

PROJECT REPORT

On

**A STUDY ON CONSUMER BUYING BEHAVIOUR OF TWO
WHEELERS WITH SPECIAL REFERENCE TO PIAGGIO AT
TRISTAR MOTORCYCLES, CALICUT.**

Submitted by

Mr. ABHAY. P

Reg No: JCE21MBA01

In partial fulfillment of the requirements for the award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

of APJ Abdul Kalam Technological University, Thiruvananthapuram



Under the guidance of

Dr. K.V.S. RAJ

PROFESSOR



JAWAHARLAL BUSINESS SCHOOL

Jawaharlal College Of Engineering And Technology, Lakkidi, Palakkad

MAY,2023

Tristar Motorcycles

Vespa
aprilia

01-06-2023

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. ABHAY P (JCE21MBA01) M.B.A Final year student of Jawaharlal Business School, Jawaharlal College of Engineering and Technology, Lakkidi, Palakkad has successfully completed the project work in the company on

"A STUDY ON CONSUMER BUYING BEHAVIOUR OF TWO WHEELERS WITH SPECIAL REFERENCE TO PIAGGIO AT TRISTAR MOTORCYCLES, CALICUT"

Under the guidance of **Ms Sruthi pc** (Sales in charge) towards the fulfillment of the award of Master Business Administration under APJ Abdul Kalam Technological University, Kerala during the academic year 2022-2023.

Regards,



TRISTAR MOTORCYCLES

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EXECUTIVE SUMMARY

This project examines consumer buying behavior in the two-wheeler market with a special focus on Piaggio at Tristar Motorcycles Calicut. The objective is to gain insights into the factors influencing consumers' purchasing decisions and to provide recommendations for Tristar Motorcycles to effectively target and engage potential customers. To accomplish this, the project employed a mixed-methods research approach, combining qualitative and quantitative techniques. The qualitative phase involved in-depth interviews and focus group discussions with current and potential two-wheeler buyers. These discussions aimed to uncover the underlying motivations, preferences, and perceptions that drive consumers' choices.

The quantitative phase consisted of a survey distributed to a representative sample of consumers in the Calicut area. The survey collected data on demographics, buying preferences, brand awareness, and factors influencing the purchase decision. Statistical analysis techniques, such as Weighted average and Chi square test, were used to analyze the data and identify key insights.