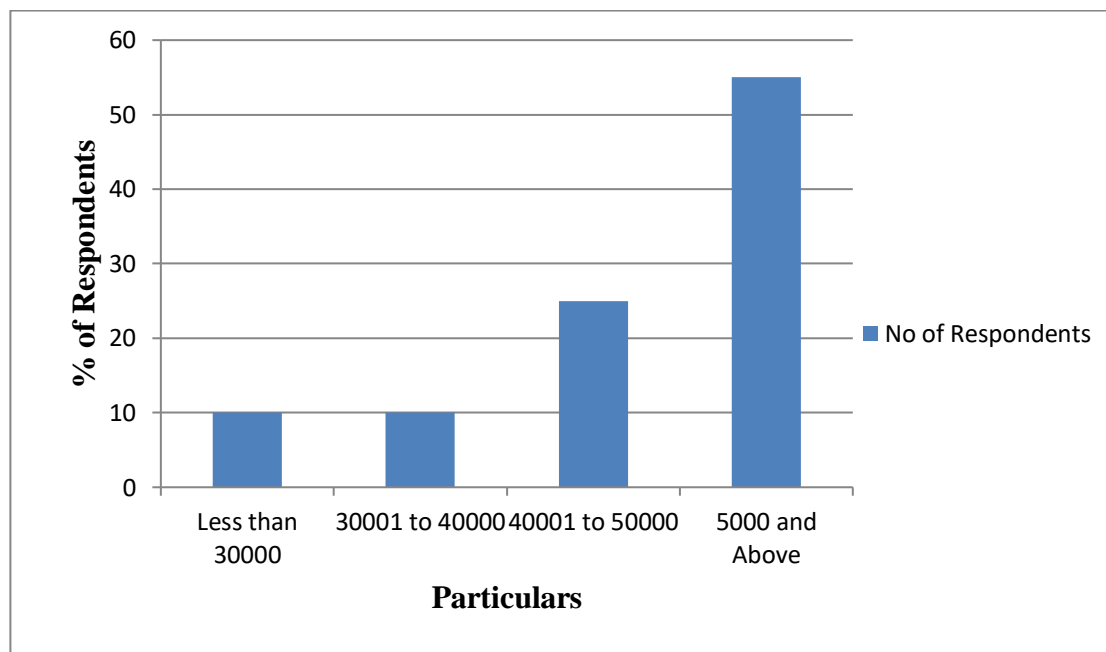
INTERPRETATION

From the above table and diagram it is deciphered that 44% of respondents are 0-1000km, 30% of respondents are 1000 to 2000km and 26 % of respondents 2000 to 3000km

Table 4.3 Table showing the price range of the bike owned.

| Particulars | No of Respondents | % of Respondents |
|-----------------|-------------------|------------------|
| Less than 30000 | 10 | 10 |
| 30001 to 40000 | 10 | 10 |
| 40001 to 50000 | 25 | 25 |
| 5000 and Above | 55 | 55 |
| Total | 100 | 100 |

Graph 4.3 showing the price range of the bike owned.



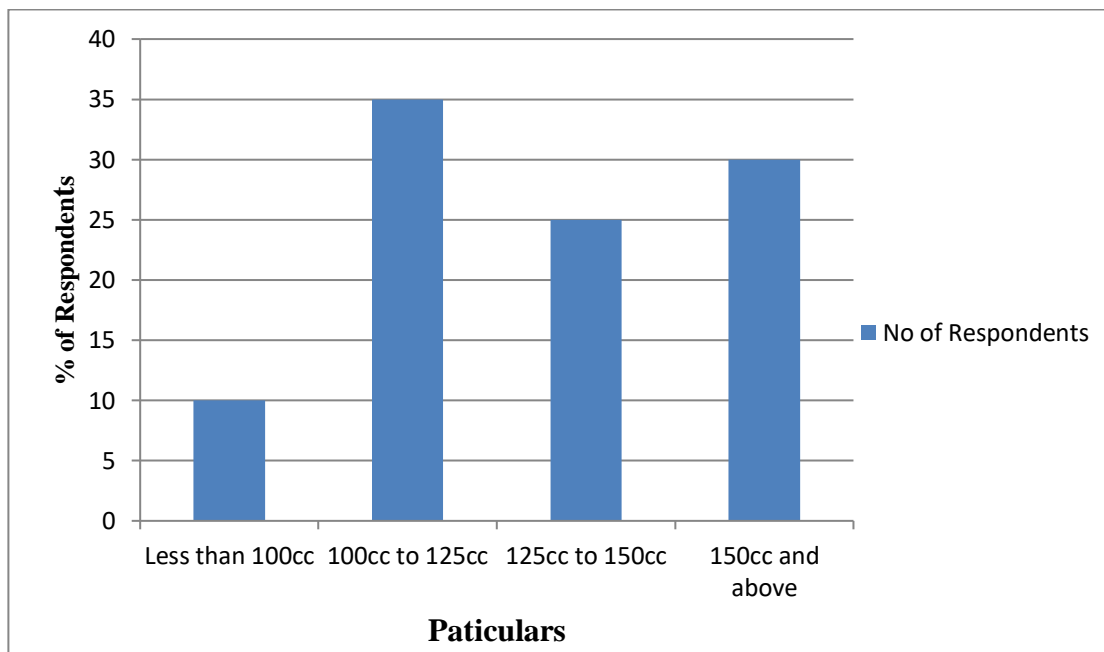
INTERPRETATION:

From the above table and chart it is deciphered that 55% of the respondents are under 50001, or more, 25% of respondents are 40001 to 50000, 10% of respondents are 30001 to 40000 and 10% of respondents are less than 30000.

Table 4.4 Table showing the engine capacity of the bike owned.

| Particulars | No of Respondents | % of Respondents |
|-----------------|-------------------|------------------|
| Less than 100cc | 10 | 10 |
| 100cc to 125cc | 35 | 35 |
| 125cc to 150cc | 25 | 25 |
| 150cc and above | 30 | 30 |
| Total | 100 | 100 |

Graph 4.4 Table showing the engine capacity of the bike owned



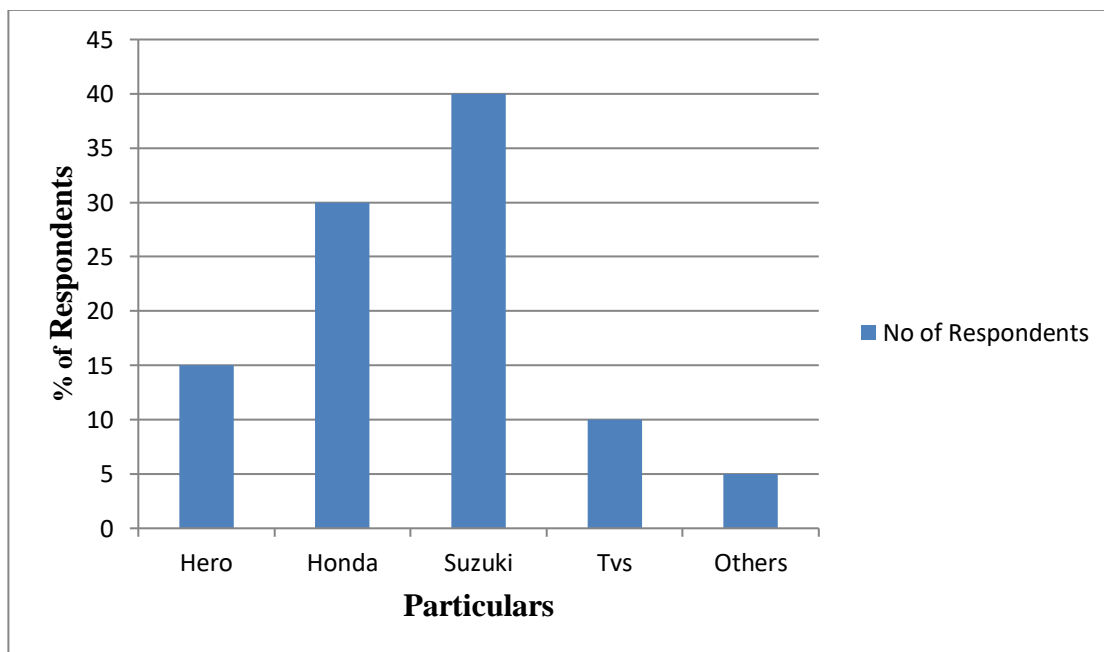
INTERPRETATION

From the above table and diagram it is deciphered that 35% of respondents are under 100cc to 125cc, 30 % of respondents are 150 cc to above, 25% of respondents are 125cc to 150cc and 10% of respondents are under 100cc

Table 4.5 Table shows the last bike Owned by you.

| Particulars | No of Respondents | % of Respondents |
|--------------------|--------------------------|-------------------------|
| Hero | 15 | 15 |
| Honda | 30 | 30 |
| Suzuki | 40 | 40 |
| Tvs | 10 | 10 |
| Others | 5 | 5 |
| Total | 100 | 100 |

Graph 4.5 showing the last bike Owned by you.



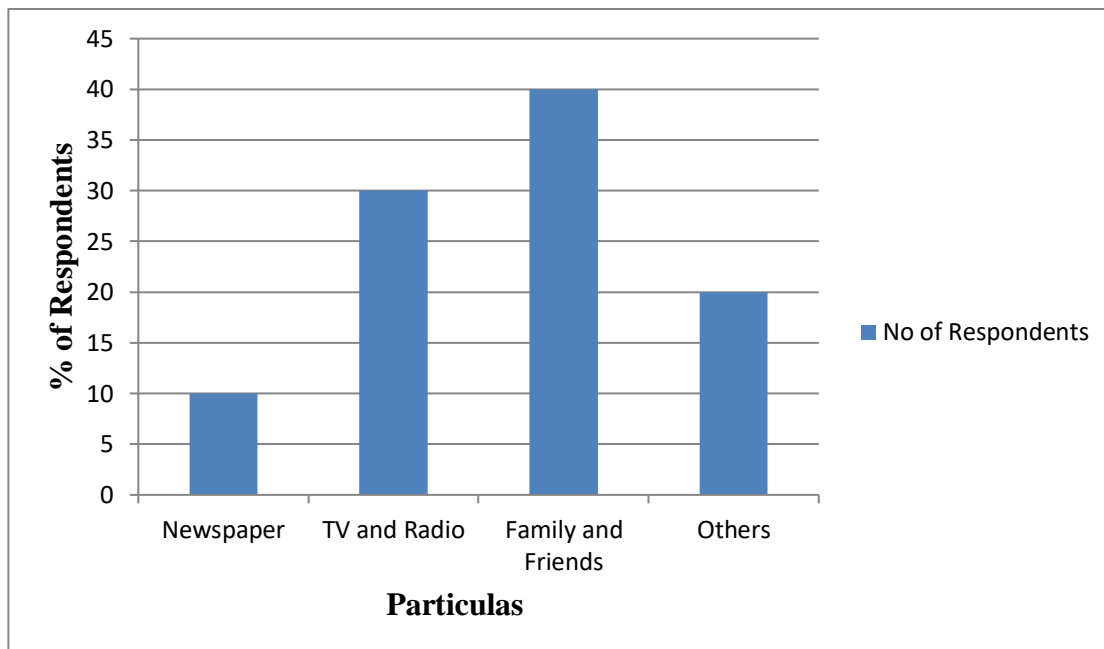
INTERPRETATION

From the above pie outline it is in turreted that 40% of respondents are Suzuki bicycle users, 30% of respondents are Honda bicycles client, 15% of respondents are saint bicycles client, 10% of respondents are TVS client and 5 % of respondents 5% respondents are different bicycles client.

Table 4.6 From which sources did you collect information about a particular brand?

| Particulars | No of Respondents | % of Respondents |
|--------------------|-------------------|------------------|
| Newspaper | 10 | 10 |
| TV and Radio | 30 | 30 |
| Family and Friends | 40 | 40 |
| Others | 20 | 20 |
| Total | 100 | 100 |

Graph 4.6 Sources collect information about a particular brand



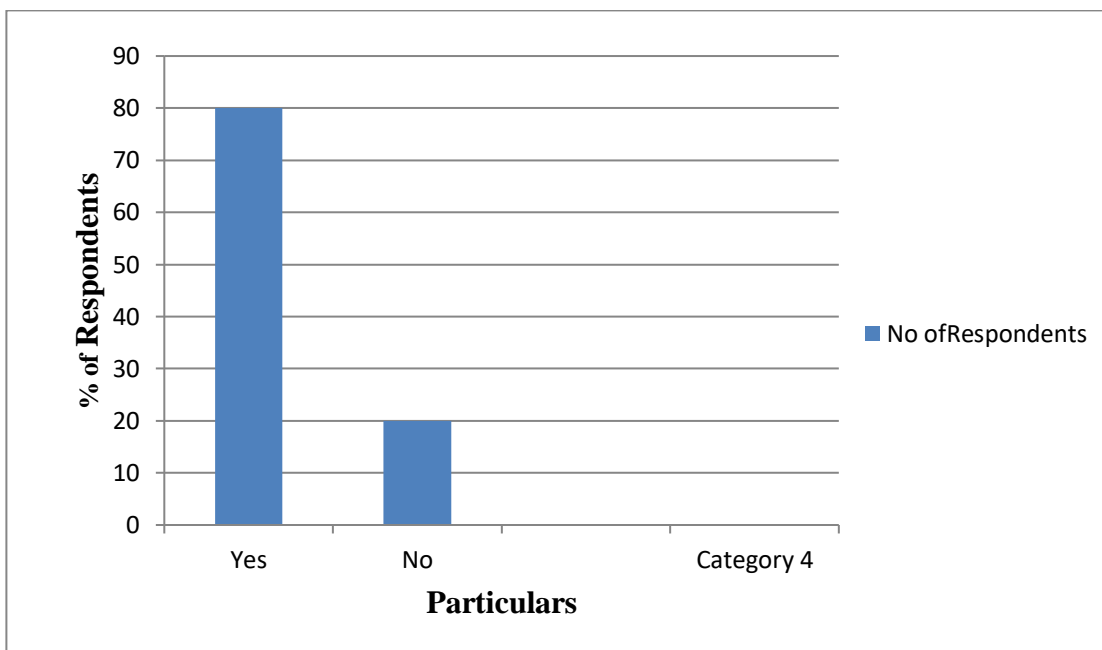
INTERPRETATION

From the above pie outline it is deciphered that 40% of respondent alluded Family and companions, 30% of respondent alluded TV and Radio, 20% of respondent got data about the brand through others and 10% of respondents got data through news papers

Table 4.7 Table showing the faith on Suzuki brand.

| Particulars | No of Respondents | % of Respondents |
|--------------|-------------------|------------------|
| Yes | 80 | 80 |
| No | 20 | 20 |
| Total | 100 | 100 |

Graph 4.7 Table showing the faith on Suzuki brand



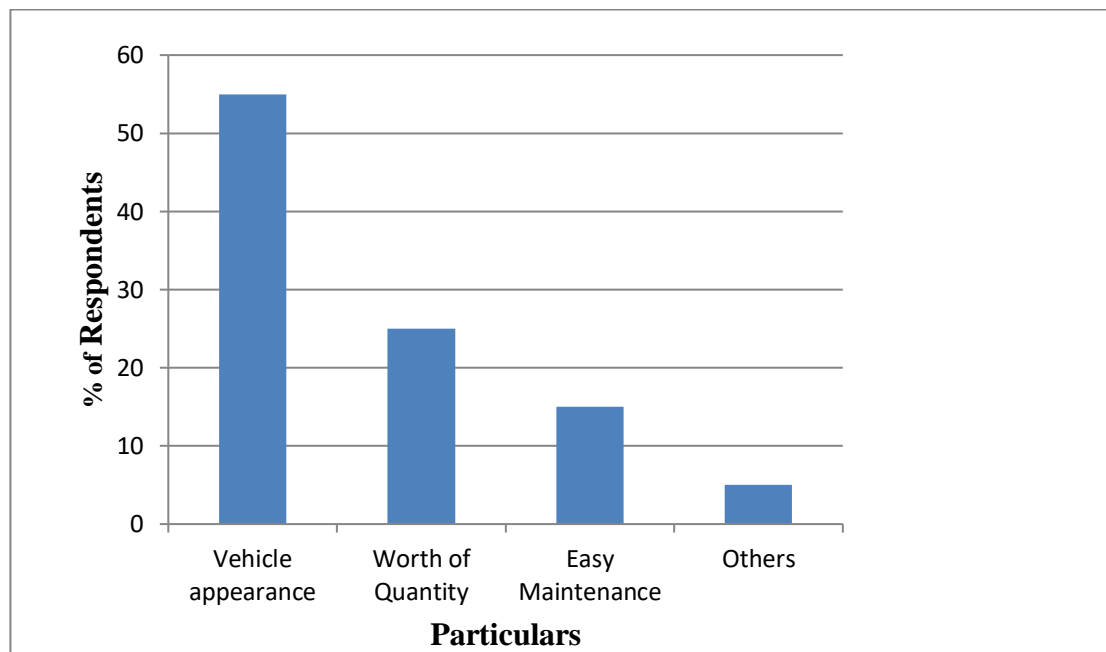
INTERPRETATION

From the above pie diagram it is deciphered that 80% of the respondents have confidence on Suzuki brand and 20% of the respondents have no confidence on Suzuki brand.

Table 4.8 Table showing customer's preference regarding features of Suzuki bikes.

| Particulars | No of Respondents | % of Respondents |
|--------------------|-------------------|------------------|
| Vehicle appearance | 55 | 55 |
| Worth of Quantity | 25 | 25 |
| Easy Maintenance | 15 | 15 |
| Others | 5 | 5 |
| Total | 100 | 100 |

Graph 4.8 customer's preference regarding features of Suzuki bikes



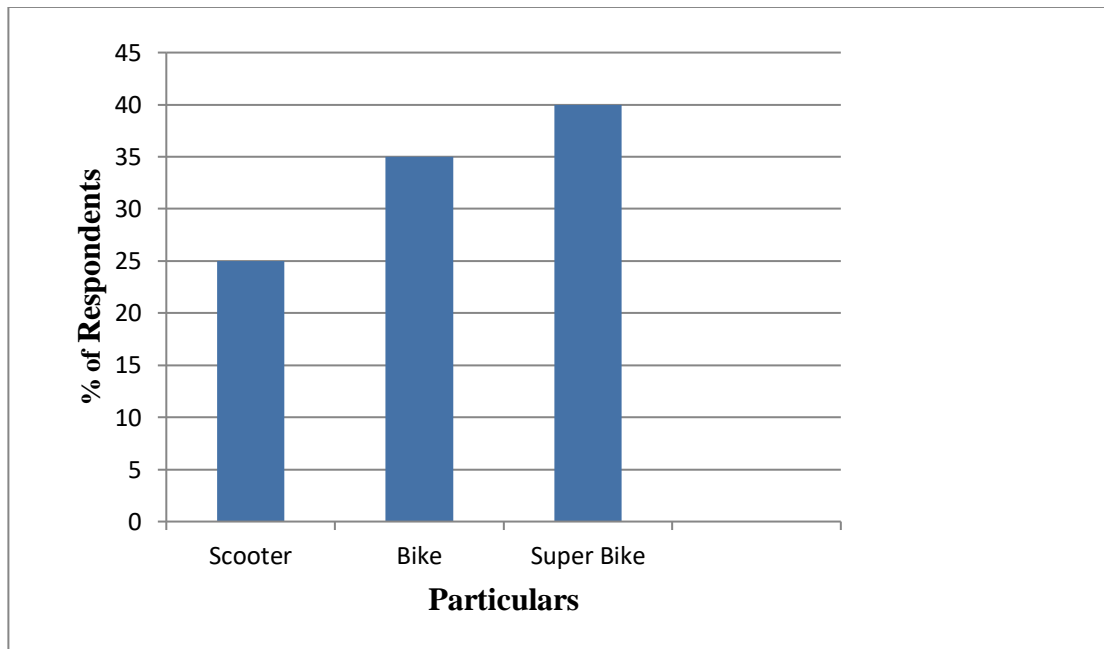
INTERPRETATION

From the above pie graph it is deciphered that 55% of respondents are looking vehicle appearance, 25% of respondents are looking worth of Quality, 15% of respondents are looking Easy support and 5% of respondents searching for others needs and fulfillment.

Table 4.9 Table shows the consumer regarding vehicle type.

| Particulars | No of Respondents | % of Respondents |
|--------------|-------------------|------------------|
| Scooter | 25 | 25 |
| Bike | 35 | 35 |
| Super Bike | 40 | 40 |
| Total | 100 | 100 |

Graph 4.9 consumer regarding vehicle type



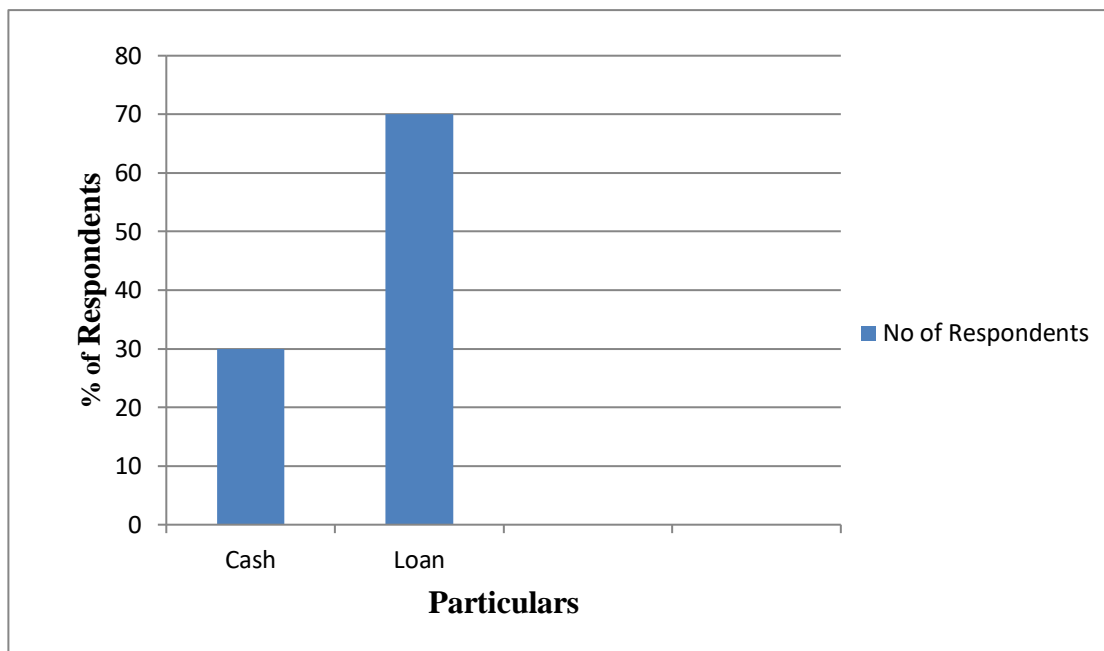
INTERPRETATION

From the above pie graph it is deciphered that 40% of respondent are super bicycles situated, 35% of respondent are Bike arranged and 25% of respondent are bike bicycle arranged.

Table 4.10 Table shows the mode of payment.

| Particulars | No of Respondents | % of Respondents |
|--------------|-------------------|------------------|
| Cash | 30 | 30 |
| Loan | 70 | 70 |
| TOTAL | 100 | 100 |

Graph 4.10 mode of payment



INTERPRETATION

From the above pie diagram it is deciphered that that 70% of respondent are advance installments and 30% of respondent are money installment.

Table 4.11Rating of a service of Suzuki Bikes.

| Particulars | No of Respondents | % of Respondents |
|--------------|-------------------|------------------|
| Excellent | 64 | 64 |
| Good | 20 | 20 |
| Neutral | 10 | 10 |
| Poor | 6 | 6 |
| Very poor | 0 | 0 |
| TOTAL | 100 | 100 |

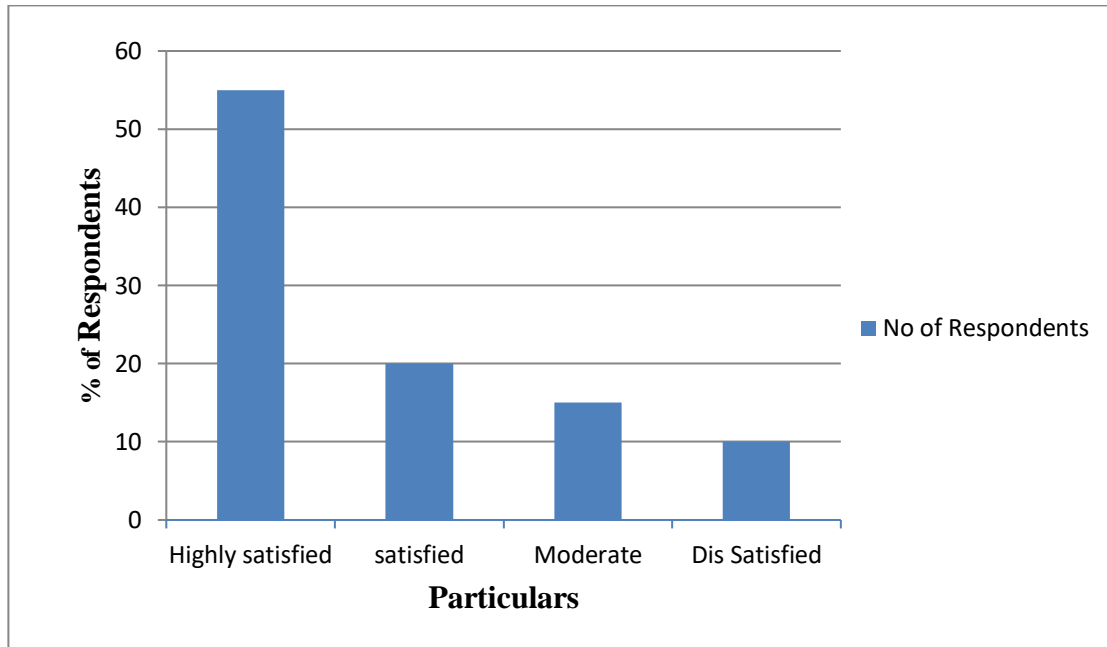
INTERPRETATION

From the above pie diagram it is deciphered that 64% of respondents have related that the after deals administration as superb, 20% of respondents state it's great, 10% of respondents are Neutral and 6 % of respondent state its poor.

Table 4.12Demo Experience of Suzuki Bikes.

| Particulars | No of Respondents | % of Respondents |
|------------------|-------------------|------------------|
| Highly satisfied | 55 | 55 |
| satisfied | 20 | 20 |
| Moderate | 15 | 15 |
| Dis Satisfied | 10 | 10 |
| Total | 100 | 100 |

Graph 4.11 Demo Experiences of Suzuki Bikes



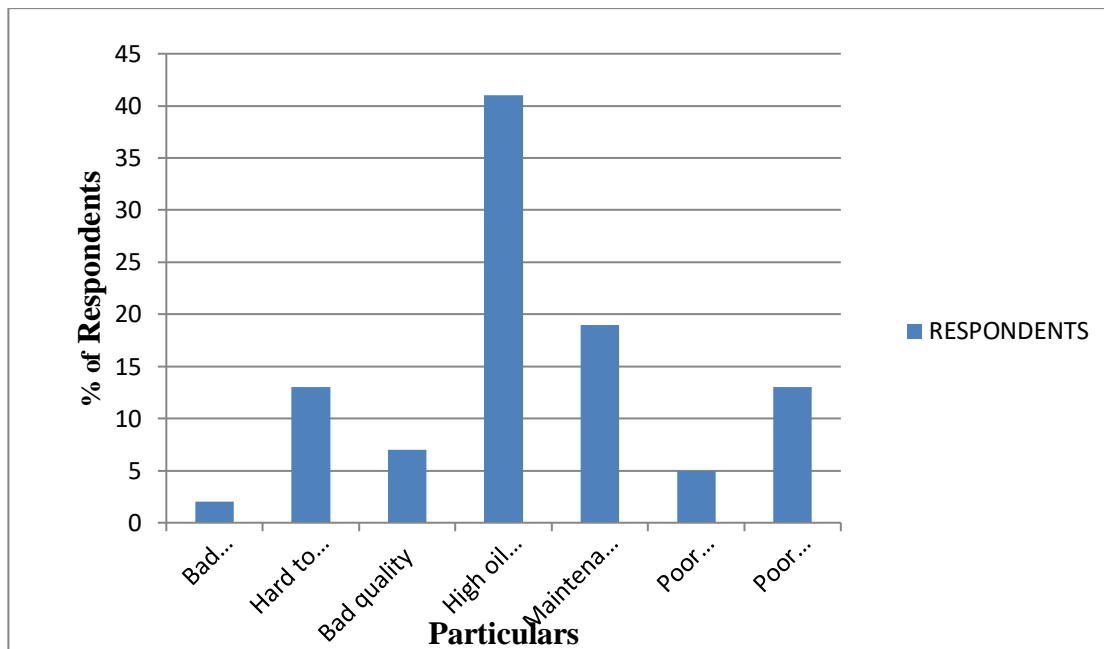
INTERPRETATION

From the above pie graph it is deciphered that 55% of respondent had an exceptionally fulfilled demo understanding, 20% of respondent fulfilled, 15% of respondent are moderate and 10% of respondent state it was disappointed.

TABLE-4.13:- Opinion of respondents regarding defects of Suzuki bikes

| FEATURES | RESPONDENTS | PERCENTAGE |
|----------------------|-------------|-------------|
| Bad looking | 2 | 2% |
| Hard to control | 13 | 13% |
| Bad quality | 7 | 7% |
| High oil consumption | 41 | 41% |
| Maintenance cost | 19 | 19% |
| Poor technology | 5 | 5% |
| Poor service | 13 | 13% |
| TOTAL | 100 | 100% |

Graph-4.12:- Opinion of respondents regarding defects Suzuki bikes



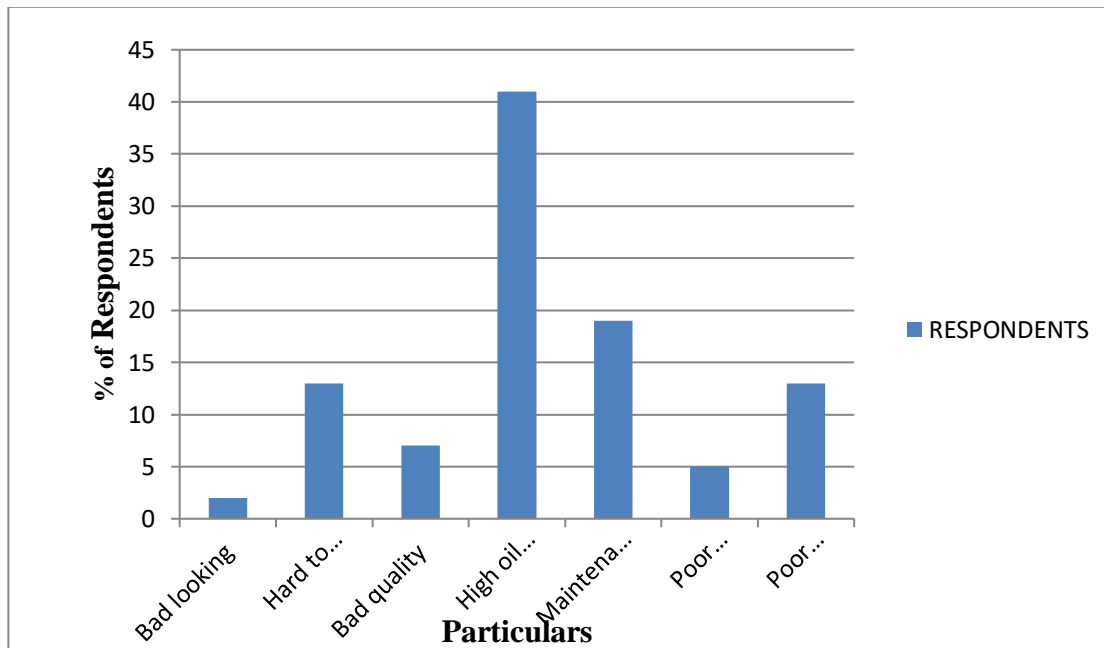
INTERPRETATION

From the above table we infer that 41% of the responders say high oil consumption is the main defect 19% state upkeep cost 13% state it is difficult to control 13% state poor help 5% state poor Technology 7% state awful quality and 2% state bad looking

Table 4.14 Advice to others to purchase Suzuki products.

| Particulars | No of Respondents | % of Respondents |
|--------------|-------------------|------------------|
| Yes | 80 | 80 |
| No | 20 | 20 |
| Total | 100 | 100 |

Graph 4.13 Advice to others to purchase Suzuki products.



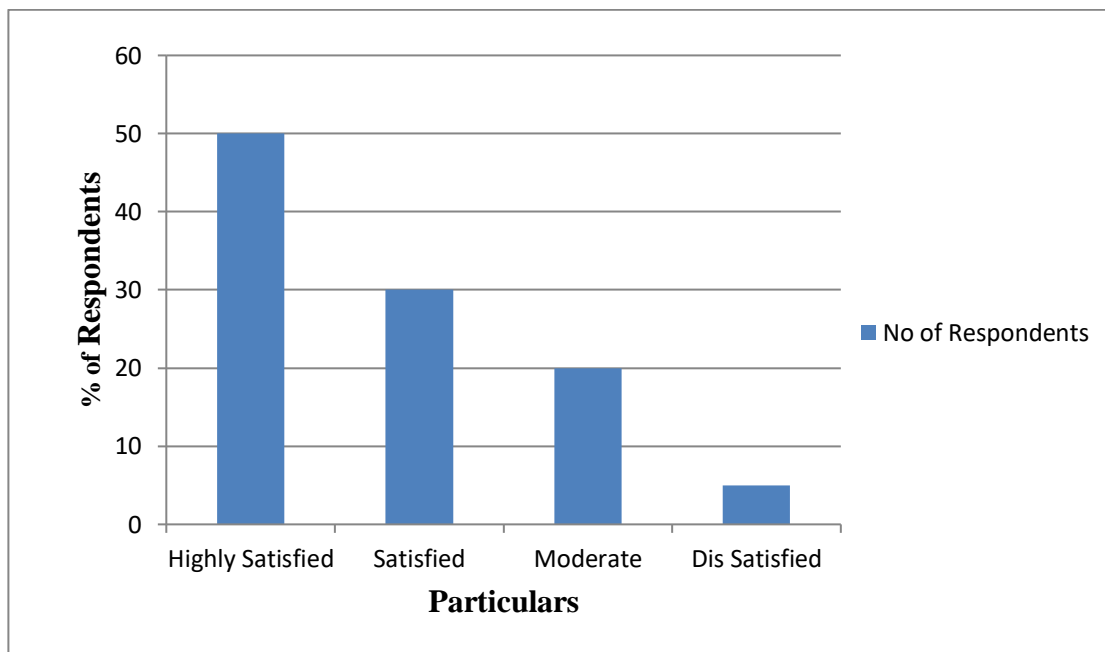
INTERPRETATION

From the above pie chart it is interpreted that 80% of respondents suggested would suggest Yes and Suzuki bikes to others while 20% do not prefer to suggest to others.

Table 4.15 Table shows the overall performance of Suzuki.

| Particulars | No of Respondents | % of Respondents |
|---------------------|-------------------|------------------|
| Highly Satisfied | 50 | 50 |
| Satisfied | 30 | 30 |
| Moderate | 20 | 20 |
| Dis Satisfied | 5 | 5 |
| Highly dissatisfied | 5 | 5 |
| Total | 100 | 100 |

Graph 4.14 shows the overall performance of Suzuki.



INTERPRETATION

From the above pie chart it is inferred that, 50% of respondent are highly satisfied, 30% of respondent are satisfied, 20% of respondent are Moderate, 5% of respondent are dis satisfied and 5% of respondent are highly dissatisfied.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- Majority of the respondents (fifty five %) have a place with age accumulating of below 30years.
- Majority of the defendants (76%) are gents
- Majority of the defendants (forty eight%) training functionality is SSLC
- Majority of the respondents (forty seven %) have an area with the pay gathering of below five, 00,000.
- Majority of respondent are inclining towards tools much less cleaned.
- Majority of respondents unfold 0 – a thousand km in month
- Majority of respondents are Price commencing having a place of client bicycle
- Majority of respondents favor 100cc to 125cc restriction of Bike
- Majority of respondents incline toward Suzuki bicycles.
- Majority of respondents are favored Family and companions
- Majority of respondents trust on Suzuki brand.
- Majority of respondents have favored Vehicle appearance
- Majority of respondent incline in the direction of superbikes.
- Majority of respondents incline in the direction of credit score installment
- Majority of respondents incline closer to fee the after deals management is Excellent
- Majority of respondents are satisfied with Demo Experience of Suzuki Bikes.
- Majority of respondents evaluated absolutely fulfilled for generally speaking execution of Suzuki.
- Majority of the respondents (forty one %) state excessive oil usage is the primary imperfection.

SUGGESTIONS

- Since maximum of respondents are wanting to trade from 4-wheelers to two-wheelers so enterprise desires to provide simple fund plans, so as to pull in them toward providers.
- Consumer's dispositions closer to bikes, with the intention to climb portions of the overall industry inquire approximately should be tried to enhance the assortments and highlights right now bicycles and motorcycles. Highlights like plans, shading, mileage conservativeness and comfortless.
- Company have to eye into the sphere of bicycle fragments which to be contact in to the customer outlooks.
- Most of the customers are impacted by using the mileage and prices the agency needs to awareness on the territory by using receiving new innovation for better patron's fulfillment right now.
- From the overview we found that bikes are the maximum picked from Suzuki so it must amass in growing motorcycles like this which has fantastic innovation and numerous bikes like this with respect to innovation, modern paintings.
- Suzuki bicycles have low fulfillment fees assessment with different motorcycles, for you to more attention on bicycles with fascinating expenses and styles, yet worth of fee is suitable. S people count on more mileage according to kilometer, agency need to build the mileage of the Suzuki Vehicles.
- Company showroom has to set aside less attempt for administration the automobile.
- Business must encourage a Arrangement for adjusting Old Automobiles with the goal that the whole customers blessings their motors at organization's management station.
- All components need to be available at management station. Since sooner or later purchaser expression the problematic that shares aren't accessible.
- Business must inspire a Arrangement for adjusting Old Automobiles with the intention that the complete client advantages their automobile at enterprise's management position.

CONCLUSION

Suzuki have to keep up and produce the bicycle quarterly or half of every year with the target that clients can earnings selections. Indian 2 wheelmanufacturing is the additional one maximum distinguished in Asia afterward China. Afterward the department with TVSEngines the fundamental purpose of assembly of Suzuki has stood to get the Indian Market finished its Creation which might be Best concerning Chic and Project& is making an attempt to perform steadily objective of which is ready depressed for the pending yrs its NewHurled Bikes like Suzuki Zeus, GS150R, Hayabusa & Scooter Suzuki Access consumesurprised the marketplace manager Like Bajaj, Hero Honda and Honda is charitable them a high-quality battle and in a quick time successfulPresentation Few Additional Bikes within the marketplace. Regardless, in a nation like India in which purchaser for the maximum element perceives mileage it gets foremost for an association like Suzuki which products Bikes whose charges are in the direction of the advanced excellent to concentrate on one of a kind segments to which impact the customer selection of Product like Prices, after route of movement institutions.

In this exam it has been visible that several elements influencing clients' buying electricity. Elements like cost, mileage, point of view, and emblem inclination and resale esteem have been assessed. The outcome has indicated that greater part of the consumers is intrigued to buy the bike with brilliant plan and superb quality. So from this exam it's miles understood that larger elements of patron offer importance to the item and excellent, sooner or later Brand inclination and fee have high sizeable degree to the customers. It moreover proposes that decrease cost, rebate, excellent with contenders and incentive on the price paid have indicated expanded degree full-size. Because of the current kingdom of the market those elements must be incredibly concept of whilst settling on choice on what form of motorbike to be provided to the clients. This research gave could assist the advertisers of Bangladesh who're supplying motorbikes to plot the precise strategies to improve their image of cruisers. This examination have explored simply five components influencing customer dynamic that are prevailing in Bangladeshi market, whilst there are one-of-a-kind unique variables that may influence the consumers shopping for preference.

Dear Respondent, I am Vinay L pupil of final 12 months M.B.A, in CMRIT Bangalore. As a part of the direction I am task venture paintings on “**A STUDY ON FACTORS INFLUENCING THE PURCHASE DECISION OF TWO WHEELER-WITH SPECIFIC REFERENCE TO SUZUKI BIKES**”. Kindly top off the questionnaire supplied under, I assure you that the data provided may be saved exclusive and used for academic reason handiest.

QUESTIONNAIRE

GENERAL INFORMATION:-

A) Name of the respondent

B) Age of the respondent

- Less than 30 years
- 31-40 years
- 41-50 years
- More than 50 years

C) Gender

- Male
- Female

D) Education

- SSLC
- PUC
- Graduate
- Postgraduate

E) Monthly family earnings

- Less than 20000
- 20001-40000
- 40001-60001
- More than 6000

Q1) which motorcycle u currently use?

1. Geared motorcycle ()
2. Gearless Motor Bike ()
3. Gearless Moppets ()

Q2) Normal Distance Covered in a Month?

1. Zero-1000km ()
2. A thousand-2000 km ()
3. 2000-3000 km ()

Q3) which rate slots your motorbike belongs?

1. Less than 30000. ()
2. 30001 – 40000. ()
3. 40001 – 50000. ()
4. 50001 – Above ()

Q4) what is the engine ability of your motorcycle?

1. Less than 100cc ()
2. 100cc to 125cc ()
3. 126cc to 150cc ()
4. 150cc and Above ()

Q5) Name the motorcycle you formerly used?

1. Hero ()
2. Suzuki ()
3. TVS ()
4. Honda ()
5. Others ()

Q6) Name the supply you gathered the information of the unique brand?

1. Newspaper ()
2. T.V. Or Radio ()
3. Family Friends ()
4. Others ()

Q7) Do you trust our Brand?

1. Yes ()
2. No ()

Q8) what is which you like about Suzuki brand?

1. Vehicle appearance ()
2. Worth of Quantity ()
3. Easy Maintenance ()
4. Others ()

Q9) Type of vehicle preference

1. Scooter ()
2. Bike ()
3. Exquisite motorbike ()

Q10) Indicate mode of price,

1. Cash ()
2. Loan ()

Q11) how do you feel the sales and service of Suzuki?

1. Excellent ()
2. Good ()
3. Neutral ()
4. Poor ()

Q12) Demo Experience of Suzuki bike?

1. Worse ()
2. Not Satisfied ()
3. Good ()
4. Satisfied ()

Q13) what are the defects to Suzuki motorcycles in line with you?

1. Bad looking ()
2. Bad fine ()
3. High oil intake ()
4. Maintenance value ()
5. Poor generation ()
6. Poor carrier ()

Q14) Based to your revel in could you recommendation different to purchase Suzuki scooter/motorcycle?

1. Yes ()
2. No ()

Q15) Are you satisfied with usual performance of Suzuki?

1. Fully satisfied ()
2. Satisfied ()
3. Moderate ()
4. Less happy ()
5. Poor ()

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