

PROJECT REPORT ON
“A STUDY ON FACTORS INFLUENCING ON PURCHASE OF TVS
MOTORCYCLE WITH REFERENCE TO UDUPI CITY “

SUBMITTED BY

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SUBMITTED TO



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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2022-2024

CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Suman B (USN-4AL22BA109), a student of Second Year MBA of Alva's Institute of Engineering & Technology. Moodbidhire, VTU, has carried out Marketing internship project on "A study on Factor Influencing On Purchase Of TVS Motorcycle With Special Reference TO Udupi" w.e.f. 23 Apr 2024 to 08 Jun 2024.

During this period, he has done the work sincerely and his conduct was good.

We wish him all the success in his future endeavour.


(Dinkar Rao)
HR Manager
Sai Radha Group

Date: 11 Sep 24

Place: Udupi-01



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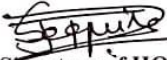
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Date: 09/09/2024

CERTIFICATE

This is to certify that **Suman B** bearing **USN 4AL22BA109**, is a bonafide student of Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri for the batch 2022-2024, affiliated to Visvesvaraya Technological University, Belgavi. The Project report on "**A Study on Factors influencing on purchase of TVS motorcycle with reference to Udupi City**", is prepared by him under the guidance of Mrs. Priya Sequeira, Associate Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.


Signature of Internal Guide


Signature of HOD


Signature of Principal

Viva – Voce Examination

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DECLARATION

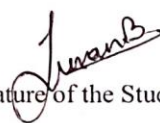
I **Suman B**, bearing hereby declares that the Project Title entitled “**A STUDY ON FACTORS INFLUENCING ON PURCHASE OF TVS MOTORCYCLE WITH REFERENCE TO UDUPI CITY**” is prepared by me under the guidance of **Mrs. Priya Sequiera**, HOD PG Department of Business Administration Alva’s Institute of Engineering and Technology and External Guidance by Mr. Dinakar Rao HR Manager Sai Radha Motors Udupi.

I also declare that this Project is towards the partial fulfilment of the University regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University Belagavi.

I have undergone a summer Project for period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/ diploma from any other University/Institution.

Place: Mijar

Date: 21/09/2024


Signature of the Student
(Suman B)

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I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this Project. It gives me immense pleasure to acknowledge all those who have encouraged and supported for the successful completion of this Work.

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Executive Summary

This study explores the factors influencing the purchase decisions of TVS motorcycles in Udupi City, a region where consumer preferences are shaped by both economic considerations and brand perceptions. TVS Motors, a well-known name in the Indian two-wheeler industry, enjoys significant popularity in Udupi due to a variety of factors that resonate with the local consumer base.

One of the most prominent factors driving the purchase of TVS motorcycles is affordability. Udupi consumers, particularly from middle-income groups, are price-sensitive and tend to favor motorcycles that provide value for money. TVS has successfully positioned itself as a brand offering budget-friendly options without compromising on quality or performance, making it a preferred choice among cost-conscious buyers.

Fuel efficiency is another critical factor influencing purchase decisions. With rising fuel costs, consumers in Udupi prioritize motorcycles that offer good mileage. TVS motorcycles are known for their fuel efficiency, which is a major reason for their popularity in this region.

Brand loyalty also plays a key role, as many customers in Udupi perceive TVS as a reliable and trusted brand. The company's longstanding presence in the market and its reputation for delivering durable, high-performance motorcycles strengthen customer confidence.

In addition to affordability and fuel efficiency, TVS's strong after-sales service network in Udupi contributes to customer satisfaction. The availability of service centers and easy access to spare parts make TVS motorcycles a convenient and hassle-free choice for local buyers.

In conclusion, the combination of affordability, fuel efficiency, brand loyalty, and robust after-sales service makes TVS motorcycles highly attractive to consumers in Udupi City, securing the brand a strong foothold in the local market.

