CONSUMER SATISFACTION TOWARDS TWO WHEELERS IN COIMBATORE DISTRICT

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ABSTRACT
The two-wheeler business has grown significantly in the last several years, and Coimbatore District has become a major market for this industry. The purpose of this study is to investigate and evaluate Coimbatore District consumers' satisfaction with two-wheelers. In order to collect thorough data, the research uses a mixed-methods strategy that combines quantitative surveys and qualitative interviews. In order to get quantitative information from a wide sample of Coimbatore District two-wheeler owners, a structured questionnaire has been developed. Aspects including after-sales service, product features, brand perception, and general satisfaction levels are all covered in the poll. A minority of respondents will also participate in in-depth interviews. This study uses a thematic analysis approach to find trends and topics that either help or impede consumer happiness in the two-wheeler sector. In order to determine whether demographic variables like age, gender, income, and employment have a major impact on consumer satisfaction, the research also takes these elements into account. The study attempts to give a nuanced picture of the varied consumer landscape in Coimbatore District by looking at these characteristics. The results of this study should provide manufacturers, marketers, and legislators in the two-wheeler sector with insightful information. Gaining a better understanding of customer satisfaction is essential for expanding product offers, raising the caliber of services, and building brand loyalty. The study's findings can help guide strategic choices meant to enhance customer satisfaction and maintain the expansion of the two-wheeler market in the Coimbatore District.

Keywords: Consumer satisfaction, Two-wheelers, Coimbatore District

Introduction
The industry for two-wheelers has grown remarkably in the last few years, which is indicative of the growing dependence on these vehicles for personal mobility. The southern Indian district of Coimbatore has seen a sharp increase in customer demand, making it a major two-wheeler market. In order to comprehend and solve the issues influencing customer satisfaction in this dynamic market, producers, marketers, and policymakers face both opportunities and problems as a result of this growth. Any industry must prioritise customer happiness, and the two-wheeler market is no different. In order to adapt their products and services to the changing wants and preferences of Coimbatore District consumers, producers and marketers must have a thorough understanding of the elements that either help or impede customer happiness.

The purpose of this study is to examine the nuances of Coimbatore District consumers' happiness with two-wheelers. Using a mixed-methods approach that combines qualitative interviews with quantitative surveys, the study aims to give a thorough understanding of the different factors impacting consumer choices and experiences after making a purchase. Essential elements including product attributes, post-purchase servicing, and brand perception are covered by the structured questionnaire used in the quantitative phase. In order to evaluate the influence of demographic factors on customer satisfaction, factors such as age, gender, income, and occupation will be taken into account. The goal of this investigation into demographic variables is to identify patterns and trends in the varied consumer environment in the Coimbatore District.

It is anticipated that the research's conclusions will be beneficial to industry participants, providing knowledge that can guide strategic choices. Manufacturers may improve service quality, expand their product options, and foster brand loyalty by getting a better grasp of consumer satisfaction. The ultimate goal of this study is to provide useful insights derived from a thorough investigation of