

BUYING BEHAVIOR OF WOMEN CUSTOMERS' A STUDY WITH REFERENCE TO TWO WHEELER DEALERS AT VISAKHAPATNAM CITY

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ABSTRACT

This research focuses on buying behavior of women customers a study with reference to two wheeler Dealers at Visakhapatnam City. Specifically the research covers three topics assessment of the factors influencing women towards purchase of two-wheeler, assessment of the effect of demographic factors in purchasing from various branded companies, and assessment of the effect of demographic factors in purchasing particular brand. The strategy followed is survey strategy, and the number of respondents selected are 366 customers. After data is collected from these respondents, descriptive analysis tools are applied. At the end the research identified the factors considered as more influential from the dealer of particular brand and various branded companies. It is also identified that there is significant difference among various demographic group women two-wheeler customers on motivational factors in their purchasing behavior from both particular dealer and dealer of various branded companies.

KEYWORDS: *Buying behavior, motivational factors, two-wheeler*

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