

A STUDY ON CONSUMERS BUYING BEHAVIOUR TOWARDS TVS MOTORS WITH REFERENCE TO TVS VENKATACHALAM IN KOVILPATTI

R.Ragavi¹

B.Shanmugapriya²

ABSTRACT:

The Research was entitled under “A Study On Consumers Buying Behaviour Towards TVS Motors With Special Reference To TVS Venkatachalam In Kovilpatti”, which focuses on Consumer behaviour is the study of when, why, how, and where people do or do not buy a product. This research identifies the foremost influenced factors of the consumer buying behavior based on the Psychological Factors, Social Factors, Cultural Factors, Personal Factors, Economic Factors. It attempts to know the buyer deciding process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in order to understand the needs and wants of people. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. Consumer behaviour study is predicated on consumer buying behaviour, with the consumer playing three distinct roles of user, payer and buyer. The sample size determined for this study is 177. The Convenience sampling was used in this study. The primary data was collected through questionnaire and analyzed with the help of statistical tool namely Uni-variate Percentage analysis, Weighted Average and Chi – square analysis. The findings of the study and recommendation are mentioned. It is concluded that, the organization might effectively use all the promotions tools for making efficient communication to all the consumers.

KEYWORDS: Consumer Buying Behavior, Buying Decision ,Psychology, Sociology.

INTRODUCTION:

The word “Transport has been derived from the Latin Word “Transportage” . Trans across and portage means to carry. Transport means to carry to the other side or one place to another. Transportation as such is a service that helps goods and persons to be carried from one place to another. These two wheelers run on petrol and are much faster than cycles. Two wheelers are popular with the middle class and the young. The young generations considered the two wheeler as status symbol. A two wheeler provides the thrill of fast driving under the open sky. Consumer buying reflects the totality of consumer’s decisions with reference to the acquisition, consumptions and disposition of products, services time and concepts by human decision making units. Consumer behavior involves more than just how a person buys products like laundry detergent, breakfast cereal, personal computer and automobiles. It also includes services, time and ideas. In ancient days, people felt it more difficult to move from one place to another.

IMPORTANCE OF CONSUMER BEHAVIOR

To successfully market to different market segments and for a successful marketing campaign management the marketing manager needs appropriate marketing strategies which he can design only when he understand the factors which account for those differences in consumer behaviors and tastes. In today’s world of rapidly changing technology, consumer tastes are also characterized by fast changes.

To survive in the market, a firm has to be constantly innovating and understand the latest consumer trends and tastes. Consumer behavior provides invaluable clues and guidelines to marketers on new technological frontiers which they ought to explore. For example mobile phone, laptops, LCD monitors, etc. Consumer behavior is a

¹ Author, Assistant Professor, Department of Management Studies, P.S.R. Engineering College, Sivakasi, India,

² Co - Author, P.G Research Scholar, Department of Management Studies, P.S.R. Engineering College, Sivakasi,

process, and purchase forms one part of this process. There are various endogenous psychological and exogenous environmental factors which influence this process. All these factors and the type of influence which they exert on an individual's consumption behavior can be understood and analyzed.

PURPOSE OF RESEARCH

The term consumer behavior refer buyer displays in checking out, purchasing, using evaluating and dispatching of product and services that they expect will satisfy their needs. Consumer are highly complex individuals, subject to a spread of psychological and sociological need aside from their survival needs. During this competitive era an outsized number of brands are available to consumers and this study examines how buy prefer to buy from the quantum.

The study on buyer behavior helps to know who the customers are what they want, how they use and realize the product. The requirements of the buyer are carefully studied by means of analyzing consumer behavior. This study also helps to understand various individual variables and external variables such as social and psychological factors and also gain knowledge about. The main need for the study will help to realize knowledge of issues such as be factor influencing .

REVIEWS OF LITERATURE

Preetam Sahu, Dr. Archana Agrawal,(2020) ,in their study entitle, "A Study of consumers purchasing behavior towards mobile phones "they said Customer buying behavior is that the sum of a customer's attitudes, preferences, intentions, and decisions regarding the purchasers behavior within the market place when purchasing a product or service. Customer buying behavior is additionally the method by which individuals look for, select, purchase, use and eliminate goods and services, in satisfaction of their needs and wants. The buyer behavior fluctuates time to time consistent with the technological up gradation, change of trend in fashion, change of trend in market, also as sometimes by swing of mood so there's no rigid thumb rule which can help in grabbing the consumers perception towards his very own problems and its very own solution by a product.

Dr.A.Muthukumaran,(2019) during this study focused to seek out that the buyer buying behaviour towards selected soft drinks which consumed by regular consumers. The most objective was to to guage the buyer preference and buying behaviour of soft drinks. This survey has been explored the extent of influence of consumer's buying behaviour and customer personal information which consists of gender, age, education, occupation and monthly income and also source of awareness, frequency of consuming, purchase decision of the soft drinks and also through research information which incorporates the size of all variables.

Mrs.K.Renuga Devi,Dr.M.Ramya,(2018)Consumer behavior includes a befuddled process and also physical improvement (buy choice). Consumer lead may be a choice procedure and physical improvement people partake in while surveying, securing, utilizing or engineering of products and enterprises. Consumer Behavior could also be characterized as "the transaction of powers that takes put within the midst of an utilization procedure, inside a consumers' self and his condition. - this collaboration takes put between three components viz. learning, influence and behavior; - it proceeds through pre-buy development to the post buy understanding; - it incorporates the phases of evaluating, obtaining, utilizing and discarding merchandise and ventures".

B. Krishnakumare and S. Niranjana,(2017) The study conducted in Tirupur district of Tamil Nadu state has investigated the consumers' buying behaviour towards organic food products. Besides looking into the notice level, the study has found the association between demographic characters and awareness level about organic food products. The study has revealed that factors like gender, family income, education and occupational status differentiate consumers of organic and non-organic food products. Besides, psychological factors like attitude, perception, belief and intention have shown positive results for the organic food consumers of Tirupur district.

C. Gomathy, N. Yesodha Devi,(2015),in their study entitle Consumer buying behaviour has changed dramatically within the past few years and that they are being influenced by family, friends, reference groups and society general. Indian consumers are getting more aware and quality conscious. Understanding the consumers isn't a simple task because it is extremely difficult to infer what's happening in consumers mind. Hence, this study deals with the acquisition behaviour of jewelry buyers in Coimbatore city.

OBJECTIVES OF THE STUDY

Primary objectives

- A Study On Consumers Buying Behaviour Towards Tvs Motors With Special Reference To Tvs Venkatachalam In Kovilpatti

Secondary objectives

- To identify the impact of demographic factors on purchasing of two-wheeler.
- To analyse the buying pattern of buyers towards TVS motor bikes.
- To know the factors motivating a consumer to prefer a particular motor bikes.
- To know the customer's decision making criterion by purchasing bikes.

SCOPE OF THE STUDY

The project entitled "A study on Consumers Buying Behaviour Towards Tvs Motors With Special Reference To Tvs Venkatachalam In Kovilpatti" focus on consumers make decisions of purchasing goods and services, consumer behavior research goes far beyond these facets of consumer behavior and considers the uses of the products consumers buy and their subsequent evaluation. Buying behaviour includes not only the actual buyer and his act of buying but also the various roles played by different individuals and the influence they exert on the final purchase decision. This study helps to know the consumption pattern of the buyers of tvs Bikes. This study intended to know the factors such as Cultural (Perceptions, Preferences, and Behaviours), Social (Reference group, Family), Personal (Age, Occupation, Lifestyle, Personality), Psychology (Motivation, Perception, Learning, Benefits, Attitudes) which influence the consumption pattern of the customers. It also assesses the buying process of customers purchase grocery products.

RESEARCH METHODOLOGY

Research Methodology Meaning

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. Abraham Kaplan defines research methodology in this way. Research methodology is "the description, explanation & Justification of various methods of conducting research".

Research Design

Research design is the basis of defining the research problem. The preparation of the design of research project is popularly known as research design. The researcher adopted descriptive research for the study

Descriptive Research

The research type used is descriptive research. The purpose of descriptive research is the description of the state of affairs, as it exists at present. Descriptive research includes surveys and fact-finding enquiries of different kinds

Sampling methods

The sampling method are used in this study is non-probability sampling.

Non-Probability sampling A sample of units where the chosen units within the sample have an unknown probability of being selected and where some units of the target population may even have no chance within the least of being in the sample.

Sampling Techniques

➤ Convenience sampling

Convenience Sampling is a sampling method (a way of gathering participants for a study) used where you select a naturally occurring group of people within the population you want to study

➤ **Sample unit**

The researcher considered the customers of TVS Venkatachalam, kovilpatti as the sampling unit for this study

➤ **Sample size**

The sample size selected for the research is **177**

Methods for Data collection

➤ **Primary Data**

Primary data means the data collected freshly from the respondents. For this research primary data was collected from the customers of TVS Venkatachalam in kovilpatti through Questionnaires.

➤ **Secondary data**

Secondary data means, the data already available. It was collected from books, internet, magazines etc.

➤ **Tool used**

Statistical techniques used for this researcher

- Uni - variate Percentage Analysis
- Weight Average Analysis
- Chi – Square

Data Analysis and Discussion:

Table 1.1: Demographic Profile of Respondents

Particulars		No. of Respondents	Percentage (%)
Gender	Male	100	56.5
	Female	77	43.5
Marital Status	Married	65	36.7
	Unmarried	112	63.3
Age Group	18-25 years	99	55.9
	25-30 years	33	18.6
	30– 35 years	16	9
	35 – 40 years	7	4
	Above 40 years	22	12.4
Education Qualification	Up to School level	34	19.2
	Under Graduate	82	46.3
	Post Graduate	55	31.1
	Illiterate	3	1.7
	Others	3	1.7
Occupation	Business People	37	20.9
	Private Employee	85	48
	Government Employee	9	5.1
	Professionals	24	13.6
	Other	22	12.4
Monthly Income (Rs.)	Less than Rs. 10,000	53	29.9
	Rs. 10,000- Rs. 20,000	67	37.9
	Rs. 20,000-Rs. 30,000	30	16.9
	Rs.30,000-Rs.40,000	11	6.2
	More than 40,000	16	9

Source: Primary Data

Demographic Profile of Respondents

- (56.5%) of the respondents are male.
- (63.3%) of the respondents are unmarried.
- (55.9%) of the respondents are between the age of 18 - 25 years
- (46.3%) of the respondents are Under Graduate
- (48%) of the respondents are working as Private employee
- (37.9%) of the respondents are earning Rs. 10,000 – Rs.20,000

Table 1.2: Uni – variate Percentage Analysis

	Particulars	No. of Respondents	Percentage (%)
Current Two Wheeler Brands	TVS	59	34.5
	Hero	29	16.4
	Honda	40	22.6
	Bajaj	7	4.0
	Yamaha	25	14.1
	Suzuki	11	6.2
	Other	4	2.3
Need to buy a Two Wheeler	Job/Business Purpose	25	14.1
	Family Purpose	40	22.6
	Personal Purpose	41	23.2
	Educational Purpose	10	5.6
	All the above	61	34.5
	Other	-	0
Specification Of Purchases	2 years	80	45.2
	2-5 years	58	32.8
	More than 5 years	39	22.0
Frequency Of Using Bikes	Bike Ride	56	31.6
	Often	61	34.5
	Once a need arises	60	33.9
Mode Awareness Of	Media	94	53.1
	Dealers/Sales person	41	23.2
	Word of mouth	39	22.0
	Others	3	1.7
Factors Influences Purchase Decision	Dealers	21	11.9
	Friends/neighbors	58	32.8
	Media	25	14.1
	Family members/parents	50	28.2
	Collectively	23	13.0

Preference towards product purchase	XI 100	18	10.2
	Scooty pep plus	28	15.8
	Scooty Zest	41	23.2
	Jupiter	28	15.8
	Sport	11	6.2
	Star city plus	12	6.8
	Radeon	4	2.3
	Apache	30	16.9
	Ntorq	5	2.8
Users Of Product	Myself	116	65.5
	Parents	54	30.5
	Office	7	4.0
	Gifts	0	0
Mode Of Purchase	Cash purchase	108	61.0
	Loan	25	14.1
	Monthly installment	44	24.9
Price premium	High price	33	18.6
	Reasonable price	130	73.4
	Low price	14	7.9
Efficient Mode Of Promotion	Advertisement	69	39.0
	Sales promotion	62	35.0
	Trade promotion	17	9.6
	Free Trials	17	9.6
	Sponsorship	8	4.5
	Magazines	4	2.3
Need of Financial Assistance	Yes	130	73.4
	No	47	26.6
Efforts dealers	Very good	27	20.8
	Good	82	63.1
	Average	20	15.4
	Bad	1	0.7
	Very bad	-	-
Comparison with other brands	Yes	131	74.0
	No	46	26.0
Reasons for	Product feature	37	28.2
	Brand value	52	39.7

Preferences	Availability and price feasibility	17	13.0
	Promotion and offer	10	7.6
	Easy access and convenience	13	9.9
	Other	2	1.5
Recommendation	Yes	130	73.4
	No	47	26.6
Reasons for Recommendation	Good customer relation practices	48	36.9
	High brand value	39	30.0
	Excellent product reach to customer	37	28.5
	Attractive promotion packages	6	4.6
Expectation	More information about product is to be provided	50	28.2
	More models	106	59.9
	Better matching of the product with customer need	20	11.3
	Others	1	0.6
Factors in decision making	Brand loyalty	87	49.2
	Price	55	31.1
	Performance factors	27	15.3
	Style/looks	8	4.5
Overall Satisfaction level	Highly satisfied	32	18.1
	Satisfied	109	61.5
	Neutral satisfied	34	19.2
	Dissatisfied	1	0.6
	Highly dissatisfied	1	0.6

Source : Primary Data

Inference:

- (34.5%) of the respondents are using TVS brand.
- (34.5%) of the respondents are mainly for need All the above purpose such as(Job/business, Family, Personal, Educational purpose).
- (45.2%) of the respondents are purchased the current bike on the time period of less than 2 years.
- (34.5%) of the respondents are Often using bikes.
- (53.1%) of the respondents are obtained information through the media about the brand TVS.
- (32.8%) of the respondents said that Friends/neighbors as an influencing factor purchase decisions.
- (23.2%) of the respondents are preferring Scooty Zest.
- (65.5%) of the respondents said that the product bike is mainly for themselves.
- (61%) of the respondents are buying their bikes in cash purchase.
- (73.4%) of the respondents are perceived the price premium of tvs Venkatachalam as Reasonable price.
- (39%) of the respondents said that the efficient mode of promotion might through Advertisement.
- (73.4%) of the respondents are in need of the financial assistance for purchasing two wheelers.
- (63.1%) of the respondents are perceived the arrangement of financial assistance as good.

- (74%) of the respondents are preferring TVS motors comparing with other brands.
- (39.7%) of the respondents are preferring the TVS motors for Brand value.
- (73.4%) of the respondents are recommending the TVS motors to others.
- (36.9%) of the respondents are reasons for recommendation of the TVS motors for Good customer relation practices.
- (59.9%) of the respondents are expect from the company as More models.
- (49.25%) of the respondents are said Brand loyalty factors was influenced their buying decision making.
- (61.5%) of the respondents are satisfied the TVS Venkatachalam.

Table 1.3: Weighted Average Analysis**Table 1.3.1 Showing Respondents Opinion Towards the Actives of TVS Venkatachalam**

S.no	Activities	5	4	3	2	1	Total	Avg	Rank
1	On time delivery	435	296	48	0	0	779	4.40	I
2	Free Service facilities	230	404	87	2	0	723	4.08	IV
3	Mechanic Service ability	230	420	69	6	0	725	4.09	III
4	Resale Value	165	380	135	6	1	687	3.88	VIII
5	Promotion offered	195	392	105	8	1	701	3.96	VII
6	Product knowledge about sales person	250	404	69	4	1	728	4.11	II
7	Availability of products	210	416	69	14	1	710	4.01	V
8	Maintenance of products	225	380	84	8	5	702	3.97	VI

Source: Primary data

Formula:

$$\text{Weighted average mean} = \frac{\text{weighted average value}}{\text{total no. of respondents}}$$

Weightage :

$$\begin{array}{l} \text{Excellent} = 5 \qquad \text{Good} = 4 \qquad \text{Average} = 3 \\ \text{Bad} = 2 \qquad \qquad \text{Poor} = 1 \end{array}$$

Inference:

From the table 1.3.1 shows that weighted average score value of the respondents opinion towards the actives of TVS Venkatachalam, On time delivery got I rank(4.40), Product knowledge about sales person have II rank(4.11), Mechanic Service ability have III rank(4.09), Free Service facilities got IV rank(4.08), Availability of products got V rank(4.01), Maintenance of products have VI rank(3.97), Promotion offered have VII rank(3.96), Resale Value have VIII rank(3.88).

Table 1.3.2 Respondents opinion towards the factors influencing purchasing decision

S.No	Factors	5	4	3	2	1	Total	Avg	Rank
1	Offers and discounts	255	328	114	12	0	709	4.01	I
2	Warranty terms	210	296	171	6	1	684	3.86	VI
3	Advertisement	250	328	120	10	0	708	4.00	II
4	Cash offer	195	304	168	10	1	678	3.83	VIII
5	Ambience	215	284	165	8	4	676	3.82	IX

6	Product design	195	332	147	8	2	684	3.86	VI
7	Variety colors	250	280	150	12	1	693	3.92	III
8	Life time	230	288	144	16	3	681	3.85	VII
9	Comfortable to use	250	328	123	8	0	709	4.01	I
10	Fuel economy	180	320	168	6	2	676	3.82	IX
11	Mileage pickup	205	340	129	6	5	685	3.87	V
12	Style	250	284	153	4	3	694	3.92	III
13	Attractive trendy features	220	320	141	6	3	690	3.89	IV
14	Sales after service	225	300	141	10	5	681	3.85	VII

Source: Primary data

Formula:

$$\text{Weighted average mean} = \frac{\text{weighted average value}}{\text{total no. of respondents}}$$

Weightage :

Strongly agree = 5 Agree = 4 Neutral = 3
Disagree = 2 Strongly disagree = 1

Inference:

From the table 1.3.2 shows that weighted average score value of the Respondents opinion towards the factors influencing purchasing decision in tvs Venkatchalam, Offers and discounts and Comfortable to use got I rank(4.01), Advertisement have II rank(4.00), Variety colors and Style have III rank(3.92), Attractive trendy features got IV rank(3.89), Mileage pickup got V rank(3.87), Warranty terms and Product design have VI rank(3.86), Life time and Sales after service have VII rank(3.85), Cash offer have VIII rank(3.83), Ambience and Fuel economy have IX rank(3.82).

Table 1.4: Chi- Square Analysis

Table 1.4.1 Showing that Association between Monthly Income and Warranty terms.

Null Hypothesis:

There is no significant relationship between Monthly Income and Warranty terms.

Alternative Hypothesis:

There is significant relationship between Monthly Income and Warranty terms.

Monthly Income	Warranty terms					Total
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Less than RS10000	11	18	23	1	0	53
RS10000-20000	16	24	25	1	1	67
RS20000-30000	6	21	2	1	0	30

RS 30000-40000	3	5	3	0	0	11
More than RS 40000	6	6	4	0	0	16
Total	42	74	57	3	1	177

Source: Primary Data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.498 ^a	16	.199
Likelihood Ratio	22.830	16	.118
Linear-by-Linear Association	4.694	1	.030
N of Valid Cases	177		

a. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .06.

Inference:

The above table shows that the critical value is greater than significant value i.e.(0.199>0.05). so null hypothesis is accepted and the alternative hypothesis is rejected. Hence we can that there is no significant relationship between Monthly income and Warranty.

Table 1.4.2 Showing that Association between Monthly Income and Cash Offers

Null Hypothesis:

There is no significant relationship between Monthly Income and Cash Offers.

Alternative Hypothesis:

There is significant relationship between Monthly Income and Cash Offers.

Monthly Income	Cash Offers					Total
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Less than RS10000	14	22	15	2	0	53
RS10000-20000	14	25	26	2	0	67
RS20000-30000	6	15	9	0	0	30
RS 30000-40000	1	7	2	1	0	11
More than RS 40000	4	7	4	0	1	16
Total	39	76	56	5	1	177

Source: Primary Data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.643 ^a	16	.288

Likelihood Ratio	14.242	16	.581
Linear-by-Linear Association	.145	1	.703
N of Valid Cases	177		

a. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .06.

Inference:

The above table shows that the critical value is greater than significant value i.e.(0.288>0.05). so null hypothesis is accepted and the alternative hypothesis is rejected. Hence we can that there is no significant relationship between Monthly income and Cash offer.

Table 1.4.3 Showing that Association between Monthly Income and Fuel Economy.

Null Hypothesis:

There is no significant relationship between Monthly Income and Fuel Economy.

Alternative Hypothesis:

There is significant relationship between Monthly Income and Fuel Economy.

Monthly Income	Fuel Economy					Total
	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Less than RS10000	15	22	16	0	0	53
RS10000-20000	13	28	24	0	2	67
RS20000-30000	2	17	9	2	0	30
RS 30000-40000	3	4	4	0	0	11
More than RS 40000	3	9	3	1	0	16
Total	36	80	56	3	2	177

Source: Primary Data

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.732 ^a	16	.233
Likelihood Ratio	20.699	16	.190
Linear-by-Linear Association	.529	1	.467
N of Valid Cases	177		

a. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .12.

Inference

The above table shows that the critical value is greater than significant value i.e.(0.233>0.05). so null hypothesis is accepted and the alternative hypothesis is rejected. Hence we can that there is no significant relationship between Monthly Income and Fuel Economy.

Major Recommendations:

- The organization might improve the awareness level towards the brand “TVS” through Word of mouth. Already the communication media plays an important role in creating awareness among the consumers. Still the organization might use all the promotion tools for making awareness about the brand ‘TVS’.
- The organization might focus on the pricing level as most of the consumer perceive reasonable price for their products. Anyhow the product may be differentiated by using low pricing also.
- Consumers prefer TVS motors for product features. So the organization might focus on more innovation in their product ranges. Considerable investment has to be made on research and development in order to launch technological and innovated products. Customers prefer that they want more numbers of design than the high level of CC bikes.
- Since the organization might took more efforts for improving the Ambience of TVS Venkatachalam. Thus these strategies will enhance a good corporate image for the brand TVS.
- The people expect that they need more advertisements, because advertisements attracts the minds of the customer.

Conclusion

Buyer Behavior is the multi-step decision-making process people engage in and the actions they take to satisfy their needs and wants in the marketplace. Buyers behavior provides invaluable clues and guidelines to marketers on new technological frontiers which they should explore. Thus the researcher concludes that the organization maintains standard image for providing better quality in all range of products in two-wheeler industry. Through this study, the organization might effectively use all the promotions tools for making efficient communication to all the consumers. The organization still take hard efforts to retain the consumer for a long time period and possibly reflects a good market share and also extends the range of products in order to attain a high market growth.

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