



The Study of Consumer Perception Towards Sports Bike Utilization Inside the Coimbatore City

Sukumar A^a, Dhelipkumar P^b

^a Assistant Professor & Head of the Department, Sri Krishna Adithya College of Arts and Science, Coimbatore-

641042, India ^b Student, Sri Krishna Adithya College of Arts and Science, Coimbatore-641042, India

ABSTRACT

This study is conducted in Coimbatore District of Tamil Nadu and data was collected from two-wheeler users. A structured questionnaire is given to various respondents and the collected data 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 Coimbatore District of Tamil Nadu.

Keywords: Sports bike, Purchase motives.

1. Introduction

A sports bike, also known as a super bike or a superbike, is a type of motorcycle designed for high-speed performance and maneuverability. These bikes typically have a powerful engine, lightweight frame, aerodynamic bodywork, and advanced suspension systems, which enable them to reach high speeds and handle tight corners with ease. Sports bikes are often associated with racing and are popular among motorcycle enthusiasts who enjoy the thrill of high-speed riding. They are also favoured by riders who use them for commuting or touring, as they offer a combination of speed, agility, and comfort.

1.1 Objectives of the study

- To identify the factors influencing the purchase decision of sports bikes among consumers in Coimbatore city.
- To determine the frequency and purpose of sports bike utilization among consumers in Coimbatore city.
- To analyze the level of satisfaction among consumers regarding sports bike utilization in Coimbatore city.

1.2 Statement of problem

The purpose of this study is to investigate the consumer perception towards sports bike utilization inside the Coimbatore city. Coimbatore is a developing city in Tamil Nadu and the popularity of sports bikes among young consumers has been on the rise in recent years. However, there is limited research on how consumers perceive the utilization of sports bikes in the city, including their attitudes towards safety, practicality, and environmental concerns. Therefore, this study aims to fill this gap by exploring consumer perceptions towards sports bikes in Coimbatore city, providing insights for manufacturers and policymakers to cater to the needs and preferences of consumers, while ensuring the sustainability of the transportation system in the city.

1.3 Scope of the Study

The scope of this study is to investigate the perception of consumers towards sports bike utilization within the city limits of Coimbatore. The study aims to identify the factors that influence the consumer's decision to purchase and use a sports bike and also analyze the benefits and drawbacks associated with its usage. Additionally, the study will focus on the awareness level of consumers towards safety measures and regulations related to sports bike usage. The findings of this study could help businesses in the automotive industry to better understand consumer behavior and preferences in Coimbatore.

1.4 Limitations of the study

- This study is geographically restrained to Coimbatore city most effectively. Hence the end result can't be extrapolated to different places.
- Sample size changed into restricted to a hundred respondents maintaining in view of time and fee constraint.
- Findings are based on sample survey. The statistics completed through respondents may or won't be true because a few respondents

won't serious. However all feasible hasbeen made to gather the statistics as authentically as feasible.

- Researcher changed into able to overcome the above limitations so as to collect the useful data for the present study.

2. Review of Literature

- 1) In their study, Kim and Lee (2016) examined the relationship between brand image and purchase intention of sports bikes. They found that brand image significantly influenced consumers' purchase intentions, and consumers were more likely to buy sports bikes from brands that were perceived as prestigious and reliable.
- 2) Research has shown that several factors influence consumer perception towards sports bikes. One of the most important factors is the design and appearance of the bike. Sportsbikes are often associated with masculinity, speed, and aggression, and therefore, consumers perceivethem as a symbol of power and status (Fridell&Friman, 2016).
- 3) Another study by Lee and Yoon (2017) investigated the impact of perceived risk on consumers' attitudes towards sports bikes. They found that perceived risk, such as the risk of accidents and injuries, negatively affected consumers' attitudes towards sports bikes. However, the study also found that the perceived benefits of sports bikes, such as high speed and maneuverability, positively influenced consumers' attitudes.
- 4) Yang (2017) investigated the factors that influence consumers' purchasing decisions for sports bikes. The study used a survey of 180 respondents in Taiwan and found that brand reputation, performance, and design were the most important factors that influenced consumers' perceptions of sports bikes. Additionally, the study found that price was also an essential factor in consumers' purchasing decisions.
- 5) A study conducted by Rajagopal and Satish (2017) found that consumers' perceptiontowards sports bikes is influenced by several factors, including brand image, price, quality and design.
- 6) Giri (2018) analyzed the factorsthat influenced consumers' intention to purchasesports bikes in India. They found that the design and style of sports bikes, followed byperformance, were the most important factors that influenced consumers' purchase intention. The study also found that the perceived social status associated with sports bikes was a significant motivatorfor consumers.
- 7) Another study by Mazarbhuiyan and Khan (2019) also found that brand image and design play a significant role in shaping consumers' perception towards sports bikes. The study further revealed that consumers' perception towards sports bikes is also influenced by factorssuch as engine power, speed, and fuel efficiency.
- 8) Another important factor that influences consumer perception towards sports bikes is the performance and features of the bike. Consumers are often drawn to bikes with advanced technology, such as anti-lock braking systems (ABS) and electronic fuel injection (EFI), which enhance the safety and performance of the bike (Kuo et al., 2019). Additionally, consumers also consider the speed, acceleration, and handling of the bike, which contributes to the overall riding experience (Chen et al., 2019).
- 9) Grigoroudis (2019) examined consumer perceptions of sports bikes in terms of theirenvironmental impact. The study used a survey of 406 respondents in Greece and found that consumers were willing to pay more for sports bikes that had a lower environmental impact, such as those with lower emissions and higher fuel efficiency. The study also found that consumers' perceptions of sports bikes were influenced by the media and other sources ofinformation.
- 10) Kim and Choi (2019) investigated the impact of brand personality on consumer perceptions of sports bikes. The study used a survey of 228 respondents in South Koreaand found that brand personality had a significant effect on consumers' perceptions of sports bikes. Specifically, consumers were more likely to perceive sports bikes as reliable, exciting, andpowerful when the brand had a strong and consistent personality.

3. Research Methodology

Research methodology refers to the systematic approach used to conduct research in a particular field or discipline. It involves the methods, techniques, and procedures used to collectand analyze data to answer research questions or test hypotheses.

3.1. Data Collection

Primary Data: Primary data was the data that was collected for the First time by the researcher. The primary data were collected with specific set of objective to assess the Current status of any variable studied. The primary data were collected using structure questionnaire in Google Form.

The area of the study refers to Coimbatore city.

3.3. Method of Sampling

Simple Random Sampling method was taken in this study.

3.4. Sample size

The study covered a sample size of 151 respondents belong to the study area, who were Consuming fast-food.

3.4. Data Sources

Primary data was collected for the purpose of the study.

3.5. Tools and Techniques

1) PERCENTAGE ANALYSIS

Percentage method refers to the specific kind which is used in making comparison between two or more series of data collected. Percentages are based on descriptive relationship. It compares the relative items. Through the use of percentage, the data are reduced in the form with base equal to 100% which facilitate relative comparison.

FORMULA:

$$\text{PERCENTAGE} = \frac{\text{NO OF RESPONDANTS}}{\text{TOTAL NO. OF RESPONDENTS}} \times 100$$

2) WEIGHTED AVERAGE SCORE METHOD

A Weighted average is an average in which each observation in the data set is assigned or multiplied by a weight before summing to a single average value. In this process, each quantity to be averaged is assigned a weight that determine the relative importance of each quantity, to be averaged is assigned a weight that determine the relative importance of each quantity. Weighting is the equivalent of having that many like items with the same value involved in the average.

A weighted average score takes different scores, or grades, with assigned weights, or percentages. To calculate a weighted average with percentage, each category value must first be multiplied by its percentage. Then all these new values must be added together.

TABLE 4.1.1

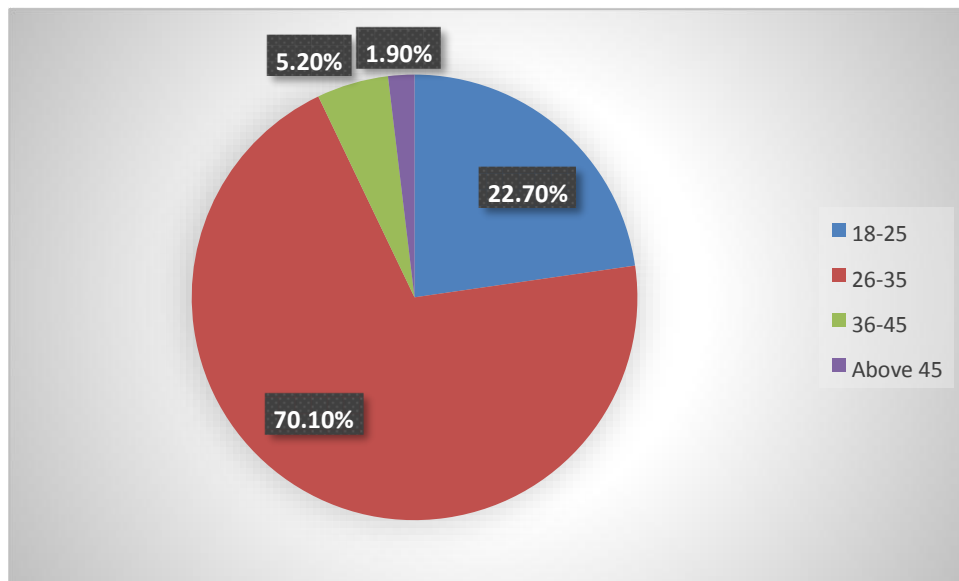
TABLE SHOWING AGE OF THE RESPONDENTS

Age	No of responses	Percentage
15-20	35	22.7%
20-25	108	70.1%
25-30	8	5.2%
Above 30	3	1.9%
Total	154	100

Source: primary data

CHART 4.1.1

CHART SHOWING AGE OF THE RESPONDENTS

**INTERPRETATION:**

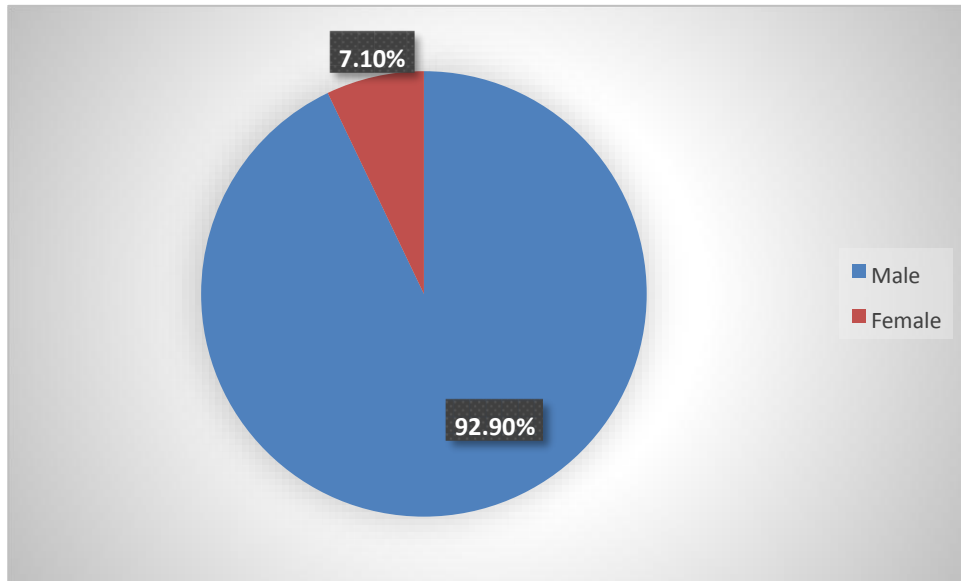
The above table shows that 70.1% of the respondents fell within the age range of 20-25 years old, 22.7% of the respondents were aged 15-20 years old, 5.2% of the respondents were aged 25-30 years old, while 1.9% were above 30 years old.

TABLE 4.1.2**TABLE SHOWING GENDER OF THE RESPONDENTS**

Gender	No of responses	Percentage
Male	143	92.9%
Female	11	7.1%
Total	154	100

Source: primary data

CHART 4.1.2**CHART SHOWING GENDER OF THE RESPONDENTS**



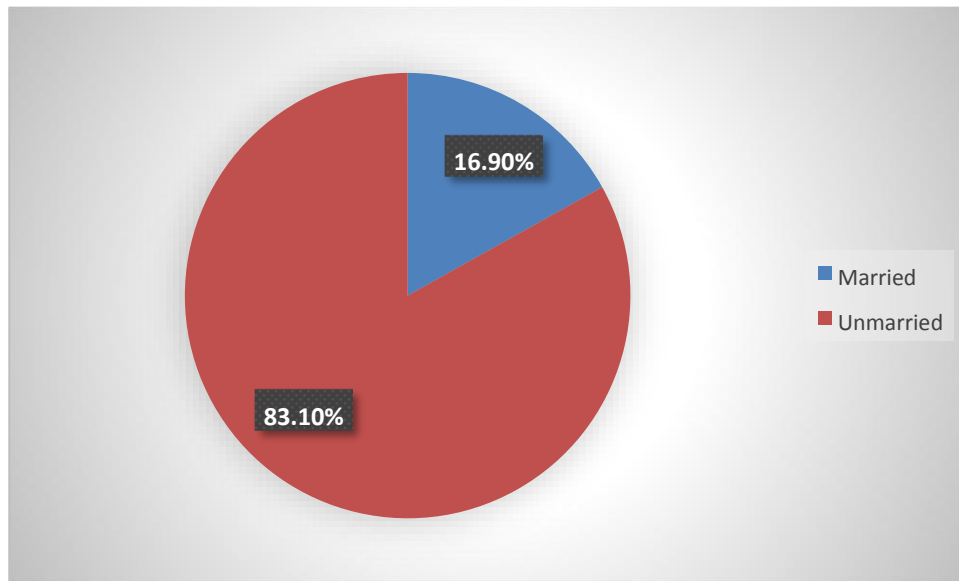
INTERPRETATION:

The majority of the respondents, about 92.9%, identified as male and only 7.1% of the respondents identified as female.

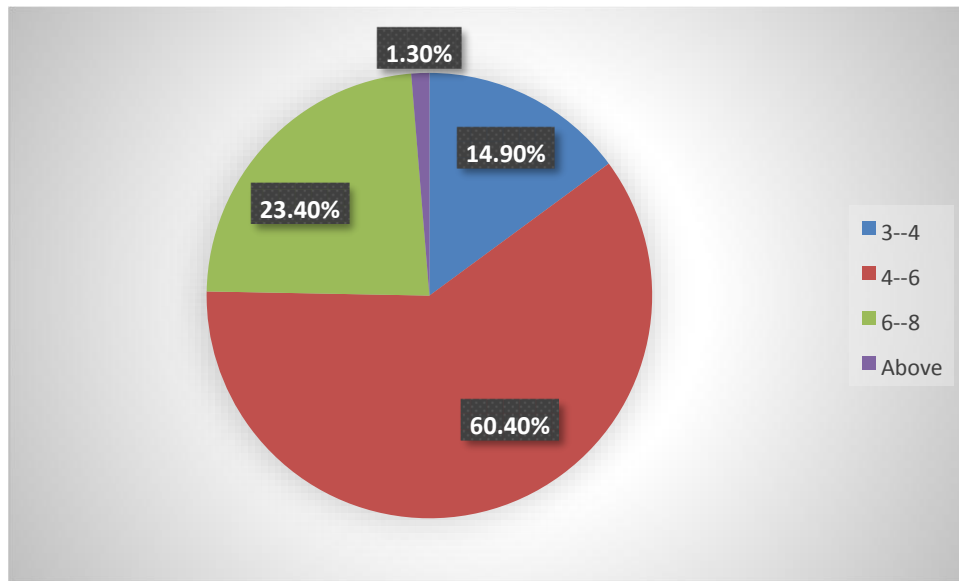
TABLE 4.1.3**TABLE SHOWING MARITAL STATUS OF THE RESPONDENTS**

Marital status	No of responses	Percentage
Married	26	16.9%
Unmarried	128	83.1%
Total	154	100

Source: primary data

CHART 4.1.3**CHART SHOWING MARITAL STATUS OF THE RESPONDENTS****INTERPRETATION:**

The majority of the respondents 83.1% were unmarried and 16.9% of the respondents were married.

CHART 4.1.4**NUMBER OF MEMBERS IN FAMILY****INTERPRETATION:**

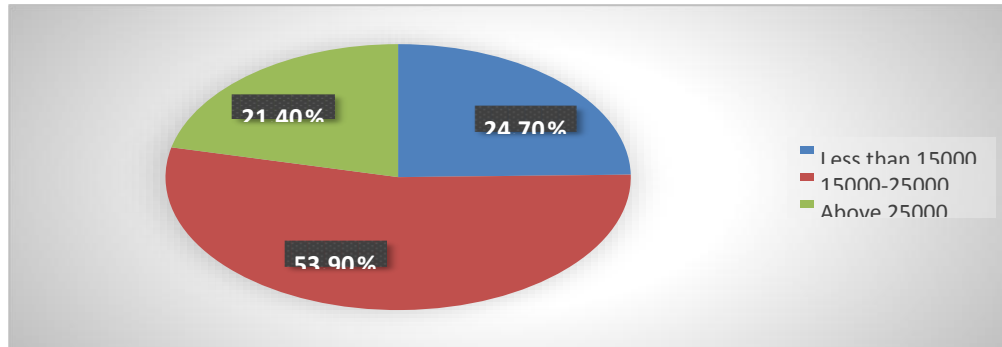
The majority of the respondents, about 60.4%, had a family size of 4-6 members, 23.4% of the respondents had a family size of 6-8 members, 14.9% of the respondents had a family size of 3-4

members and while 1.3% had a family size above 8 members.

TABLE 4.1.5**LEVEL OF INCOME**

Level of income	No of responses	Percentage
Less than 15000	38	24.7%
15000-25000	83	53.9%
Above 25000	33	21.4%
Total	154	100

Source: primary data

CHART 4.1.5**LEVEL OF INCOME****INTERPRETATION:**

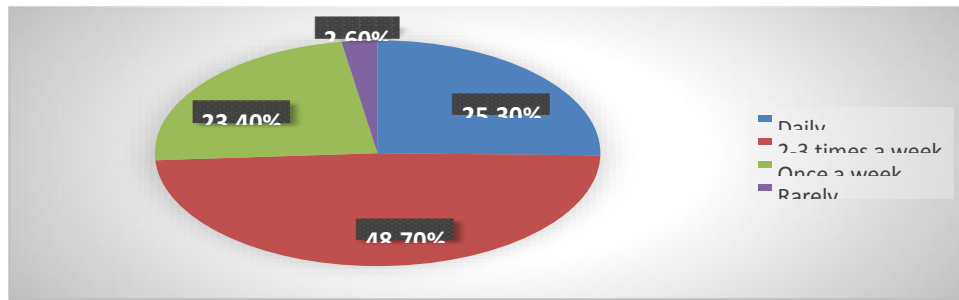
From the above table shows that majority 53.9% of the respondents, had an income level between 15000-25000, 24.7% of the respondents had an income level of less than 15000 and 21.4% of the respondents had an income level above 25000.

TABLE 4.1.6**TABLE SHOWING HOW OFTEN THE RESPONDENTS USE THEIR SPORTS BIKE**

Using their sports bike	No of responses	Percentage
Daily	39	25.3%
2-3 times a week	75	48.7%
Once a week	36	23.4%
Rarely	4	2.6%
Total	154	100

Source: primary data

CHART 4.1.6**CHART SHOWING HOW OFTEN THE RESPONDENTS USE THEIR SPORTS BIKE**

**INTERPRETATION:**

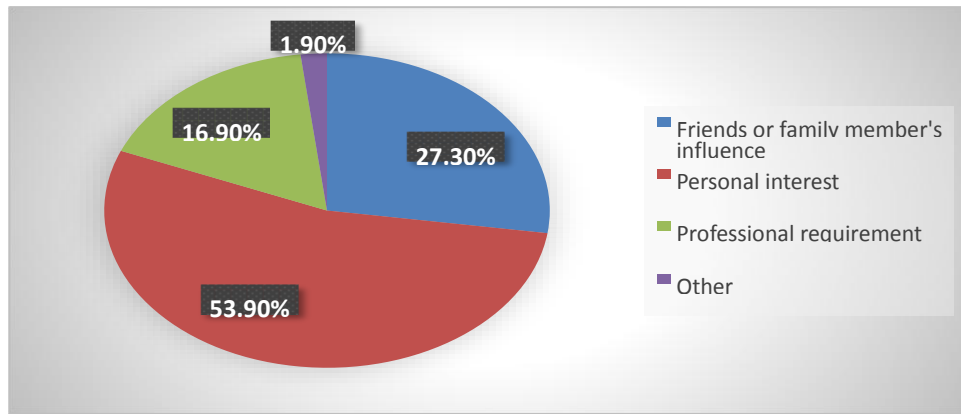
The above table reveals that majority of the respondents, about 48.7%, reported using their sports bike 2-3 times a week, 25.3% of the respondents reported using their sports bike daily, On the other hand, 23.4% of the respondents reported using their sports bike once a week and 2.6% of the respondents reported using their sports bike rarely.

TABLE 4.1.7**TABLE SHOWING SOURCE OF INFLUENCE**

Source of influence	No of responses	Percentage
Friends or family member's influence	42	27.3%
Personal interest	83	53.9%
Professional requirement	26	16.9%
Other	3	1.90%
Total	154	100

Source: primary data

CHART 4.1.7**CHART SHOWING SOURCE OF INFLUENCE**



INTERPRETATION:

The majority 53.9% of the respondents reported that their personal interest was the source of influence for using a sports bike, 27.3% of the respondents reported that the influence of friends or family members was a significant factor in their decision to use a sports bike, 16.9% of the respondents reported that professional requirements and 1.9% of the respondents reported other sources of influence for their decision to use a sports bike.

TABLE 4.1.8

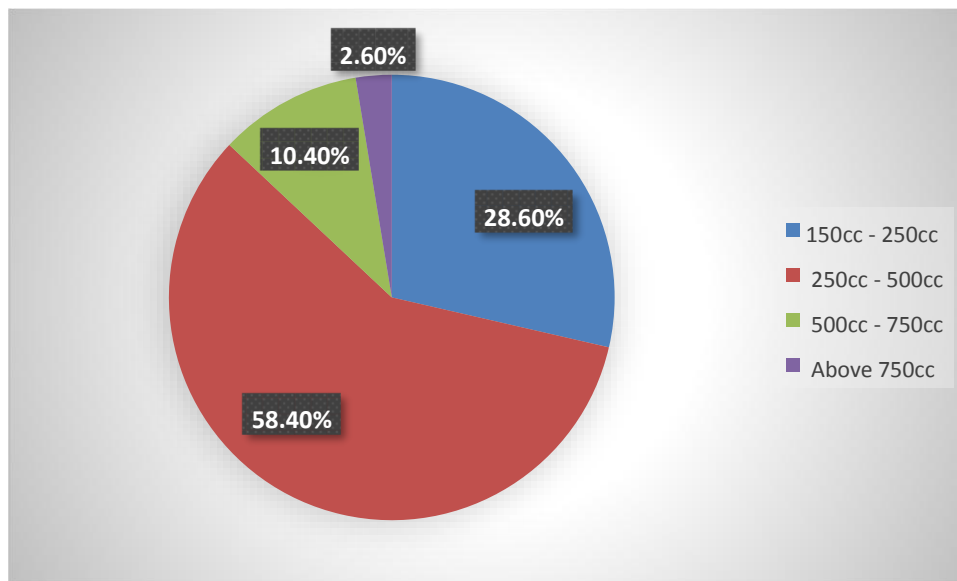
TABLE SHOWING RESPONDENTS PREFERRED ENGINE CAPACITY FOR A SPORTS BIKE

Preferred engine capacity	No of responses	Percentage
150cc - 250cc	44	28.6%
250cc - 500cc	90	58.4%
500cc - 750cc	16	10.4%
Above 750cc	4	2.6%
Total	154	100

Source: primary data

CHART 4.1.8

CHART SHOWING RESPONDENTS PREFERRED ENGINE CAPACITY FOR A SPORTS BIKE



INTERPRETATION:

From the above table shows that 58.4% of respondents preferred sports bikes with engine capacities between 250cc and 500cc, 28.6% of the respondents preferred sports bikes with engine capacities between 150cc and 250cc, 10.4% of the respondents preferred sports bikes with engine capacities between 500cc and 750cc and while 2.6% preferred sports bikes with engine capacities above 750cc.

TABLE 4.1.9

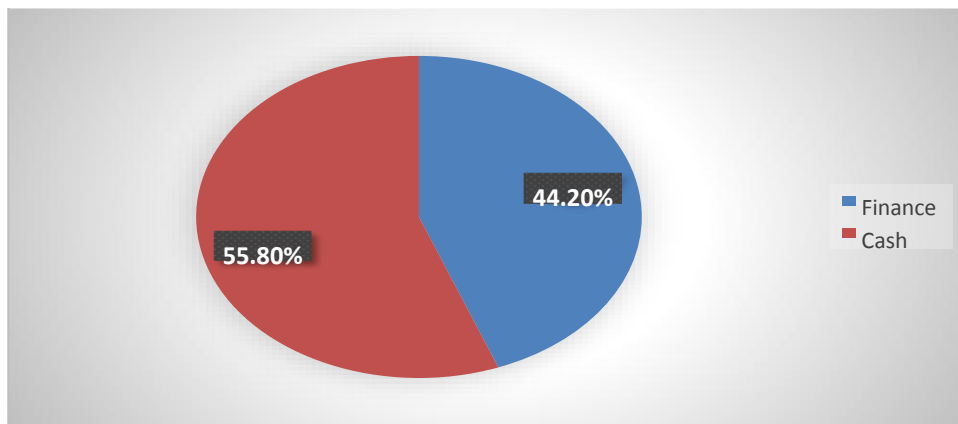
TABLE SHOWING FINANCING OPTIONS OF THE RESPONDENTS

Financing option	No of responses	Percentage
Finance	68	44.2%
Cash	86	55.8%
Total	154	100

Source: primary data

CHART 4.1.9

CHART SHOWING FINANCING OPTIONS OF THE RESPONDENTS



INTERPRETATION:

The majority 55.8% of the respondents, preferred to pay for their sports bike purchase in cash and 44.2% of the respondents opted for financing options to purchase their sports bike.

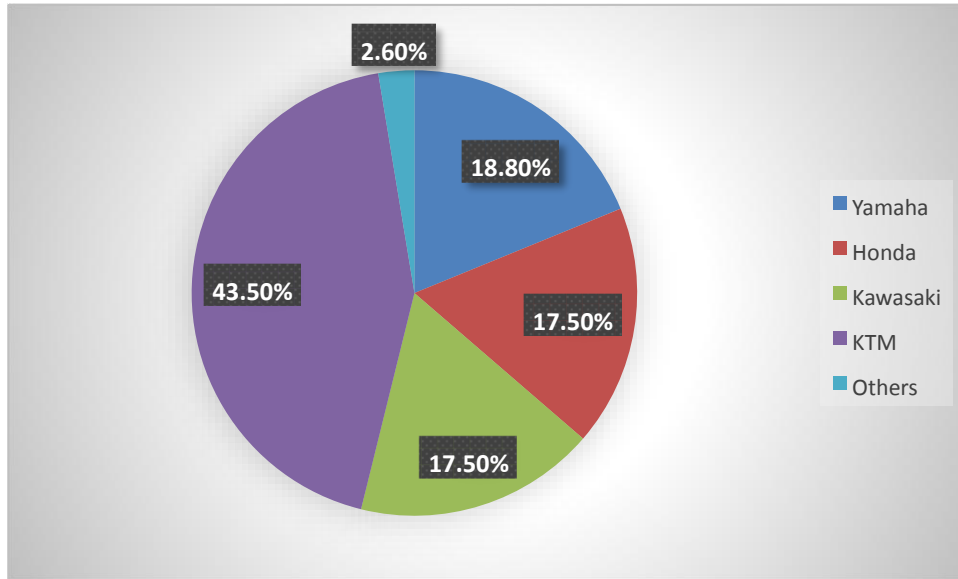
TABLE 4.1.10

TABLE SHOWING RESPONDENTS PREFERRED BRAND OF SPORTS BIKE

Brand	No of responses	Percentage
Yamaha	29	18.8%
Honda	27	17.5%
Kawasaki	27	17.5%
KTM	67	43.5%
Others	4	2.6%
Total	154	100

CHART 4.1.10

CHART SHOWING RESPONDENTS PREFERRED BRAND OF SPORTS BIKE



INTERPRETATION:

The majority 43.5% of the respondents preferred KTM as their preferred brand of sports bike, 18.8% of the respondents preferred Yamaha as their preferred brand, while 17.5% each preferred Honda and Kawasaki and only 2.6% of the respondents preferred other brands of sports bikes.

TABLE 4.1.11

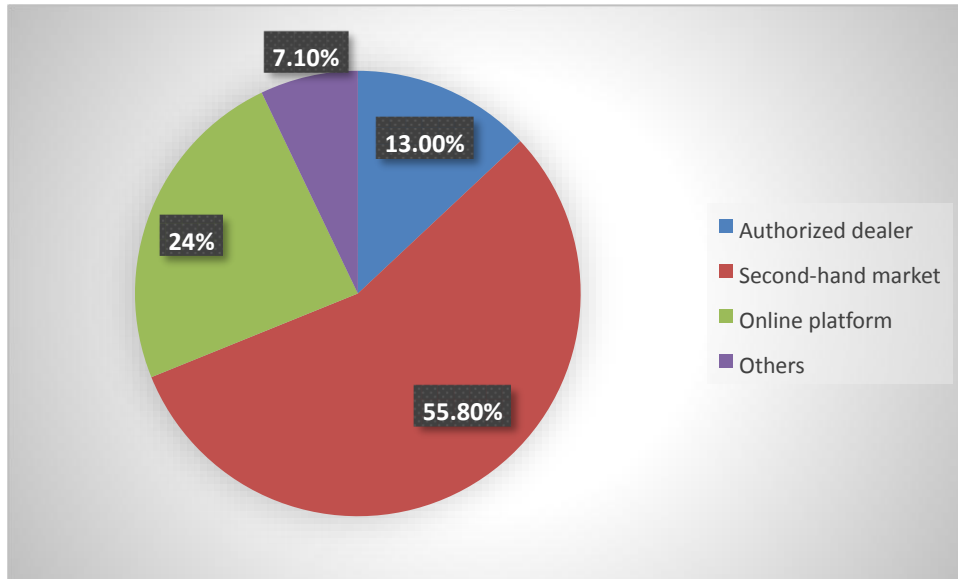
TABLE SHOWING MOST POPULAR PLACE OF PURCHASE

Place of purchase	No of responses	Percentage
Authorized dealer	20	13.00%
Second-hand market	86	55.8%
Online platform	37	24%
Others	11	7.1%
Total	154	100

Source: primary data

CHART 4.1.11

CHART SHOWING MOST POPULAR PLACE OF PURCHASE



INTERPRETATION:

The above table show that the majority of 55.8% respondents preferred to purchase their sports bike from the second-hand market,24% of the respondents preferred to purchase their sports bike from an online platform, 13% of the respondents preferred to purchase their sports bike from an authorized dealer and 7.1% of the respondents preferred to purchase their sports bike from other places not listed in the table.

TABLE 4.1.12

TABLE SHOWING HOW OFTEN THE RESPONDENTS CHANGE THEIR SPORTS BIKE

No of years	No of responses	Percentage
Within a year	20	13.00%
Within 2-3 years	86	55.8%
Within 4-5 years	37	24.00%
More than 5 years	11	7.1%
Total	154	100

Source: primary data

INTERPRETATION:

The above table shows that 55.8% of respondents change their sports bike within 2-3 years,24% of the respondents change their sports bike within 4-5 years,13% of the respondents change their sports bike within a year and 7.1% of the respondents change their sports bike after more than 5 years.

TABLE 4.13

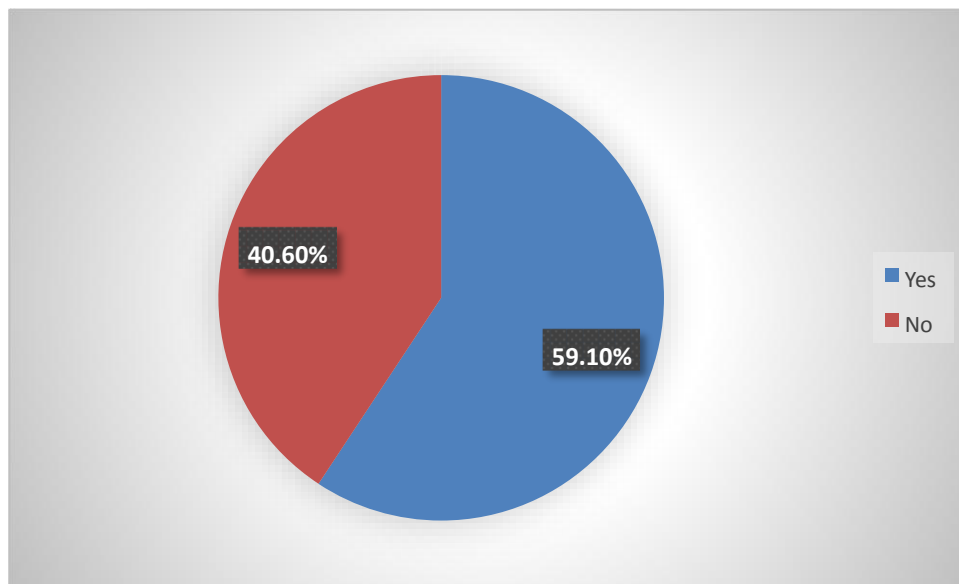
TABLE SHOWING THAT RESPONDENTS HAVE OCCASIONALLY PARTICIPATED IN SPORTS BIKE-RELATED EVENTS OR COMPETITIONS

Sports bike event	No of responses	Percentage
Yes	91	59.1%
No	63	40.6%
Total	154	100

Source: primary data

CHART 4.1.13

CHART SHOWING THAT RESPONDENTS HAVE OCCASIONALLY PARTICIPATED IN SPORTS BIKE-RELATED EVENTS OR COMPETITIONS



INTERPRETATION:

The majority of respondents (59.1%) indicated that they have occasionally participated in sports bike-related events or competitions. On the other hand, 40.6% of respondents indicated that they have not participated in sports bike-related events or competitions.

TABLE 4.1.14

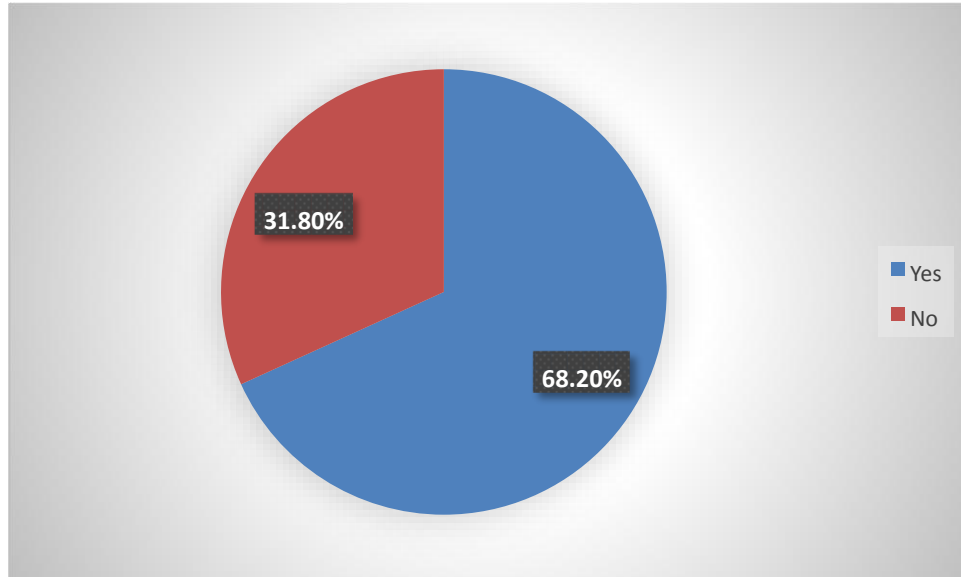
TABLE SHOWING WHETHER SPORTS BIKES ARE SUITABLE FOR DAILY COMMUTING IN COIMBATORE CITY

Daily commuting	No of responses	Percentage
Yes	105	68.2%
No	49	31.8%
Total	154	100

Source: primary data

CHART 4.1.14

CHART SHOWING WHETHER SPORTS BIKES ARE SUITABLE FOR DAILY COMMUTING IN COIMBATORE CITY



INTERPRETATION:

According to the table, out of the respondents, 68.2% of respondents believe that sports bikes are suitable for daily commuting, while 31.8% do not believe so.

TABLE 4.1.15

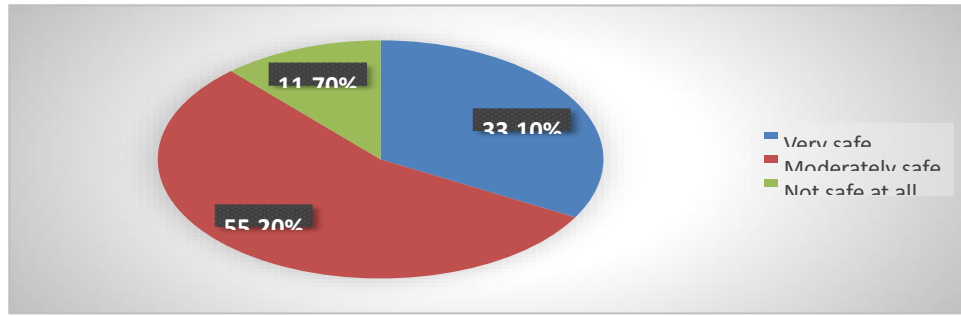
TABLE SHOWING RESPONDENTS OPINION ON SAFETY WHILE RIDING SPORTS BIKE IN COIMBATORE

Safety	No of responses	Percentage
Very safe	51	33.1%
Moderately safe	85	55.2%
Not safe at all	18	11.7%
Total	154	100

Source: primary data

CHART 4.1.15

CHART SHOWING RESPONDENTS OPINION ON SAFETY WHILE RIDING SPORTS BIKE IN COIMBATORE



INTERPRETATION:

The above table indicates that a majority of respondents, 55.2% believe that riding sports bikes is moderately safe, while 33.1% believe it is very safe, and only 11.7% believe it is not safe at all.

TABLE 4.1.16

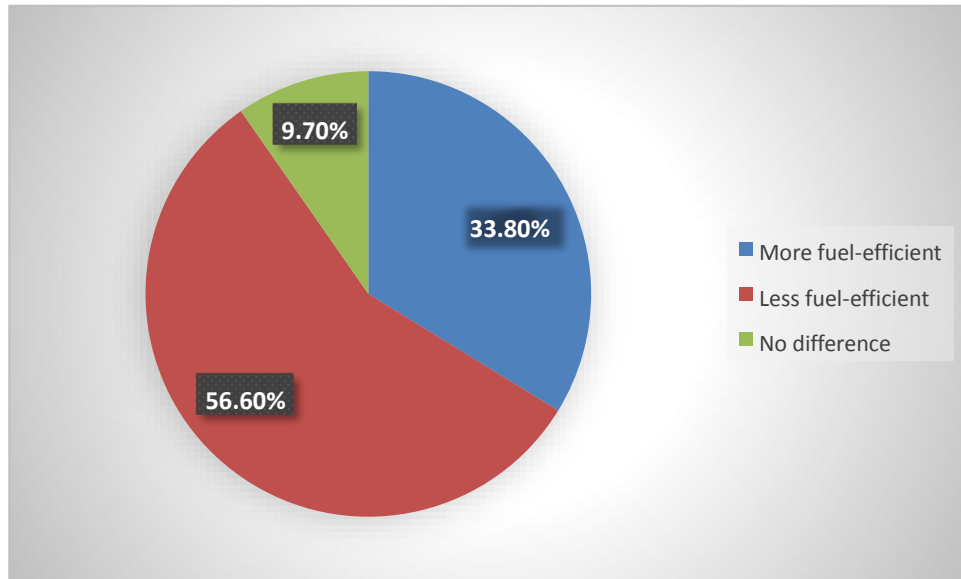
TABLE SHOWING THE PERCEPTION OF FUEL EFFICIENCY OF SPORTS BIKES COMPARED TO OTHER VEHICLES

Fuel efficiency	No of responses	Percentage
More fuel-efficient	52	33.8%
Less fuel-efficient	87	56.6%
No difference	15	9.7%
Total	154	100

Source: primary data

CHART 4.1.16

CHART SHOWING THE PERCEPTION OF FUEL EFFICIENCY OF SPORTS BIKES COMPARED TO OTHER VEHICLES



INTERPRETATION:

Out of 154 respondents, majority of 56.6% respondents believe that sports bikes are less fuel-efficient than other vehicles, while 33.8% believe that sports bikes are more fuel-efficient and 9.7% of respondents perceive no difference in fuel efficiency between sports bikes and other vehicles.

TABLE4.1.17

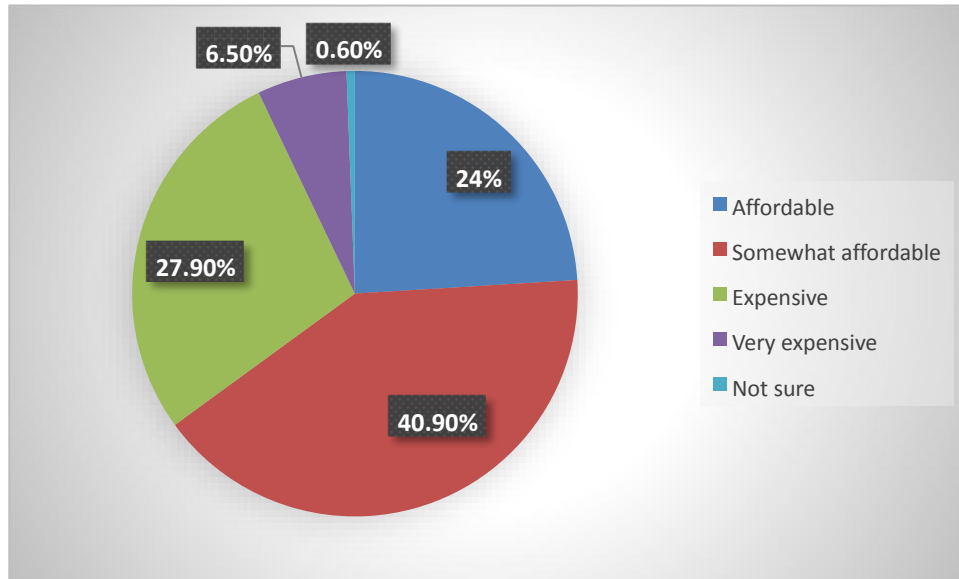
TABLE SHOWING THE PERCEPTION OF THE MAINTENANCE COSTS OF SPORTS BIKES

Maintenance cost	No of responses	Percentage
Affordable	37	24%
Somewhat affordable	63	40.9%
Expensive	43	27.9%
Very expensive	10	6.5%
Not sure	1	0.60%
Total	154	100

Source: primary data

CHART 4.1.17

CHART SHOWING THE PERCEPTION OF THE MAINTENANCE COSTS OF SPORTS BIKES



INTERPRETATION:

From the above table it can be inferred that 40.9% consider it to be somewhat affordable, 27.9% of the respondents find it expensive, 24% of the respondents find the maintenance costs of sports bikes to be affordable while only 6.5% perceive it as very expensive and 0.60% of the respondents were not sure about the maintenance costs of sports bikes.

TABLE 4.1.18

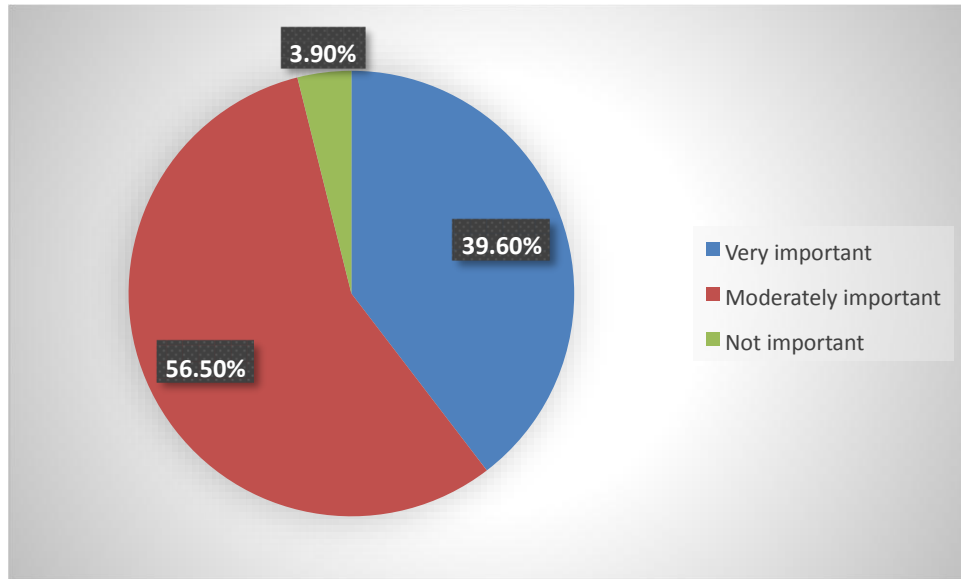
TABLE SHOWING HOW IMPORTANT BRAND REPUTATION IS IN THE DECISION TO BUY A SPORTS BIKE

Brand reputation	No of responses	Percentage
Very important	86	40.3%
Moderately important	62	55.8%
Not important	6	3.9%
Total	154	100

Source: primary data

CHART 4.1.18

CHART SHOWING HOW IMPORTANT BRAND REPUTATION IS IN THE DECISION TO BUY A SPORTS BIKE



INTERPRETATION:

According to the table, 55.8% consider it to be moderately important, 40.3% of the respondents consider brand reputation to be very important, while 3.9% of them believe that brand reputation is not important in their decision to buy a sports bike.

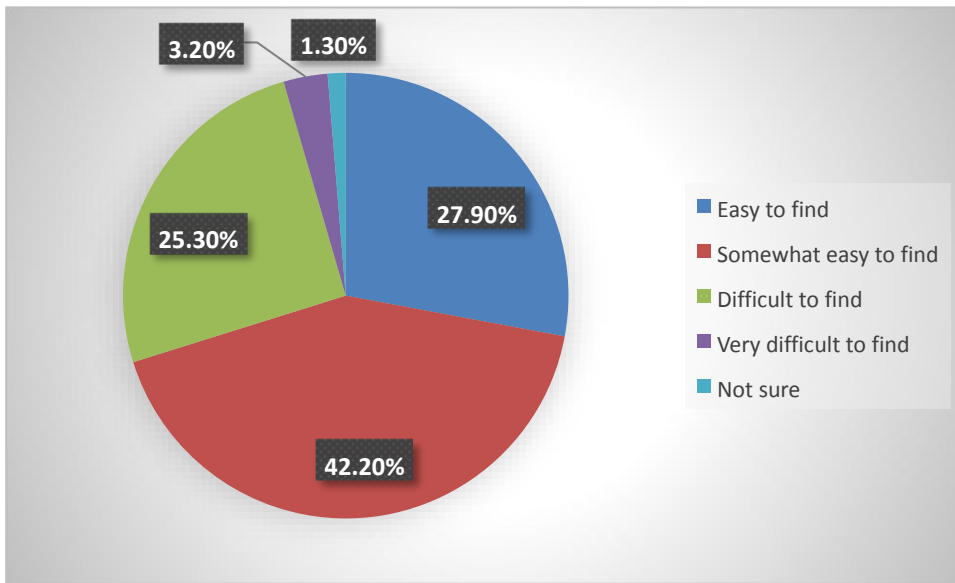
TABLE 4.1.19

TABLE SHOWING RESPONDENTS OPINION ON THE AVAILABILITY OF SPORTS BIKE SPARE PARTS IN COIMBATORE CITY

Spare parts	No of responses	Percentage
Easy to find	43	27.9%
Somewhat easy to find	65	42.2%
Difficult to find	39	25.3%
Very difficult to find	5	3.2%
Not sure	2	1.3%
Total	154	100

CHART 4.1.19

CHART SHOWING RESPONDENTS OPINION ON THE AVAILABILITY OF SPORTS BIKE SPARE PARTS IN COIMBATORE CITY



INTERPRETATION:

The table shows that 42.2% of the respondents find it somewhat easy to find, 27.9% of the respondents find it easy to find sports bike spare parts in Coimbatore city, 25.3% of the respondents find it difficult to find, 3.2% of the respondents find it very difficult to find sports bike spare parts in the city and 1.3% of the respondents are not sure about the availability of sports bike spare parts in Coimbatore city.

TABLE 4.1.20

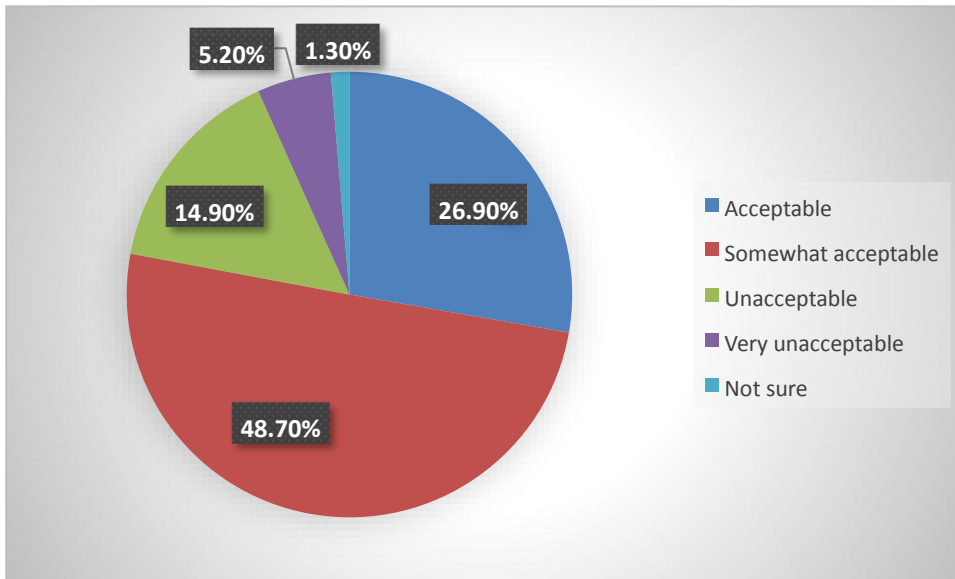
TABLE SHOWING OPINION ON THE NOISE POLLUTION CAUSED BY SPORTS BIKES IN COIMBATORE CITY

Noise pollution	No of responses	Percentage
Acceptable	46	26.9%
Somewhat acceptable	75	48.7%
Unacceptable	23	14.9%
Very unacceptable	8	5.2%
Not sure	2	1.3%
Total	154	100

Source: primary data

CHART 4.1.20

CHART SHOWING OPINION ON THE NOISE POLLUTION CAUSED BY SPORTS BIKES IN COIMBATORE CITY



INTERPRETATION:

The table shows that majority 48.7% of the respondents find it somewhat acceptable, 26.9% of the respondents find the noise pollution caused by sports bikes to be acceptable, while 14.9% of the respondents find it unacceptable, 5.2% of the respondents find it very unacceptable and 1.3% of the respondents are not sure about their opinion on the noise pollution caused by sports bikes in Coimbatore city.

TABLE 4.1.21

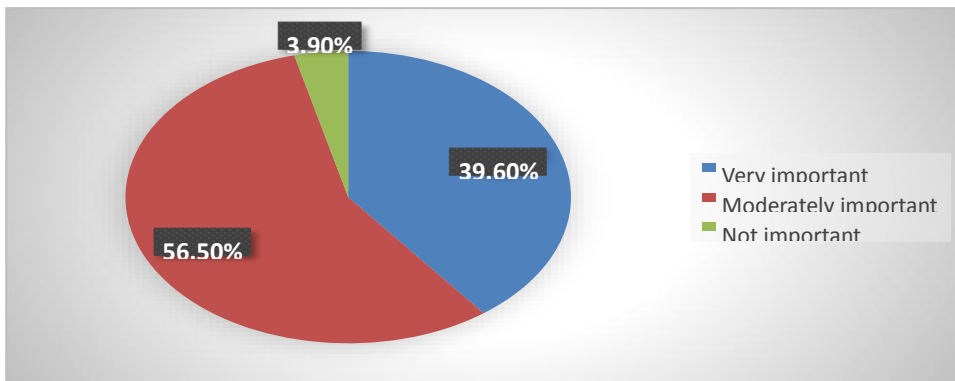
TABLE SHOWING THAT DESIGN AND STYLE ARE IMPORTANT FACTORS IN THE DECISION TO BUY A SPORTS BIKE

Design and Style	No of responses	Percentage
Very important	61	39.6%
Moderately important	87	56.5%
Not important	6	3.9%
Total	154	100

Source: primary data

CHART 4.1.21

CHART SHOWING THAT DESIGN AND STYLE ARE IMPORTANT FACTORS IN THE DECISION TO BUY A SPORTS BIKE



INTERPRETATION:

The table shows that 56.5% of the respondents consider design and style to be moderately important, 39.6% of the respondents consider design and style to be very important in their decision to buy a sports bike and 3.9% of the respondents consider design and style to be not important.

TABLE 4.1.22

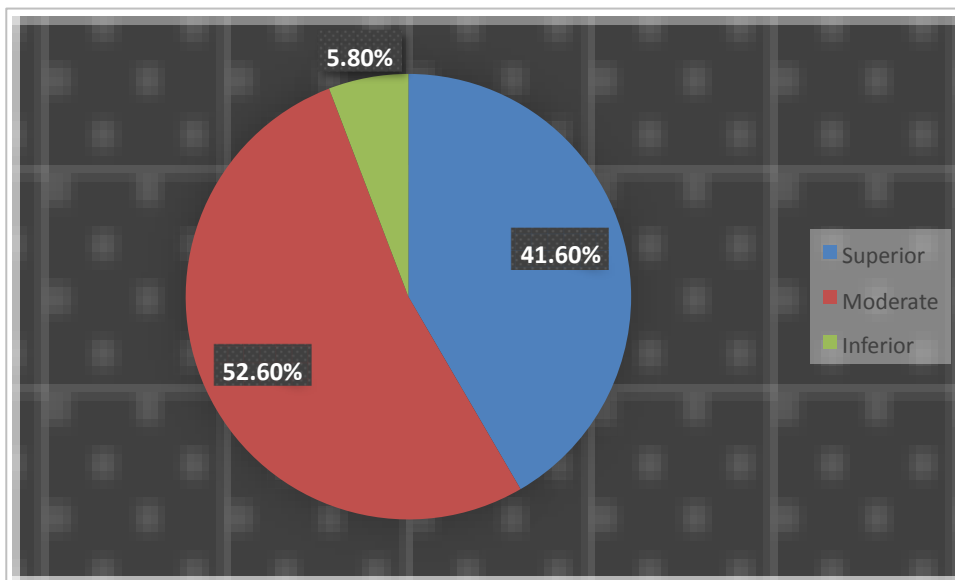
TABLE SHOWING PERCEPTION OF THE PERFORMANCE AND SPEED OF SPORTS BIKES IN COMPARISON TO OTHER VEHICLES

Performance and Speed	No of responses	Percentage
Superior	64	41.6%
Moderate	81	52.6%
Inferior	9	5.8%
Total	154	100

Source: primary data

CHART 4.1.22

CHART SHOWING PERCEPTION OF THE PERFORMANCE AND SPEED OF SPORTS BIKES IN COMPARISON TO OTHER VEHICLES



INTERPRETATION:

The table shows that 52.6% of the respondents perceive the performance and speed of sports bikes to be moderate, 41.6% of the respondents consider sports bikes to have superior performance and speed compared to other vehicles and only 5.8% of the respondents consider sports bikes to have inferior performance and speed compared to other vehicles.

TABLE 4.1.23

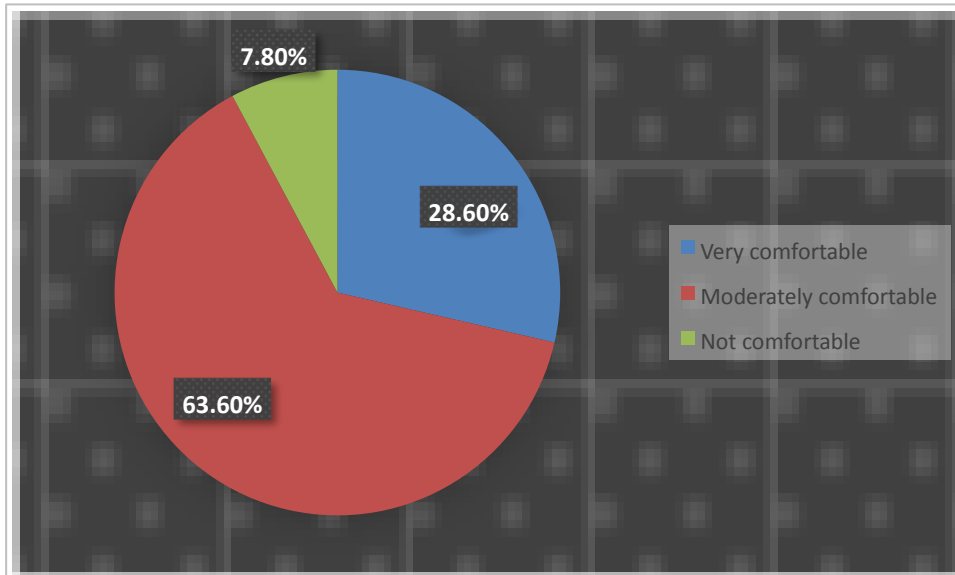
TABLE SHOWING RESPONDENTS PERCEPTION OF THE COMFORT LEVEL OF SPORTS BIKES

Comfort level	No of responses	Percentage
Very comfortable	44	28.6%
Moderately comfortable	98	63.6%
Not comfortable	12	7.8%
Total	154	100

Source: primary data

CHART 4.1.23

CHART SHOWING RESPONDENTS PERCEPTION OF THE COMFORT LEVEL OF SPORTS BIKES

**INTERPRETATION:**

From the above table shows that majority of 63.6% respondents perceive sports bikes to be moderately comfortable, 28.6% of the respondents perceive sports bikes to be very comfortable and 7.8% of the respondents perceive sports bikes to be not comfortable,

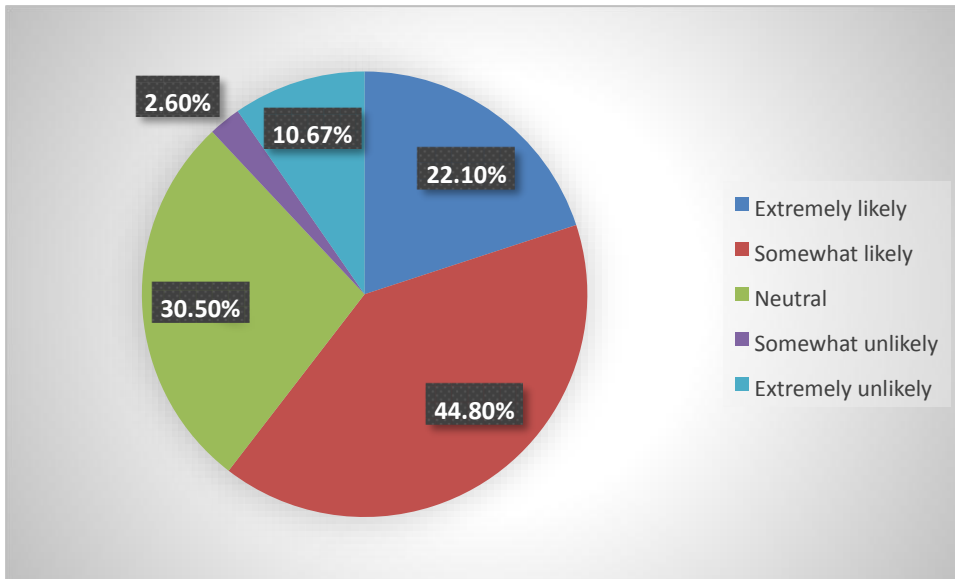
TABLE 4.1.24

TABLE SHOWING THAT PRICE IS IMPORTANT IN THEIR DECISION TO BUY A SPORTS BIKE

Decision in buying	No of responses	Percentage
Extremely important	34	22.1%
Somewhat important	69	44.8%
Not very important	47	30.5%
Not at all important	4	2.6%
Total	154	100

CHART 4.1.24

CHART SHOWING THAT PRICE IS IMPORTANT IN THEIR DECISION TO BUY A SPORTS BIKE



INTERPRETATION:

From the analysis it shows that majority 63.6% of the respondents perceive sports bikes to be moderately comfortable, 28.6% of the respondents perceive sports bikes to be very comfortable and 7.8% of the respondents perceive sports bikes to be not comfortable,

TABLE 4.1.25

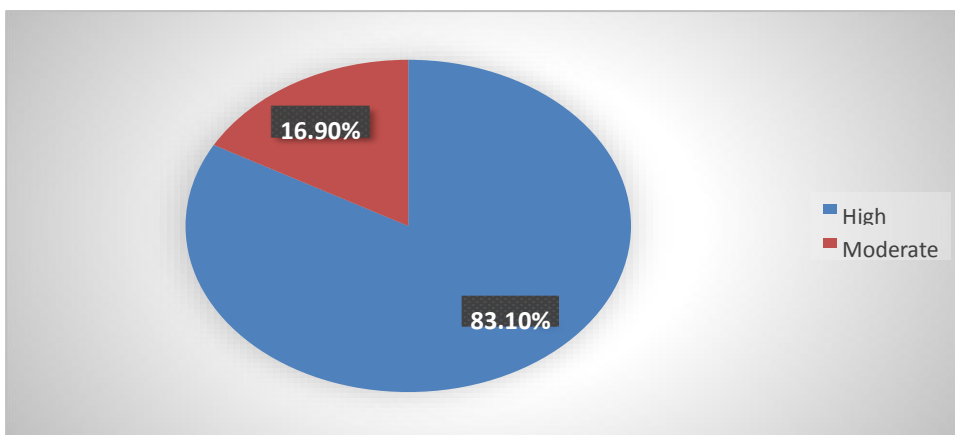
TABLE SHOWING THE PERCEPTION OF SOCIAL STATUS ASSOCIATED WITH OWNING A SPORTS BIKE

Social status	No of responses	Percentage
High	128	83.1%
Moderate	26	16.9%
Total	154	100

Source: primary data

CHART 4.1.25

CHART SHOWING THE PERCEPTION OF SOCIAL STATUS ASSOCIATED WITH OWNING A SPORTS BIKE



INTERPRETATION:

The table shows that 83.1% of the respondents perceive owning a sports bike to be associated with high social status. On the other hand, only 16.9% of the respondents perceive owning a sports bike to be associated with moderate social status.

4.2 RANK ANALYSIS METHOD

A ranking is a relationship between a set of items such that, for any two items, the first is either "ranked higher than", "ranked lower than" or "ranked equal to" the second. In mathematics, this is known as a weak order or total preorder of objects. It is not necessarily a total order of objects because two different objects can have the same ranking. The rankings themselves are totally ordered. For example, materials are totally preordered by hardness, while degrees of hardness are totally ordered. If two items are the same in rank it is considered a tie.

By reducing detailed measures to a sequence of ordinal numbers, rankings make it possible to evaluate complex information according to certain criteria. Thus, for example, an Internet search engine may rank the pages it finds according to an estimation of their relevance, making it possible for the user quickly to select the pages they are likely to want to see. Analysis of data obtained by ranking commonly requires nonparametric statistics.

TABLE 4.2.1

TABLE SHOWING MOST IMPORTANT FEATURES WHEN PURCHASING A SPORTS BIKE

Important features	I	II	III	IV	V	VI	Total	RANK
Style	42	195	340	6	2	0	585	VI
Performance	138	560	44	18	4	0	764	I
Fuel consumption	102	195	340	6	0	0	643	III
Brand name	102	185	228	129	0	0	644	II
Safety features	150	135	208	108	28	0	629	IV
Affordability	132	180	164	123	28	0	627	V

Source: primary data

INTERPRETATION:

According to the table, the most important feature when purchasing a sports bike is Performance, with a No of responses of 764 and a rank of I. The second most important feature is Brand name, with a No of responses of 644 and a rank of II. The third most important feature is Fuel consumption, with a No of responses of 643 and a rank of III. The fourth most important feature is Safety features, with a No of responses of 629 and a rank of IV. The fifth most important feature is Affordability, with a No of responses of 627 and a rank of V. The least important feature is Style, with a No of responses of 585 and a rank of VI.

5. Findings , suggestions and conclusion of the study**5.1 Findings of the study**

- ✦ Majority (83.44%) of the respondents are male.
- ✦ Majority (72.84%) of the respondents are between the ages of 20-25.
- ✦ Majority (68.87%) of the respondent's occupation is Students.
- ✦ Maximum (43.70%) of the respondents are lived in Urban.
- ✦ High number of (38.41%) of the respondent's Monthly income are between (10000-20000).
- ✦ Maximum (39.07%) of the respondents prefer to eat with Friends.
- ✦ Maximum (43.04%) of the respondents prefer to eat in Afternoon.
- ✦ Majority (69.53%) of the respondents are influenced by Social Media.
- ✦ High number of (34.43%) of the respondent's preference are product Differentiation.
- ✦ Maximum (39.73%) of the respondents prefer likes chicken Taste.
- ✦ High number of (34.43%) of the respondents regularly other restaurant.

- ✦ High number of (39.07%) of the respondents like to eat Ham burger.
- ✦ High number of (40.39%) of the respondents spend Rs.10000-20000 for food in Mc Donald's.
- ✦ Majority (51.65%) of the respondents satisfied with the restaurant Ambience.
- ✦ Maximum (41.72%) of the respondents consume food 1 once in a week in this restaurant.
- ✦ Maximum (36.42%) of the respondents Mc Donald's restaurant known by Advertisement.
- ✦ Maximum (46.35%) of the respondents go to respondents on special occasions.
- ✦ Maximum (45.69%) of the respondents had motivated by the quality of food.
- ✦ Maximum (47.68%) of the respondents say they deliver the food with in a minute after ordering.
- ✦ Maximum (43.70%) of the respondents reply they provide good hospitality service.

5.2 Suggestions

- 1) Marketing strategies for sports bike manufacturers should prioritize performance and brand name over style. Companies should also focus on affordability and safety features to appeal to the More of consumers in Coimbatore city.
- 2) Sports bike manufacturers and dealerships should consider offering financing options to cater to the large proportion of respondents who preferred to pay for their sports bike purchase in cash.
- 3) Sports bike manufacturers and dealerships should also consider promoting the benefits of purchasing new bikes instead of second-hand ones. This could help shift consumer preferences and increase sales of new sports bikes.
- 4) Government agencies should work with sports bike manufacturers and dealerships to promote responsible riding behavior and minimize noise pollution caused by sports bikes.
- 5) Sports bike manufacturers and dealerships should ensure that spare parts are readily available and affordable to increase customer satisfaction and loyalty.

5.3 Conclusion of the Study

In conclusion, the study on consumer perception towards sports bike utilization in Coimbatore city revealed valuable insights into the buying behavior and preferences of sports bike consumers in the region. The study found that performance and brand name were the top priorities for consumers when purchasing a sports bike, while style and affordability were of lesser importance. Additionally, the study found that personal interest was the main source of influence for using sports bikes, and that the More of consumers preferred to pay for their sports bike purchase in cash and purchase their bikes from the second-hand market. Overall, the study suggests that sports bike manufacturers and dealerships should focus on improving the affordability and safety features of sports bikes, while also ensuring that spare parts are readily available and affordable. Moreover, promoting responsible riding behavior and minimizing noise pollution caused by sports bikes could help increase customer satisfaction and loyalty. By implementing these suggestions, sports bike manufacturers and dealerships could help attract and retain customers, ultimately driving sales and revenue growth in Coimbatore city.

References

- Kuo, N.-W., Huang, Y.-W., & Yang, T.-J. (2019). Predicting consumer purchase intention of electric motorcycles in Taiwan: The importance of consumer value perceptions. *Journal of Cleaner Production*, 215, 446-456.
- Grigoroudis, E., Matsatsinis, N., & Tsoukatos, E. (2019). Factors affecting customer satisfaction and loyalty in the motorcycle industry: The case of sports bikes. *Journal of Business Research*, 96, 218-231.
- Kim, M., & Choi, Y. J. (2019). The impact of brand personality on consumer perception of sports motorcycles. *Journal of Brand Management*, 26(3), 276-289.
- Pongpat, N., Tongsopit, S., & Wongsurawat, W. (2020). Factors affecting customer satisfaction toward sports motorcycles in Thailand. *International Journal of Business and Management*, 15(8), 223-233.
- Yang, C. C., Chen, J. S., & Chen, Y. Y. (2017). The impact of brand reputation on purchasing intention of sports motorcycles: The moderating effects of brand performance and design. *Transportation Research Part A: Policy and Practice*, 103, 330-342.
- Sundaram, D. S., Tamilarasi, A., & Suresh, R. (2020). A study on the factors influencing the purchase of sports bikes among young consumers in India. *Journal of Business and Retail Management Research*, 14(4), 10-19.
- Aguirre, C., Lee, S., Lee, J., & Park, J. (2019). The relationship between motorcycle type and risky riding behavior among Korean motorcyclists. *International Journal of Environmental Research and Public Health*, 16(11), 1982. <https://doi.org/10.3390/ijerph16111982>

-
- > Brown, M., & Bauza, R. (2012). Attitudes towards motorcycles and motorcycle riders among young adults. *Journal of Safety Research*, 43(4), 275-281. <https://doi.org/10.1016/j.jsr.2012.09.005>
 - > Giorgi, G., Delnevo, G., & Lazzaroni, C. (2022). An analysis of the role of design in consumer preferences for sports motorcycles. *Applied Ergonomics*, 101, 103580. <https://doi.org/10.1016/j.apergo.2022.103580>
 - > Kaur, H., Singh, G., & Singh, R. (2021). Consumer preferences for sports bikes: An empirical study. *Journal of Business and Retail Management Research*, 15(2), 111-118.