



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

CONSUMER BEHAVIOUR

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ABSTRACT

Consumer geste is a critical area of study in marketing that explores how individualities, groups, or associations elect, buy, use, and dispose of products, services, or ideas to satisfy their requirements and solicitations. This study aims to dissect the colorful cerebral, particular, social, and artistic factors that impact consumer decision- timber. Understanding consumer geste helps businesses develop effective marketing strategies, enhance client satisfaction, and make long- term brand fidelity. The exploration focuses on relating patterns in consumer preferences, purchase triggers, and post-purchase evaluation. Both primary data(checks and interviews) and secondary data(literature and request reports) have been used to dissect consumer stations and buying actions across different demographics. The study also explores the impact of digital metamorphosis and social media on consumer choices in moment's request. Findings reveal that factors similar as peer influence, brand perception, pricing, and client reviews play a significant part in shaping consumer geste . The report concludes with recommendations for businesses to align their marketing strategies with evolving consumer prospects.

Keywords: Consumer geste, Buying Decision Process, client Preferences, Marketing Strategy, Brand fidelity, Digital Influence, Consumer Psychology, Purchase Patterns, client Satisfaction.

INTRODUCTION

The term consumer is frequently used to describe two different kinds of consuming entitles the particular consumer and the organizational consumer's goods and services for his or her own use(e.g., water bottle, president), for the use of the ménage(a VCR), or as a gift for a friend(a book). In each of these surrounds, the goods are bought for final use by individualities, who are appertained to as “ end druggies ” or “ ultimate consumers ”. The alternate order of consumer, the organizational consumer, encompasses for- profit and non-for-profit businesses, government agencies(original, state and public), and institutions(e.g. seminaries, hospitals, incarcerations), all of which must buy the raw accoutrements and other factors demanded to manufacture and vend their own products; service companies must buy the outfit necessary to render the services they vend; government agencies must buy the office products demanded to operate their agencies; and institutions must buy the accoutrements they need to maintain themselves and their populations.

RESEARCH METHODOLOGY

Research Design Descriptive in nature Data Sources Primary data & secondary data Primary data Primary data collected through Structured questionnaire Secondary data Secondary data collected through Company Records and Internet. www.bajajauto.com) slice Unit KADAPA City. Population Size Bajaj Two- wheeler druggies in kadapa Sample Size 100 guests from different areas of Kadapa Sampling Procedure Non probabilistic Convenience Sampling Statistical Tool Simple chance system The data on Haroon Bajaj has been collected substantially from secondary sources like The executive office of Haroon Bajaj kadapa. & primarily from guests in & out of exchange area. The periodic report and other reports. Discussion with directors of finance, deals.

DATA ANALYSIS

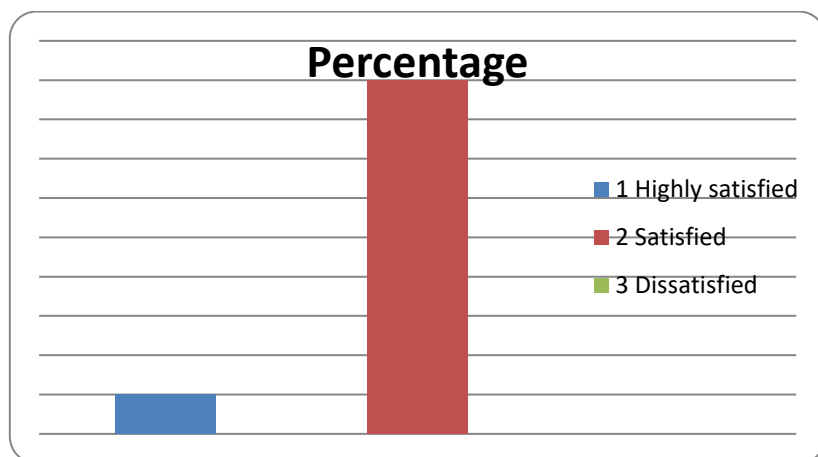
3.1:TABLE

Are you satisfied with the welcome at reception area?

S.No.	Options	No. of Respondents	Percentage
1	Highly satisfied	10	10
2	Satisfied	90	90

3	Dissatisfied	0	0
	Total	100	100

3.1: GRAPH

**INTERPRETATION:**

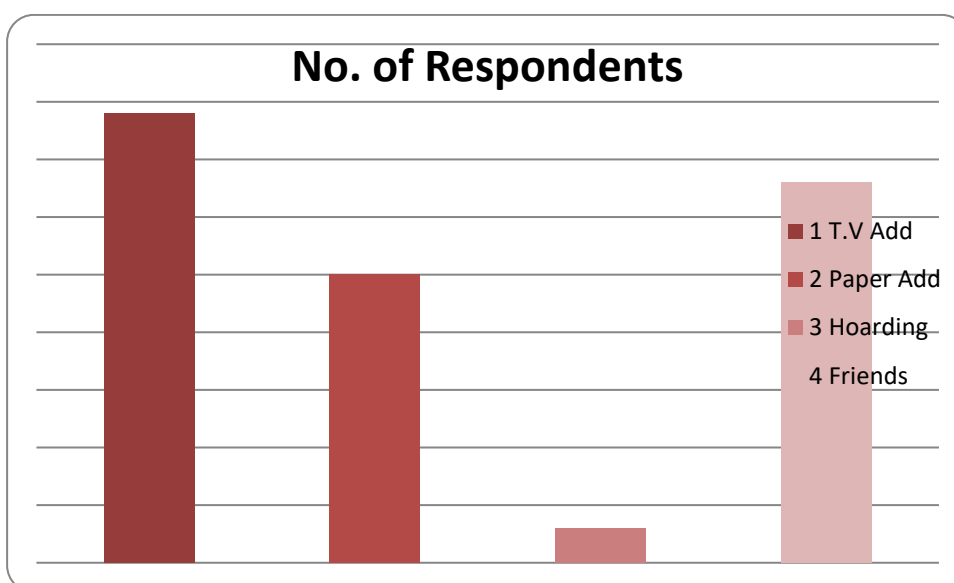
From the above table it is inferred that 90% of the respondents are satisfied with reception area, and the rest of the 10% respondents are highly satisfied.

3.2: TABLE

How you are aware of Bajaj two wheelers?

S.No.	Options	No. of Respondents	Percentage
1	T.V Add	39	39
2	Paper Add	25	25
3	Hoarding	3	3
4	Friends	33	33
	Total	100	100

3.2: GRAPH

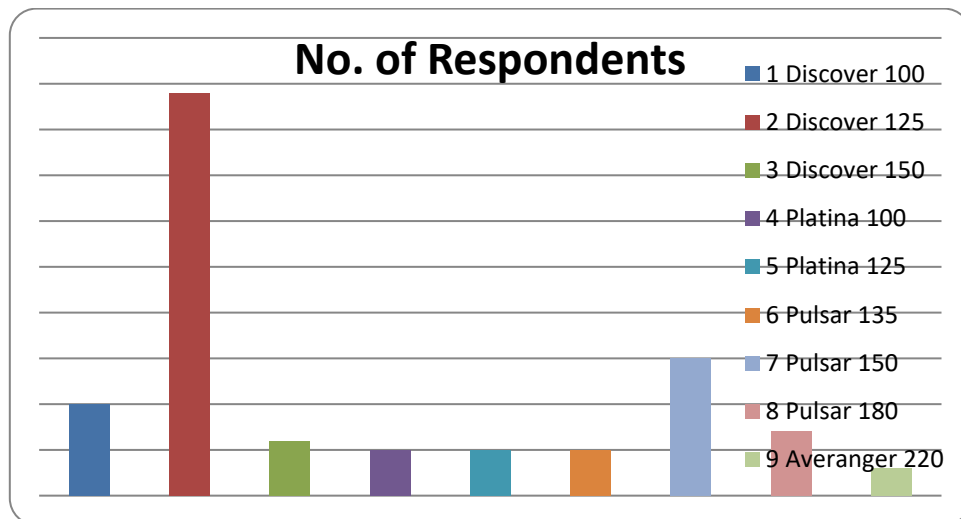


INTERPRETATION:

From the above table it is inferred that 39% of the respondents are aware from the T.V adds , 25% of the respondents are aware from the Paper Add, 3% of the respondents are aware from the the Hoarding, and the rest of the 33% respondents are aware from the friends.

3.3: TABLE**What type of models you prefer/like in Bajaj two wheelers?**

S.No.	Options	No. of Respondents	Percentage
1	Discover 100	10	10
2	Discover 125	44	44
3	Discover 150	6	6
4	Platina 100	5	5
5	Platina 125	5	5
6	Pulsar 135	5	5
7	Pulsar 150	15	15
8	Pulsar 180	7	7
9	Averanger 220	3	3
	Total	100	100

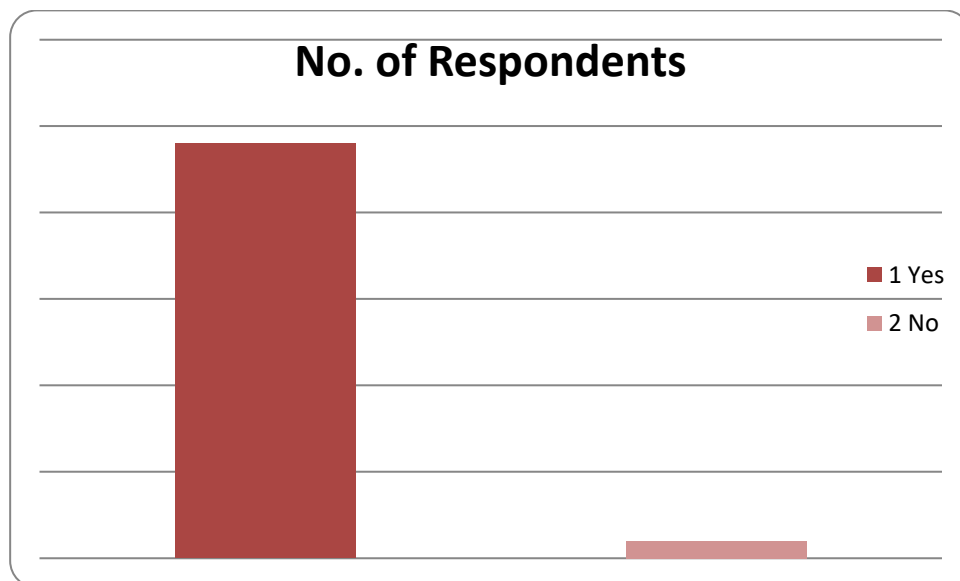
3.3: GRAPH**INTERPRETATION:**

From the above table it is inferred that the 10% of respondents like Discover 100, 44% of respondents like Discover 125, 6 % of respondents like Discover 150, 5% of respondents like patina 100, 5% of respondents like pulsar135, 15% of respondents like pulsar150, 7% of respondents like pulsar 180, and the rest of the 3% respondents like avanger220.

3.4: TABLE**Is Bajaj executive had explained to your satisfaction for buying the Bajaj model/vehicle?**

S.No.	Options	No. of Respondents	Percentage
1	Yes	96	96
2	No	4	4
	Total	100	100

3.4: GRAPH

**INTERPRETATION**

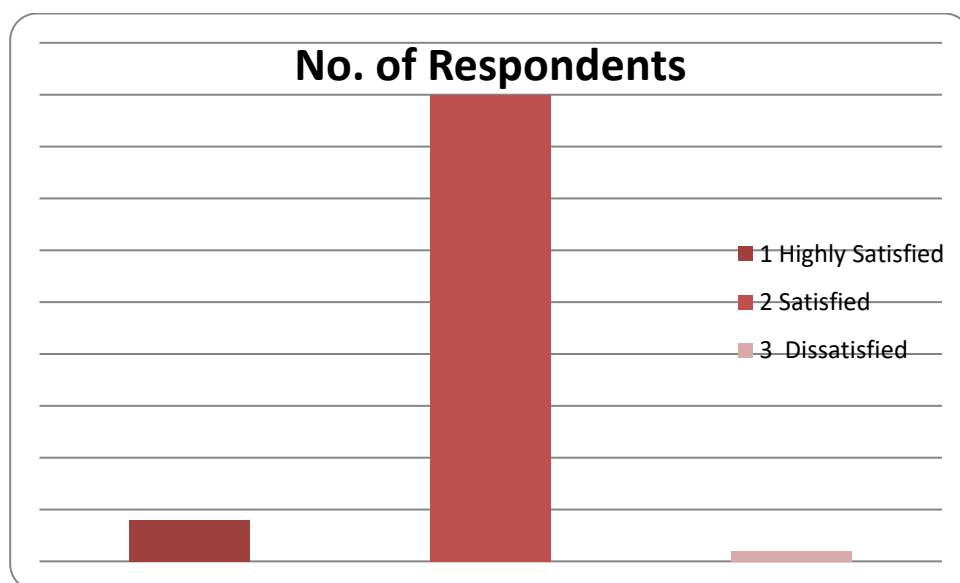
From the above data (table) it is inferred that 96% of respondents opined that they satisfied for buying the Bajaj model/vehicle and the rest of the 4% respondents are not satisfied for buying the Bajaj model/vehicle .

3.5: TABLE

How is your vehicle performance compared to your previous vehicle? which
was your vehicle

S.No.	Options	No. of Respondents	Percentage
1	Highly Satisfied	8	8
2	Satisfied	90	90
3	Dissatisfied	2	2
	Total	100	100

3.5: GRAPH

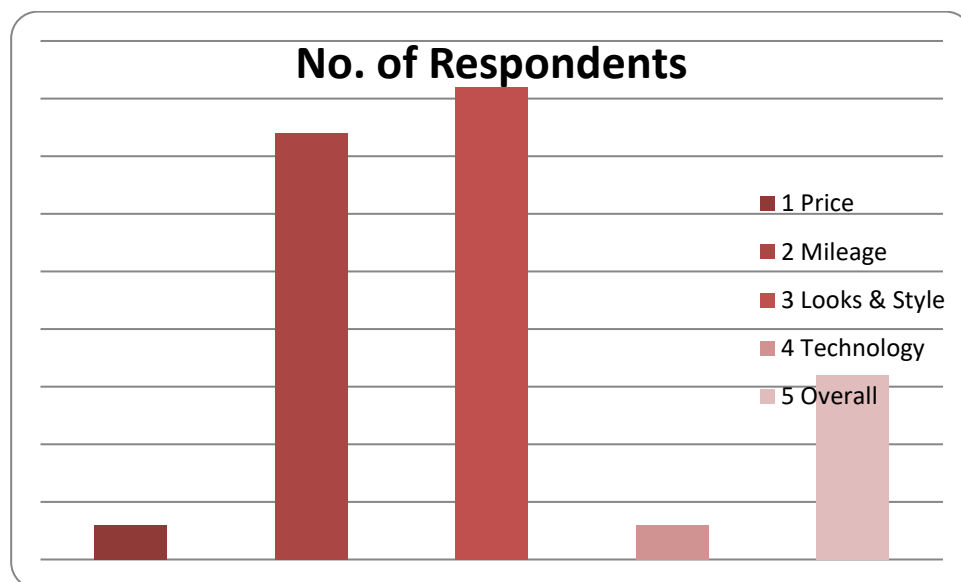


INTERPRETATION:

From the above table it is inferred that the 8% of respondents are highly Satisfied, 90% of respondents Satisfied, and the rest of the 2% respondents are dissatisfied.

3.6: TABLE**Which factor highly influenced you to buy Bajaj brand 2 wheeler?**

S.No.	Options	No. of Respondents	Percentage
1	Price	3	3
2	Mileage	37	37
3	Looks & Style	41	41
4	Technology	3	3
5	Overall	16	16
	Total	100	100

3.6: GRAPH**INTERPRETATION:**

From the above table it is inferred that the 3% of the respondents are influenced by the price, 37% of the respondents are influenced by the mileage, 41% of the respondents are influenced by the Looks & Style, 3% of the respondents are influenced by Technology, and the rest of the 16% respondents are influenced by the over all.

CONCLUSION

After completing the study, it's cleared that a maturity of the repliers are satisfied with the brand and vehicles style/ avail, over all stylish of Bajaj 2 wheelers. Style, avail and over all good response from consumers. Every time increase of deals and new guests join Bajaj family.

5. REFERENCES

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