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A STUDY OF CONSUMER BEHAVIOUR RELATED TO KTM BIKES SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT :

This study focuses on analyzing consumer behavior related to KTM bikes, with special reference to Coimbatore City. KTM, known for its sporty design and high-performance motorcycles, has rapidly gained popularity among the youth segment in urban India. The primary objective of this research is to understand the key factors influencing purchase decisions, such as brand image, price perception, product features, peer influence, and after-sales service. The study utilizes both primary data, collected through structured questionnaires from KTM bike users and prospective buyers in Coimbatore, and secondary data from industry reports and previous studies. The analysis reveals that style, speed, and brand reputation are major driving forces behind KTM bike purchases in this region. The findings provide valuable insights for marketers and dealers to align their strategies with consumer expectations and enhance brand engagement in similar urban markets.

Keywords: Consumer Behaviour, KTM Bikes, Purchase Decision, Brand Preference, Coimbatore City, Two-Wheeler Market, Youth Segment

INTRODUCTION :

Consumer behaviour is the study of how individuals or groups make decisions to spend their resources—time, money, and effort—on goods and services. It goes beyond what consumers buy, focusing on why and how they buy, influenced by psychological, social, and cultural factors. Businesses must understand these behaviours to effectively meet consumer needs and design successful marketing strategies.

In the automobile industry, consumer behaviour is shaped by a mix of functional, emotional, and social factors. Vehicle purchases, including motorcycles, are high-involvement decisions where aspects like performance, safety, brand image, and design play a key role. Recent trends such as environmental awareness, digitalization, and changing mobility preferences have further transformed buying behaviour, especially among younger consumers.

This study focuses on understanding **consumer behaviour, satisfaction, and preferences related to KTM bikes**, with special reference to **Coimbatore City**. KTM, known for its performance and appeal among youth, serves as an ideal brand to explore these aspects. The research aims to provide insights that can guide marketing strategies and improve customer engagement.

OBJECTIVE :

1. To analyse the factors influencing the consumers decision making towards KTM bikes.
2. To evaluate the Post-Purchase behaviour and customer satisfaction towards KTM bikes.

SCOPE OF THE STUDY :

The study titled aims to explore the factors influencing consumer decisions regarding the purchase and ownership of KTM motorcycles in Coimbatore. It will focus on understanding consumer perceptions of the KTM brand, including factors such as price sensitivity, product features, brand reputation, and the role of marketing. Additionally, the research will examine customer experiences with KTM's after-sales services, including maintenance, spare parts availability, and customer support. The study will also consider demographic and socio-economic factors, such as age, income, and lifestyle, to assess how these impact purchase decisions and brand loyalty. Through surveys, interviews, and secondary data analysis, the research aims to provide valuable insights to KTM for improving its market strategies, enhancing customer satisfaction, and adapting to consumer needs in Coimbatore. The findings are expected to contribute to a deeper understanding of consumer behaviour in the motorcycle segment and offer actionable recommendations for KTM to strengthen its position in the local market.

STATEMENT OF PROBLEM :

KTM has established a strong presence in India, but there is limited understanding of the factors influencing consumer behaviour towards KTM motorcycles in Coimbatore. The city's unique demographic and competitive market landscape make it essential for KTM to understand what drives local

consumers to choose their bikes over other brands, as well as their satisfaction with KTM's products and after-sales services. This study aims to identify the key factors influencing KTM bike purchases in Coimbatore, focusing on brand perception, pricing, product features, and customer satisfaction with after-sales service. The findings will help KTM refine its marketing strategies and improve customer experiences in the region.

REVIEW OF LITERATURE :

- **Singh, Gurinder, Bhawna Kumar, and Ruchika Gupta (2018)** "Motorcycle consumption trends are increasingly influenced by urbanization, with an evident shift towards sports and premium segments like KTM. In Coimbatore, this shift is reflected in the growing preference for high-performance motorcycles, despite the fact that several other options remain available. This tendency highlights a strong consumer focus on lifestyle and brand differentiation, especially for youth and young professionals."
- **Harish, V., and P. Devi (2019)** "The research indicates that KTM's success in Coimbatore is driven by its unique positioning as a premium brand. However, consumers are often deterred by high purchase costs and post-purchase maintenance issues. The study suggests that consumer education and better service infrastructure could improve brand loyalty."
- **Prakash, N., and K. Ravi (2019)** "In Coimbatore, KTM's strong brand identity has attracted a niche group of motorcycle enthusiasts, but the high price point remains a challenge for mass adoption. The study highlights the fact that despite KTM's superior performance, economic constraints are a primary deterrent for potential buyers."
- **Deepa, P., and M. Meena (2019)** "This research reveals that KTM's presence in Coimbatore is perceived as an aspirational brand. However, while consumer interest in the bike's performance and features is high, many prospective buyers are delayed by a perceived lack of long-term value when compared to local competitors."

RESEARCH METHODOLOGY :

The present is made to analyse the customers preference towards the street food based, it also aims to analyse the extent to which the satisfaction level of the customers with affordable price in Coimbatore.

AREA OF STUDY : This study is considered only in Coimbatore city.

SOURCE OF DATA : The types of data collection which I used in my project are: primary data and secondary data.

PRIMARY DATA : Primary data is first hand data which is solely for a particular purpose. Both primary data and secondary data have been collected to bring out this project report. The primary data have been collected through questionnaire technique to information from the worker.

SECONDARY DATA : Secondary data regarding the industry, company and products were obtained from books journals magazines, internet.

ANALYSIS AND INTERPRETATION OF DATA :

TABLE 1.1
TABLE SHOWING INFLUENCED PURCHASE

INFLUENCED PURCHASE	FREQUENCY	PERCENTAGE
BRAND REPUTATION	21	18.42
PERFORMANCE AND ENGINE CAPACITY (CC)	30	26.32
DESIGN AND AESTHETICS	38	33.33
PRICE AND AFFORDABILITY	15	13.16
MILAGE AND FUEL EFFICIENCY	10	8.77
TOTAL	114	100.00

SOURCE: primary data

INTERPRETATION

The table indicates that the most influential factor in the decision-making process was design and aesthetics (33.33%), followed by performance and engine capacity (26.32%). Brand reputation influenced 18.42% of participants, while price, affordability, and fuel efficiency had a lesser impact on their decisions.

TABLE 4.1.11
TABLE SHOWING SATISFACTION WITH KTM BIKE PERFORMANCE

SATISFACTION WITH KTM BIKES	FREQUENCY	PERCENTAGE
VERY SATISFIED	46	40.35
SATISFIED	41	35.96

NEUTRAL	21	18.42
DISSARISFIED	5	4.39
VERY DISSATISFIED	1	0.88
TOTAL	114	100.00

SOURCE: PRIMARY DATA

INTERPRETATION

The table shows that 40.35% of participants are very satisfied with the performance of their KTM bikes, while 35.96% are satisfied. A smaller percentage (18.42%) remain neutral, and only a few (5.27%) are dissatisfied, indicating that the majority of riders are pleased with the bike's performance.

FINDINGS :

- 26.32% of the respondents are influenced based on performance and engine capacity.
- 40.35% of the respondents are satisfied with the performance of KTM.

SUGGESTIONS :

To enhance the appeal and adoption of KTM bikes, it is essential to focus on affordability, performance, and customer satisfaction to attract a wider range of consumers. Prioritizing awareness campaigns can help educate and engage a larger audience about the unique features and benefits of KTM bikes, fostering greater interest and acceptance. Additionally, improving quality and variety will meet consumer expectations and enhance product appeal, making KTM bikes more competitive in the market. Offering affordable financing options and entry-level models can make KTM bikes more accessible and convenient for all income groups, encouraging wider usage. Finally, expanding availability through collaborations with local dealerships and online platforms will ensure these bikes reach a broader audience, addressing accessibility concerns and driving higher adoption rates.

CONCLUSION :

The findings highlight the need for cost reduction, enhanced awareness campaigns, and improved distribution channels to make KTM bikes more appealing and accessible to a wider audience. By addressing these challenges and focusing on performance, quality, and customer satisfaction, KTM can strengthen its market position and drive higher adoption rates. This positions KTM bikes as a viable and preferred choice for consumers, aligning with the growing demand for reliable, high-performance motorcycles.

The study on consumer satisfaction toward KTM bikes in Coimbatore reveals key insights into consumer preferences and challenges. It is evident that while there is growing interest in KTM bikes due to their design, performance, and brand reputation, factors such as high costs, limited availability, and concerns about after-sales service act as barriers to widespread adoption. Consumers prioritize affordability, quality, and innovative features, but the lack of accessibility and awareness often hinders their purchasing decisions.

By addressing these challenges through strategic improvements in pricing, distribution, and customer service, KTM can enhance its appeal and meet the evolving needs of its target audience. This will not only boost customer satisfaction but also drive long-term growth and success in the competitive motorcycle market.

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