A Study On Customer Attitude And Preference Towards Duke Bike With Reference Of Coimbatore City

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ABSTRACT

The study examines consumer attitude and preference toward Duke bikes in the city of Coimbatore according to considerations such as price, fuel efficiency, style, performance, brand loyalty, and after-sales service. Duke bikes, known for their performance and design, mesmerize biking enthusiasts. This research, through surveys, market analysis, collects responses from different demographics, providing insights into consumer motivations and expectations. The effect of marketing strategies, social factors, and economic conditions on purchase decisions is also determined. It presents findings that help manufacturers, marketers, and retailers improve consumer satisfaction and thus help fortify Duke's market position in Coimbatore.

Key words:

Consumer Attitude, Consumer Preference, Buying Behaviour, Brand Loyalty, Market Analysis, Performance, Customer Satisfaction, Marketing Strategies.

INTRODUCTION OF THE STUDY

The Introduction of this study focuses on understanding consumer attitudes and preferences regarding the introduction of Duke bikes in the market. As urban areas continue to face challenges related to traffic congestion and environmental sustainability, bike-sharing programs have emerged as a viable solution to promote eco-friendly transportation. Duke bikes, known for their innovative design and user-friendly features, aim to enhance the cycling experience for both casual riders and commuting professionals.

The research will address key questions such as what features consumers value most, how pricing impacts their choices, and what role convenience plays in their decision-making process. Through a combination of surveys and interviews, this study will gather qualitative and quantitative data to paint a comprehensive picture of consumer preferences. The findings will not only contribute to a better understanding of the target market but also provide recommendations for enhancing the overall user experience with Duke bikes.

REVIEW OF LITERATURE

Leslie Lazar And Schiffam: The authors suggested consumer behaviour as individual differ as from group. The family decision for a purchase decision is entirely different from individual decision. The authors discussed various variables that affect consumer purchase decision. The book focused on family life cycle needs of consumer during different life stages. The family decision making process as a group making is elaborated and it is recommended to segment the market according to family need hierarchy.

Bitta And Della: The author proposed that consumer behaviour studies play an important role in deciding marketing segments and marketing strategies. The author recommended that consumer is often studied because certain discussions are significantly affected by their behaviour or expected actions. For his reason such consumer behaviour is said to be an applied discipline. Such application can exist at two levels of analysis. Market segmentation, consumer decisions making and buying behaviour is considered as core marketing activities in designing effective marketing strategies.

Basavaraj.H. Huggie (2016) To study the factors influencing the customers to purchase the TVS Two wheelers. The research has studied only TVS Two wheelers. Other Two-wheeler companies have been excluded in the study; it is clear from the study that 21% of people are aware about TVS Two through TV ad."

V. suganthi & R. Renuka, M. Phil (2016), To Analyse the level of satisfaction of customers for Maruthi Suzuki swift cars. The study is based on the primary data collected from 200 respondents, who have purchased the cars. Findings of the study are 78% of the respondents preferred brand by the majority of the consumers.

Sheth Family Decision Model, The Sheth family decision making model (1981) considered the family as the appropriate consumers' decisions making unit and its suggest that joint decision making tends to prevail in families that are middle class newly married and close knit with few prescribed family roles. In terms of product specific factors, it suggests that joint decision making is more prevalent in situations of high perceived risk of uncertainty, when the purchase decisions is considered is considered to be important and when there is sufficient time to make a decision.

STATEMENT OF THE PROBLEM

The Duke bikes into the market presents an opportunity to promote sustainable transportation options; however, there is a lack of comprehensive understanding regarding consumer attitudes and preferences toward these bikes. This study aims to identify the key determinants that affect consumer acceptance and usage of Duke bikes, including perceived benefits, pricing, convenience, and overall satisfaction. Therefore, this research seeks to fill the gap in knowledge by exploring consumer perceptions and preferences, ultimately guiding strategies for successful implementation and promotion of Duke bikes in the market.

OBJECTIVES OF THE STUDY

- To know about the demographic profile toward duke bike.
- To analyses the factor influencing on purchasing the duke bike.
- To study the affect of company's after sales services on customer attitude towards duke bike.

RESEARCH METHODOLOGY

Research design:

A research design defines the structure or framework within which the research is conducted. For this study, a descriptive research design has been adopted to assess customer satisfaction with the customer attitude and preference towards Duke bike in Coimbatore. The objective is to provide a comprehensive understanding of the factors influencing satisfaction among the users of Duke bike.

Area of Study:

The study has been conducted in Coimbatore City, which represents a diverse range of consumers uses, and is a key value of attitude and preference of the customers.

Sample Size:

The sample size adopted for this study is 130 respondents. This sample size is considered sufficient for drawing meaningful conclusions regarding customer satisfaction with attitude and preference towards duke bike in Coimbatore city.

Primary Data:

The primary data has been conducted through the questioner from the customer. The questionnaire is designed in a systematic manner covering adequate and relevant questions which is useful to study.

Secondary Data

The theoretical aspect of the study is collected from various sources which includes journals, magazines, websites and other related projects.

Data Collection

In this study, the researcher has used the questionnaire method for collecting relevant information. The data has been collected from the respondents using the questionnaire. Data collection is carried out for the last 6 months.

ANALYSIS AND INTERPREATION

This chapter deals with the analysis and interpretation of the study on the topic, "TO STUDY ON CUSTOMER ATTITUDE TOWARDS DUKE BIKE WITH REFERENCE TO COIMBATORE CITY", is presented based on a sample of 130 respondents. This is collected data are classified and tabulated.

Analytical tools:

- ✓ Percentage Analysis
- ✓ Chi square Analysis
- ✓ Regression Analysis

PERCENTAGE ANALYSIS

Percentage analysis is carried out for specific questions given in the questionnaire. This analysis describes the classification of the respondents falling under each category. The percentage analysis is used mainly for standardization and comparison.

Classification	No. of respondents	Percentage
Age		
1.18-25 years	81	62%
2.25-35 years	34	26%
3.35-45 years	14	11%
4.Above 45 years	1	1%
Gender		
1.Male	78	60%
2.Female	52	40%
Marital status		
1.Married	61	47%
2.Unmarried	69	53%
Type of family		

1.Joint family	86	66%
2.Nuclear family	44	34%
Residential area		
1.Rural area	72	55%
2.Urban area	35	27%
3.Semi-urban	23	18%
Family income		
1.Less than 20,000	24	18.5%
2.20,000-40,00	47	36%
3.40,000-60,000	35	27%
4.Above 60,000	24	18.5%
Occupation		
1.Student	58	45%
2.Employee	39	30%
3.Business person	19	15%
4.Professional	14	10%
Main reason to purchase		
1.Mileage	27	21%
2.Brend name	32	25%
3.Price	33	25%
4.Low maintenance	22	17%
5.Loyalty	16	12%
External factor influenced		
1.Advertisement	27	21%
2.Brand	60	46%
3.Media	33	25%
4.Other specify	10	8%
Top speed you noticed while riding		
1. 7	24	19%
2. 8	29	22%
3. 9	30	23%
4. 1	47	36%
Feel about the quality		
1.Better	39	30%
2.Average	23	18%
3.Good	51	39%
4.Excellent	17	13%
Features attracted		
1.Style	87	67%
2.Riding comfort	16	12%
3.Acceleration	15	12%
4.Mileage	12	9%
Price of duke bike suits your budgets		
1.Yes	106	82%
2.No	24	18%
Top speed of the duke bike		
1.135 Km/h	38	29%
2.160 Km/h	30	23%
3.180 Km/h	37	29%
4.200 Km/h	25	19%
Horsepower does the duke bike produce		
1.20 hp	24	19%
2.25 hp	49	38%

3.30 hp	34	26%
4.35 hp	23	17%
Type of braking system		
1.Drum brakes	20	15%
2.Disc brakes	37	29%
3.ABS	56	43%
4.Both B and C	17	13%
Fuel tank capacity		
1.10 litres	8	6%
2.12 litres	31	24%
3.13.5 litres	71	55%
4.15 litres	20	15%
Features enhances duke bike cornering stability		
1.Adjustable suspension	26	20%
2.Light weight frame	37	28%
3.Wide tires	40	31%
4.All of the above	27	21%
Weight of the duke bike		
1.150 Kg	21	16%
2.160 Kg	29	22%
3.170 Kg	58	45%
4.180 Kg	22	17%
Type of engine		
1. Single-cylinder, liquid cooled	40	31%
2. Twin-cylinder, air-cooled	39	30%
3. V-twin, oil-cooled	21	16%
4. Inline-four, liquid-cooled	30	23%
Acceleration time co-100Km/h		
1.5.5 Seconds	22	17%
2.6.0 Seconds	31	24%
3.6.5 Seconds	52	40%
4.7.0 Seconds	25	19%
Primary reason for considering the purchase		
1.Performance	34	26%
2.Price	28	22%
3.Brand reputation	34	26%
4.Design and aesthetic	23	18%
5.Recommendation from family or friends	11	8%
Important is the price of a duke bike in your purchasing decision		
1.Very important	33	25%
2.Important	29	22%
3.Moderaterly	27	21%
4.Slightly important	31	24%
5.Not important at all	10	8%
Perceive the brand reputation		
1.Excellent	25	19%
2.Good	51	39%
3.Average	24	19%
4.Poor	25	19%

5.Very poor	5	4%
Features do you consider most important		
1.Engine performance	41	32%
2.Fuel efficiency	31	24%
3.Comfort and ergonomics	31	24%
4.Techonology and features	22	17%
5.After sales services	5	3%
Online reviews and ratings influence your decision		
1.Very strongly	32	25%
2.Strongly	30	23%
3.Moderately	38	29%
4.Slightly	22	17%
5.Not at all	8	6%
Technology does the duke bike features for improved fuel efficiency		
1.Fuel infection	45	35%
2.Carburetor	25	19%
3.Turbo charging	42	32%
4.Hybrid technology	18	14%
Seat height		
1.780 mm	44	34%
2.800 mm	39	30%
3.820 mm	38	29%
4.840 mm	9	7%
Satisfied are you with the after-sales services provided		
1.Very satisfied	27	21%
2.Satisfied	37	28%
3.Neutral	32	25%
4.Dissatisfied	23	18%
5.Very dissatisfied	11	8%
Easy was it to contact customer service for assistance		
1.Very easy	35	27%
2.Easy	37	29%
3.Netural	29	22%
4.Difficult	25	19%
5.Very difficult	4	3%
Quickly was your issue resolved after contesting customer services		
1.Immediately	51	39%
2.Within a day	29	22%
3.Within a week	31	24%
4.More than a week	15	12%
5.Not resolved	4	3%
Knowledgeable did you find the customer service representatives		
1.Very knowledgeable	38	29%
2.knowledgeable	40	31%
3.Neutral	31	24%
4.Un knowledgeable	16	12%
5.Very Unknowledgeable	5	4%

Often do you utilize the after-sales services for maintenance or repairs		
1.Frequently	78	60%
2.Occasionally	24	19%
3.Rarely	20	15%
4.Never	8	6%
Total	**130**	**100%**

INTERPRETATION

The survey of 130 respondents reveals that most buyers are young (18–25 years, 62%), male (60%), unmarried (53%), and from rural areas (55%). Price (25%) and brand reputation (25%) are key purchase drivers, with style (67%) and engine performance (32%) as major attractions. The bike's features, such as ABS brakes (43%) and a top speed of 135 km/h (29%), are well-received, and 82% find its price suitable. While customer service is generally efficient (39% had issues resolved immediately), satisfaction with after-sales services is moderate (29% satisfied). Fuel injection technology (35%) and online reviews (29% moderately influential) play a role in buyer decisions.

CHI SQUARE ANALYSIS

The Chi-Square Analysis is used mainly test the independence of the attribute factors. In others words chi-square test is used to the whether one factor has significant influence over the other. The relationships between the two factors are calculated at 5% (0.05) level of significance.

1) Gender and External Factor

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Factor	130	100.00%	0	0.00%	130	100.00%

Gender * Factor Crosstabulation

Count						
		Factor				Total
		Brand	Media	Other specify	Advertisement	
Gender	Male	10	42	18	8	78
	Female	17	18	15	2	52
Total		27	60	33	10	130

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.508[a]	3	0.015
Likelihood Ratio	10.602	3	0.014
N of Valid Cases	130		

a.1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.00.

Interpretation

The chi-square test results in a value of 7.23 with a degree of freedom of 3. Since the calculated chi-square (7.23) is less than the critical value of 7.815 at a 0.05 significance level, the result is not significant, and we fail to reject the null hypothesis, indicating no strong association between gender and external factors influencing advertisement brand media choices.

REGRESSION ANALYSIS

A set of statistical processes for estimating the relationships between a dependent variable ('outcome' or ' response')and one or more independent variables ('predictors', 'covariates' , 'explanatory variables' or 'features').

1]

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.353[a]	0.124	0.096	1.067

a. Predictors: (Constant), Sales, Knowledgeable, Satisfied, Services

ANOVA[a]				
Sum of Squares	df	Mean Square	F	Sig.
20.207	4	5.052	4.438	.002[b]
142.285	125	1.138		
162.492	129			

a. Dependent Variable: Reputation
b. Predictors: (Constant), Sales, Knowledgeable, Satisfied, Services

Coefficients[a]		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	1.202	0.33		3.637	0
	Satisfied	0.234	0.115	0.19	2.034	0.044
	Services	0.12	0.092	0.124	1.3	0.196
	Knowledgeable	0.14	0.088	0.141	1.586	0.115
	Sales	0.07	0.1	0.059	0.701	0.484

a. Dependent Variable: Reputation

INTERPRETATION

The first regression analysis reveals that customer satisfaction significantly impacts the reputation of Duke bikes (**B = 0.234, p = 0.044**), while other variables like services, knowledgeable staff, and sales show no significant influence (p-values > 0.05). The model explains 12.4% of the variation in reputation (**R^2 = 0.124**) and is statistically significant overall (**F = 4.438, p = 0.002**). This indicates that enhancing customer satisfaction is crucial to improving Duke bikes' reputation, whereas the other predictors currently play a less substantial role.

2]

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.353[a]	0.124	0.096	1.067

a. Predictors: (Constant), Sales, Knowledgeable, Satisfied, Services

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.207	4	5.052	4.438	.002[b]
	Residual	142.285	125	1.138		
	Total	162.492	129			

a. Dependent Variable: Reputation

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	Knowledgeable	0.14	0.088	0.141	1.586	0.115
	Sales	0.07	0.1	0.059	0.701	0.484

Dependent Variable: Reputation

INTERPRETATION

The regression analysis identifies customer satisfaction as the only significant predictor of reputation (**B = 0.234, p = 0.044**), with other variables such as services, knowledgeable staff, and sales showing no statistically significant impact. The model accounts for 12.4% of the variation in reputation (**R^2 = 0.124**) and is statistically significant overall (**F = 4.438, p = 0.002**). This reinforces the finding that improving customer satisfaction should be a key focus for strengthening Duke bikes' reputation.

LIMITATION OF THE STUDY

1. The study is limited to Coimbatore City, which may not fully represent consumer attitudes and preferences in other regions.
2. The research may be constrained by the number of respondents, which could affect the generalizability of the findings.
3. The study is conducted over a limited time frame, which might restrict in-depth analysis or tracking of changing consumer preferences.

SCOPE OF THE STUDY

Geographic Extension of Research: Research should be further investigated by extending the study to other cities or even a region, so as to be compared between each other's preferences for different strategies in the respective area for Duke bikes.

Product innovation studies: Future studies could examine consumer reception of new features introduced in the Duke bikes, including electric variants or other smart connectivity options.

Sustainability: Future researchers should explore how environmentally conscious features, such as increased fuel efficiency or electric models, influence consumer decision-making and perceptions.

FINDINGS

1. Most respondents (62%) belong to the age group of 18 to 25 years.
2. The majority respondents (60%) are male.
3. The majority respondents (53%) are unmarried.
4. The majority respondents (66%) are Joint family.
5. The majority respondents (55%) are Rural area.
6. The majority respondents (36%) are family income 20,000-40,000.
7. The majority respondents (45%) are the uses of Student.
8. The majority respondents (25%) price are the main reason to purchase.
9. The majority respondents (46%) Brand is the external factor influenced.
10. The majority respondents (36%) are the top speed noticed while riding (100).
11. The majority respondents (39%) are good about the quality.
12. The majority respondents (67%) features are attracted by the style.
13. The majority respondents (82%) say yes to the price of the duke bike suits our budgets.
14. The majority respondents (29%) 135 Km/h is the top speed of the duke bike.
15. The majority respondents (38%) 25hp is the horsepower does the duke bike produce.
16. The majority respondents (43%) ABS is the type of braking system.
17. The majority respondents (55%) 13.5 litres are fuel take capacity.
18. The majority respondents (28%) light weight frame features enhance duke bike cornering stability.
19. The majority respondents (45%) 170 Kg is the weight of the duke bike.
20. The majority respondents (31%) single-cylinder, liquid-cooled is the type of engine.
21. The majority respondents (40%) 6.5 Seconds is the acceleration time co-100Km/h.
22. The majority respondents (26%) Performance and Brand reputation are the primary reason for considering the purchase.
23. The majority respondents (25%) Very important is the price of a duke bike in your purchasing decision.
24. The majority respondents (39%) say the brand reputation is good.
25. The majority respondents (32%) features of the consideration is engine performance is the most important.
26. The majority respondents (29%) online reviews and ratings influenced moderately by our decision.
27. The majority respondents (35%) fuel infection is the technology of the duke bike features for improved efficiency.
28. The majority respondents (34%) duke bike seat height is 780 mm.
29. The majority respondents (29%) satisfied are you with the after-sales services provided.
30. The majority respondents (29%) easy was it to contact customer services for assistance.
31. The majority respondents (39%) immediately the issue resolved after contesting customer services.
32. The majority respondents (31%) knowledgeable the customer services representatives.
33. The majority respondents (60%) Frequently customer utilize the after-sales services for maintenance or repairs.
34. There is a significant relationship between Gender and External factor.
35. Customer satisfaction significantly influences the reputation of Duke bikes ($B = 0.234$, $p = 0.044$), while other variables like services, knowledgeable staff, and sales are not significant predictors ($R^2 = 0.124$, $F = 4.438$, $p = 0.002$).
36. Customer satisfaction as the sole significant predictor of reputation ($B = 0.234$, $p = 0.044$), reiterating its importance in improving the brand's reputation ($R^2 = 0.124$, $F = 4.438$, $p = 0.002$), both are significant.

SUGGESTION

Enhance After-Sales Service: Address issues quickly and improve customer support as 17.6% of respondents are dissatisfied; satisfaction significantly boosts reputation (**B = 0.234, p = 0.044**).

Focus on Pricing: Offer financing options and highlight affordability, as 25.4% prioritize price and 81.5% find Duke bikes budget-friendly.

Leverage Style and Performance: Market Duke bikes' style (66.92%) and engine performance (31.54%) as key selling points.

Boost Digital Influence: Strengthen online reviews and social media engagement since 29.2% of respondents are influenced by digital platforms.

Target Key Segments: Focus on rural areas (55.4%) and younger consumers (62.3% aged 18-25) through tailored campaigns and events.

CONCLUSION

The study on Consumer Attitude and Preference towards Duke Bike with reference to Coimbatore city reveals that consumers have a diverse set of preferences driven by factors such as brand reputation, performance, pricing, and after-sales service. While many consumers appreciate Duke Bikes for their design, handling, and power, there are varying levels of satisfaction based on individual needs, financial capability, and exposure to competing brands. The majority of consumers in Coimbatore value performance, fuel efficiency, and innovative features, but price sensitivity also plays a significant role in influencing their purchase decisions.

The study concludes that Duke Bikes have a solid presence in Coimbatore, but there is potential for the brand to strengthen its market share by addressing key areas such as improving service availability, customizing marketing strategies for different consumer segments, and enhancing affordability options. With focused marketing efforts, targeted promotions, and better outreach to specific consumer groups, Duke Bikes can align better with consumer preferences, build stronger brand loyalty, and increase sales in Coimbatore city.

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