ABSTRACT

A STUDY ON MEDIATING EFFECTS ON PURCHASE DECISION OF
BIKES IN KANCHEEPURAM Dt.,TAMILNADU

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In the last two decades, significant changes have taken place as far as the two-wheeler industry is concerned. This situation has changed with the entry of other competitors, especially after liberalization and globalization. This study makes an attempt to know the changes in the two wheeler markets and the mediating factors involved in the buying of two wheelers. It hopes to understand the consumer preferences, mediating factors, the sources of information consumers use as well as the evaluation criteria used to make the purchase decision.

This study is conducted in Kancheepuram District of Tamil Nadu and data was collected from two-wheeler users. A structured questionnaires are given to various respondents and the collected datas are interpreted using various statistical techniques. The findings show a clear relationship between demographic variables, consumer preferences, priorities and the study variable for the purchase motives of bikes in Kancheepuram District of Tamil Nadu. Referral mediating factor is found out from this study as one of the important factor which highly influenced on purchase decision of bikes. This study will also help two wheeler manufacturers to take care of significant factors while designing a new product as well as promoting it. The study concludes that in terms of future research, consumer preferences, priorities of the automobiles can be analyzed to identify the divergence in consumer behaviour of two-wheeler and automobiles.