



**ORIGINAL RESEARCH PAPER**

**Marketing**

**A STUDY ON CONSUMER PERCEPTION TOWARDS JAWA MOTORCYCLE WITH SPECIAL REFERENCE TO VIJAYAWADA CITY**

**KEY WORDS:**

**Buddha prasad Gopalam**

MBA Department Malla Reddy University HYDERABAD

**INTRODUCTION**

India is the second largest patron of the two-wheeler in the world. The two wheeler member contribute the largest volume all the parts in machine assiduity in India. The assiduity is growing at a rate of 30% annually. Maturity of Indians, especially the youth prefer motorbikes rather than buses, Landing a large share in the two wheeler assiduity, bikes and scooter covers a major member. Bikes are considered to be the pets among the youth generation, as they help in easy trade, styling and avail and has further aesthetic appeal. It's relatively apparent that knowing consumer requirements and solicitations is a road to success for the marketer, but the question is how? It isn't a simple task. At the first case, we can feel that whatever consumer is telling may be perceived as correct but actually he may not act else. They may respond to the communication but may be told at the last moment by their musketeers, family members or by other reference groups.

**OVERVIEW-JAWA MOTORCYCLE COMPANY LTD**

JAWA is a motorcycle and moped manufacturer founded in Prague, Czechoslovakia in 1929 by František Jane ek, who bought the motorcycle division of Wanderer. The name JAWA was established by concatenating the first letters of Jane ek and Wanderer In the past, especially in the 1950s, JAWA was one of the top motorcycle manufacturers and exported its 350 model into over 120 countries .The best known model was the 350 Pérák and in the 1970s the 350 Californian. It appeared in typical black and red coloring from California to New Zealand. After 1990 a significant loss of production occurred. A successor company was formed in 1997 in Týnec nad Sázavou, continuing the name as JAWA Moto.

**1. Product service identification**

They concentrate on two Wheeler motorcycles and provide one of the countries best motorcycles with its own uniqueness. It has bike variants with an average of 45km/ltr which gives tough competition to already established two wheeler companies.

**2. Strategic focus and marketing entry**

The company is planning to start its operation in Ontario since it is having lots of potential customers accompanied with one of the best motorcycling roads: students do a lot of delivery jobs in Canada in their cars. If they are replaced with bikes, it will be economically viable for students to maintain.

**3. Competition level**

Yamaha v star 250, Honda Rebel 300, Yamaha tw200, BMW g310r. All these motorcycles shares almost same displacements but very high cost. Jawa motorcycle is much cheaper motorcycle with low maintenance cost and high on efficiency.

**4. Service**

The company is planning to provide the best in class customer service including after sales service by implementing interactive customer support system which would be available 24x7 service.

**LIMITATIONS**

- The area of study is limited to Vijayawada city.
- The data are collected by questionnaire method, so the collected data may be based by the respondents reply.
- Time was big constraint.

**OBJECTIVES**

- To identify whether the product met the consumers expectation.
- To study the consumer perception towards price, quality, cost of spare parts and promised delivery time.
- To find whether design and performance affects the purchase intention among consumers.
- To find resale value and social status influencing the purchasing intention.
- Do really models impacting the buying behaviour of consumers.

**RECOMMENDATIONS:**

- Improved sales and service network for giving better experience to customers.
- Should focus on satisfying the need for respect power and comfort.
- The research shows that only small amount of the sample knows about brand of Jawa and it is advisable for the company to promote its brand among the consumer through various marketing communication channel.
- Ride Comfort, of the bike can be improved to attract more customers.

**CONCLUSION**

The research shows that only small amount of the sample knows about brand of Jawa and it is advisable for the company to promote its brand among the consumer through various marketing communication channel. We get know JAWA motorcycles have high comfort and good quality and major barriers and high maintenance. Now a days most the are buying the JAWA motorcycles which are given the many features. Many of the respondents gave that more awareness of JAWA motorcycles is done through word of mouth.

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