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## A STUDY ON CONSUMER BEHAVIOUR TOWARDS KTM BIKES

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### INTRODUCTION:

Bikes are one of the most ubiquitous forms of transportation in the world. Most remember their first bike ride, with it came the chance to explore their world with more freedom than ever before, Wind in hair and feet on the pedals, a man have several good reasons to climb on and take a trip. Much of the world uses bikes as a primary form of daily transportation. The craze of motorbikes among youth is increasing day by day because of some features like convenient and comfortable riding over bumpy roads, easy maintenance and fuel efficiency. By seeing the increased demand of the motorcycles, manufacturers are launching bikes with new technology, design and style, to attract more & more buyers. India is among the largest markets for automobiles in the current scenario all across the world. The Country stands on ninth position for having the world's largest automobile industry. India is the second largest manufacturer of two wheelers and provides largest contribution to the automobile industry with an amount of Rs.200.000 million.

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### OBJECTIVE

To measure the level of satisfaction of customer.

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### SCOPE OF THE STUDY

The scope of marketing revolves around customer satisfaction, anything and everything that has an impact on customer satisfaction comes under the scope of marketing.

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### STATEMENT OF THE PROBLEM

KTM bike was evaluated by getting feedback from the customers and findings. Marketing level indicates how successful the organization is in providing products and services to the marketplace. The study would help the company to improve the sales and services of KTM bikes.

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### LIMITATIONS OF THE STUDY

Time has been a major constraint throughout the study as this survey was restricted to Coimbatore this cannot be stated as in-depth research on this subject. The consumer response varies according to different products. Quality versus price was not taken into consideration.

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### REVIEWS OF LITERATURE

**Anna. S. Mattila,(2011):** The impact of other customers on customers experiences this research examines how other customer elicited response jointly affect the overall customer experience.

**Bettman's Information Processing Model, Bettman's model (1993):** of consumers choice portrays the consumer as processing a limited capacity for processing information. According to this model, the consumer rarely (if ever) undertakes very complex analysis of available alternatives and employs simple decision strategies when with a choice.

## DATA ANALYSIS AND INTERPRETATION

### *Simple Percentage Method*

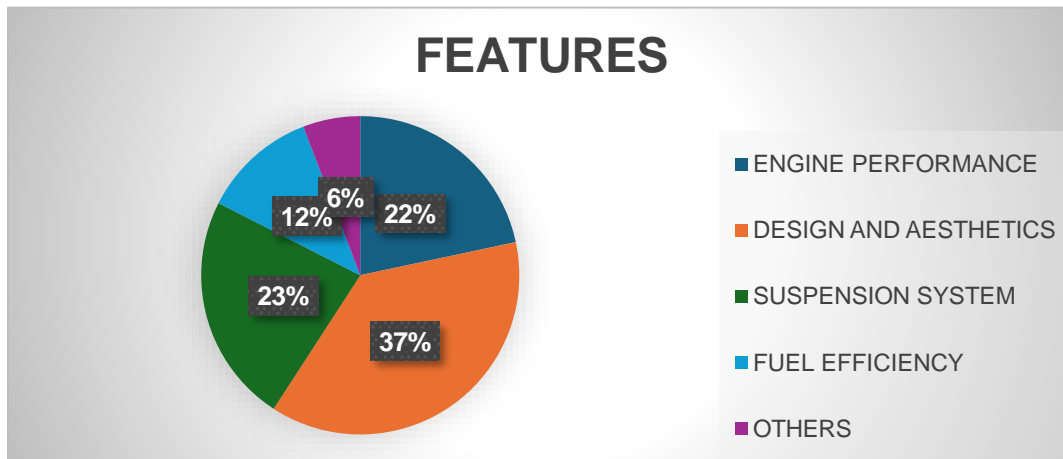
TABLE FEATURES OF KTM BIKES

FEATURES	NO. OF RESPONDENTS	PERCENTAGE
ENGINE PERFORMANCE	26	21.7%
DESIGN AND AESTHETICS	45	37.5%
SUSPENSION SYSTEM	28	23.3%
FUEL EFFICIENCY	14	11.7%
OTHERS	7	5.8%
TOTAL	120	100%

(SOURCES-PRIMARY DATA)

This table shows that 21.7% of the respondents chose engine performance and 37.5% of the respondents chose design and aesthetics and 23.3% of respondents chose suspension system and 5.8% of respondents chose others.

### CHART



### Weighted Average Method

TABLE FEATURES OF KTM BIKES

FEATURES	EXCELLENT	GOOD	SATISFIED	POOR	TOTAL	WEIGHTED AVERAGE	RANK
ABS CONTROL	116	201	34	6	357	2.97	2
TRACTION CONTROL	128	180	50	2	360	3	1
TFT DISPLAY	60	183	80	3	326	2.71	3
QUICK SHIFTER	64	120	114	6	304	2.53	4

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### INTERPRETATION

The table shows the features of KTM bikes. The majority number of the respondents chose traction control to be the major preference for KTM bikes. Then they choose the ABS control as the second preference for KTM bikes. Then TFT was displayed as their third preference for KTM bikes and quick shifter to be next preference for KTM bikes

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### CONCLUSION:

This study is based on the customer response for KTM. Finding and suggestion has been found through data collected with customers by preparing structured questionnaire, the questions contains in the questionnaire is based on the observation done in the organization. I hope this study will help the organization in general to improve the customer response in the company for longer period.