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A STUDY ON CONSUMER BUYING BEHAVIOUR WITH REFERENCE TO MARKETING OF TI (TUBE AND INVESTMENTS) CYCLES

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Abstract

Cycling happens to be a healthy practice. The people of yester years depended mostly on use of cycles for travel from one place to another. It is fuel efficient, cost wise cheaper, convenient wise richer. The article studies the buying behavior of people who prefer various brands of bicycles manufactured by TI cycles of India. The study also deals with issues of buying and maintaining some or other brand of bicycle manufactured by TI cycles of India.

Keywords: Cycling, Bicycle Buying Behaviour, Consumer Preference, Brand Preference, TI Cycles of India, Bicycle Industry, Consumer Satisfaction, Purchasing Behaviour, Brand Loyalty, Bicycle Maintenance, Product Quality, Price Sensitivity, Customer Perception, After-Sales Service, and Consumer Buying Decision.

INTRODUCTION

Commutation from one place to another was done by walk in yester years. Steadily, the requirement to commute to far of places aroused. Man could not commute long distance by walk because of tiresomeness and duration of time involved. This issue gave rise to man to think in terms of an alternative. First came the bullock carts and then came the cycles. Cycle is still the best mode of commuting from one place to another. Cycling is a healthy practice as it provides exercises to one's legs. The early factories engaged in providing a vehicle for commutation thought in terms of manufacturing only cycle.

Chennai saw TI Cycles not only manufacturing cycles but also marketing them. Their cycles have a brand name and also added value. Competitors in the cycle manufacturing sector compelled TI Cycles to produce cycles that provided ease of ride besides comfort while riding. The marketing efforts of TI Cycles have kept them very steady in the market. What the consumer (Buyers of Cycles) want, the different inputs that go into the minds of the buyers of bicycles to decide in terms of buying a cycle is an interesting arena and deserves a decent study.

The purpose of this article is to study the buying behavior of people who buy and use bicycles

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Need for the Study:

Times have changed and are continuously bringing more and more types of different varieties of vehicles. Cycles have been replaced (Not totally) by mopeds, mopeds have been replaced by scooters and motor bikes, scooter and motor bikes have been replaced by cars. But the original and primitive mode of commuting, i.e. cycling still continues. This is because of the affordability of cycles as well as their inherent comfort. What really forces man or women to use cycles even today in this fast moving world is definitely an area worth studying. This is the reason why the author of this article has made a simple attempt to undertake this study.

Review of Literature

Andres Monzon, Sergio Jara-Diaz (2014), many variables that influence bicycle use beyond time and cost have been included in models of various types. However, psycho-social factors that make the bicycle eligible as a modal alternative have not been identified properly. These factors are related to intention, attitudes and perceptions, and their identification can contribute to obtain the keys for a successful bicycle policy. Here, an in-depth investigation of cyclists' perceptions is attempted using a large university survey designed and collected ad hoc, and then applying exploratory and confirmatory factor analyses. After identifying fourteen factors, a structural equations model was estimated to find structure and relationships among variables and to understand users' intentions to use the bike. Four (latent) variables are identified, namely convenience, probike, physical determinants and exogenous restrictions. The main conclusion 16 is that convenience (flexible, efficient) and exogenous restrictions (danger, vandalism, facilities) are the most important elements to understand the attitudes towards the bicycle.

Thomas Blondian (2016), observe that cycling not only improves the liveability of cities, public health, air quality, or the CO2 balance, but it also creates "hard economic value and jobs". It is presented as a perfect tool for transition and mobility in the transport sector, providing a large number of assets, including jobs. But, this has not been focused by the public authority and as a result, the investment in cycling infrastructure and eco system is lacking. The authors explore here how best the ecosystem can be promoted in terms of bicycle tourism including accommodation and restaurants, bicycle infrastructure covering bicycle services, exclusive roads and infrastructure apart from manufacturing, wholesale and retail operations supported by repair and maintenance services. The study further finds that more than 650,000 jobs are linked to cycling today in the EU-27 and more than 400,000 new ones could be created in the future with a doubling of cycling modal share. These jobs can be more local jobs for lower skilled workers and more jobs per say euro of investment. The authors impress upon showcasing how cycling can be explored as a mode of transport that contributes to economic growth and social benefits.

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Davcik and Sharma (2016) point out that Marketing resources, performance, and competitive advantage are crucial drivers of a firm's business strategy as they help the firms gain a competitive advantage over competition (direct or latent) and lead to better performance. Marketing resources are recognized as crucial drivers in the process by which firms develop their competitive advantages and achieve higher levels of performance.

Research Methodology

Population: The users of bicycles produced and marketed by TI cycles of India, Chennai.
Sample: 260
Study area: Chennai City
Type of data: Primary data
Type of Instrument: Questionnaire and / or Interview Schedule
Statistical Tools: Bar diagrams, Histograms, Pie charts
Statistical Tests: Percentage analysis,

Objectives of the Study:

1. To study the buying behaviour of the purchasers / users of TI cycle's bicycles.
2. To analyse the reasons behind buying TI cycle's bicycles.
3. To examine the suggestions of bicycles for improving them.

Table – 1: Contribution of various demographic variables to the study

Demographic Variables		Frequency	Percentage
Age Groups	Less than 20	92	35.4
	21 – 30 years	62	23.8
	31 – 40 years	67	25.8
	More than 40 years	39	15.0
Gender	Male	129	49.6
	Female	131	50.4
Occupation	Student	119	45.8
	Working class	40	15.4
	Self employed	48	18.5
	Others	53	20.4
Annual Income	Less than 2 lakhs	96	36.9
	2 – 5 lakhs	84	32.3
	5 – 10 lakhs	64	24.6
	Above 10 lakhs	16	6.2

(Source: Primary data)

It can be seen from the above table:

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1. Respondents in the age group less than 20 are more in number with a frequency of 92 (35.4% of the total sample).

2. Female respondents with a frequency of 131 (50.4% of the total sample) compete with male respondents with a frequency of 129 (49.6% of the total sample) in the study.

3. Students with a frequency of 119 (45.8% of the total sample) have contributed to the study to a maximum extent.

4. 96 respondents (36.9% of the total sample) have contributed to the study and they fall in the less than 2 lakhs annual income group.

Table 5: Ownership wise break up of respondents

	Frequency	Percentage
First (New Cycle)	139	53.5
Additional Cycle	57	21.9
Replacement of existing cycle	64	24.6
Total	260	100.0

(Source: Primary data)

From the above table it can be observed that 139 respondents (53.5% of the total sample size of 260) own bicycle for the first time, 64 respondents (24.6% of the total sample) prefer replacement of existing cycle and 57 respondents (21.9% of the total sample) prefer additional cycle. It can be concluded that first time owners of bicycles constitute the maximum in the selected sample.

Table 6: Awareness level wise breakup of the brand of bicycles

Brands of bicycles	Frequency
BSA	126
Hercules	135
Philips	116
Track & Trail	75
Montra	54
Roadeo	49

(Source: Primary data)

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It can be observed that 135 respondents out of 260 are aware of the brand Hercules, 126 respondents out of 260 are aware of the brand BSA, 116 respondents out of 260 are aware of the brand Philips, 75 respondents out of 260 are aware of the brand Track & Trail, 54 respondents out of 260 are aware of the brand Montra and 49 respondents out of 260 are aware of the brand Roadeo. It can therefore be concluded that maximum number of respondents are aware of the brand Hercules.

Table 7: Brand of the bicycle owned by the respondents

Brands of bicycles	Frequency	Percentage
BSA	87	33.5
Hercules	79	30.4
Philips	47	18.1
Track & Trail	23	8.8
Montra	16	6.2
Roadeo	8	3.1
Total	260	100.0

(Source: Primary data)

It can be seen from the above that 87 respondents (33.5% of the total sample size of 260) own BSA brand bicycle, 79 respondents (30.4% of the total sample) own Hercules bicycle, 47 respondents (18.1% of the total sample) own Philips bicycle, 23 respondents (8.8% of the total sample) own Track & Trail bicycle, 16 respondents (6.2% of the total sample) own Montra bicycle and 8 respondents (3.1% of the total sample) own Roadeo bicycle. Therefore it is concluded that BSA brand of bicycle is owned by maximum number of respondents.

Table 8: Period of usage of bicycle by respondents

Period of usage	Frequency	Percentage
Less than 2 years	79	30.4
2 – 4 years	95	36.5
4 – 7 years	46	17.7
Above 7 years	40	15.4
Total	260	100.0

(Source: Primary data)

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It can deduced from the above table that 95 respondents (36.5% of the total sample size of 260) have been using bicycles between 2 – 4 years, 79 respondents (30.4% of the total sample) have been using bicycles for less than 2 years, 46 respondents (17.7% of the total sample) have been using bicycles between 4 – 7 years and 40 respondents (15.4% of the total sample) have been using bicycles for above 7 years. It is therefore concluded that maximum number of respondents are using bicycles for a period of 2 – 4 years.

Table 9: Satisfaction level of usage of bicycles

Satisfaction level	Frequency	Percentage
Highly Satisfied	92	35.4
Satisfied	99	38.1
Neutral	39	15.0
Dissatisfied	19	7.3
Highly dissatisfied	11	4.2
Total	260	100.0

(Source: Primary data)

It can be understood from the above table that 99 respondents (38.1% of the total sample size of 260) are just satisfied with the usage of their bicycles, 92 respondents (35.4% of the total sample) are highly satisfied with the usage of their bicycles, 39 respondents (15% of the total sample) are remain neutral on the level of satisfaction in respect of their bicycles, 19 respondents (7.3% of the total sample) are dissatisfied with their bicycles while 11 respondents (4.2% of the total sample) are highly dissatisfied with their bicycles. It is therefore concluded that maximum number of respondents are just satisfied with their bicycles.

Table 10: Brand preference of bicycles for future use

Brand preferences for future	Frequency	Percentage
BSA	64	24.6
Hercules	66	25.4
Philips	32	12.3
Track & Trail	44	16.9
Montra	28	10.8
Roadeo	26	10.0
Total	260	100.0

(Source: Primary data)

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It can be seen that 66 respondents (25.4% of the total sample size of 260) prefer Hercules bicycle for future use, 64 respondents (24.6% of the total sample) prefer BSA bicycles for future use, 44 respondents (16.9% of the total sample) prefer Track & Trail bicycle for future use, 32 respondents (12.3% of the total sample) prefer Philips bi cycle for future use, 28 respondents (10.8% of the total sample) prefer Montra bicycle for future use and 26 respondents (10% of the total sample) prefer Roadeo bicycle for future use. It can be concluded that maximum number of respondents prefer Hercules brand bicycle for their future use.

Table 11: Purpose of usage of bicycles

Purpose of usage	Frequency
Office	33
Domestic Purpose	168
School	128
Business	49

(Source: Primary data)

It can be observed from the above table that 168 respondents use their bicycles for Domestic purposes, 128 respondents use their bicycles for going to schools, 49 respondents use their bicycles for business purposes and 33 respondents use their bicycles for office purposes. It can therefore be concluded that maximum number of respondents are using their bicycle for domestic purposes.

Table 12: Others persons using the bicycle belonging to self

Others	Frequency	Percentage
Self	92	35.4
Family Members	124	47.7
Friends	39	15.0
Others	5	1.9
Total	260	100.0

(Source: Primary data)

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It can be seen from the above table that 124 respondents (47.7% of the total sample size of 260) say that their family members use their own bicycle, 92 respondents (35.4% of the total sample) say that they alone use their own bicycle, 39 respondents (15% of the total sample) say that their friends use their own bicycle and 5 respondents (1.9% of the total sample) say that others use their bicycle. It can therefore be concluded that maximum number of family members use the bicycles belonging to the respondents.

Table 13: Maintenance frequency of own bicycles

Maintenance frequency	Frequency	Percentage
Once in a week	94	36.2
Once in a month	67	25.8
Twice in a month	52	20.0
More than a moth	47	18.1
Total	260	100.0

(Source: Primary data)

It can be observed from the above table that 94 respondents (36.2% of the total sample size of 260) maintain their bicycles once in a week, 67 respondents (25.8% of the total sample) maintain their bicycle once in a month 52 respondents (20% of the total sample) maintain their maintain their bicycles twice in a month and 47 respondents (18.1% of the total sample) maintain their bicycles in more than a month. It can therefore be conceded that 94 respondents maintaining their bicycles once in a week out number others.

Table 14: Factors influencing purchase of a specific brand of bicycle

Factors influencing purchase of bicycles	Frequency
Technical Superiority	63
Quality	148
Extra Fittings	53
Advertisement	51
Reasonable Price	99
Brand Loyalty	72
Gift	24

(Source: Primary data)

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It can be seen from the above table that 148 respondents have purchased their specific bicycle for its Quality, 99 respondents have purchased their specific bicycle for their reasonable prices, 72 respondents have purchased their specific bicycle for its Brand loyalty, 63 respondents have purchased their specific bicycle for its technical superiority, 53 respondents have purchased their specific brands of bicycle for its Extra fittings, 51 respondents have purchased their specific brand of bicycle for the Advertisements and 24 respondents have received their specific brand of bicycle as a Gift.

Table 15: Awareness about specific brand of bicycles

Awareness	Frequency
Friends and Relative	103
Family members	103
Colleagues	47
Advertisements	80
Company sales person	20

(Source: Primary data)

It can be observed from the above table that 103 respondents had awareness about their specific brand of bicycles from their friends and relatives, 103 respondents had awareness about their specific brand of bicycles from their family members, 80 respondents had awareness about their specific brand of bicycles from advertisements, 47 respondents had awareness about their specific brand of bicycles from their colleagues and 20 respondents had awareness about their specific brand of bicycle from the sales person of the companies selling the bicycles.

Table 16: Influence of media in buying bicycles

Media	Frequence
Television	93
Magazines	44
Social media	117
Hoardings	26
Newspaper	46
Internet	91

(Source: Primary data)

It can be observed from the above table that 117 respondents were influenced by Social media for purchasing their brands, 93 respondents were influenced by Television, 91

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respondents were influenced by Internet, 46 respondents were influenced by Newspaper, 44 respondents were influenced by Magazines and 26 respondents were influenced by Hoardings in public places.

Table 17: Decision taker for purchase of bicycle

Decision taker	Frequency	Percentage
Self	105	40.4
Father	75	28.8
Mother	34	13.1
Brother	14	5.4
Sister	11	4.2
Others	21	8.1
Total	260	100.0

(Source: Primary data)

It can be observed from the above that 105 respondents (40.4% of the total sample size of 260) say that they decided to buy their bicycle, 75 respondents (28.8% of the total sample) say their father was behind the decision to buy a cycle, 34 respondents (13.1% of the total sample) say their mother was behind the decision, 21 respondents (8.1% of the total sample) say others were behind their decision to buy a cycle, 14 respondents (5.4% of the total sample) say their brother was behind the decision to buy a cycle and 11 respondents (4.2% of the total sample) say their sister was behind the decision to buy a cycle. It can therefore be understood that the decision to buy a bicycle was mostly taken by self.

Table 18: Model of bicycle purchased

Models	Frequency	Percentage
Kids	33	12.7
Lady Bird	77	29.6
Standard	52	20.0
Racer	23	8.8
MTB	16	6.2
Geared	24	9.2
Disk Brake	25	9.6
Others	10	3.8
	260	100.0

(Source: Primary data)

It can be understood from the above table that 77 respondents (29.6% of the total sample size of 260) have bought the brand ‘Lady Bird’, 52 respondents (20% of the total sample) have bought the brand ‘Standard’, 33 respondents (12% of the total sample) have

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bought the brand 'Kids', 25 respondents (9.6% of the total sample) have bought the brand 'Disk Brake', 24 respondents (9.2% of the total sample) have bought the brand 'Geared', 16 respondents (6.2% of the total sample) have bought the brand 'MTB' and 10 respondents (3.8% of the total sample) have bought other models.

Table 19: Price range of the bicycle owned by respondents

Price range	Frequency	Percentage
Less than 5000	83	31.9
5000 – 10000	89	34.2
10000 – 15000	53	20.4
Above 15000	35	13.5
Total	260	100.0

(Source: Primary data)

It can be understood from the above table that 89 respondents (34.2% of the total sample size of 260) have bought bicycles in the price range of 5000 – 10000, 83 respondents (31.9% of the total sample) have bought bicycles in the price range of less than 5000, 53 respondents (20.4% of the total sample) have bought bicycle in the price range of 10000 – 15000 and 35 respondents (13.5% of the total sample have bought bicycle in the price range of above 15000.

Table 20: Level of service rendered by bicycle sales outlets

Level of service	Frequency	Percentage
Very Good	98	37.7
Good	127	48.8
Neither Good nor Bad	29	11.2
Not Good	6	2.3
Total	260	100.0

(Source: Primary data)

It can be seen from the above table that 127 respondents (48.8% of the total sample size of 260) rate the level of service rendered by the sales outlet as Good, 98 respondents (37.7% of the total sample) rate the level of service rendered by the sale outlet as Very Good,

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29 respondents (11.2% of the total sample) rate the level of service rendered by the sales outlets as Neither Good Nor bad and 6 respondents (2.3% of the total sample) rate the level of service rendered by the sales outlets as Not Good.

Table 21: Suggestions for enhancement of produce quality and increase in sales of bicycles

Suggestions	Frequency
Price to be reasonable	103
Quality to be improved	97
Improve advertisement	88
Select proper media for advertisement	64
Style modification	107
Improvement in quality in tyre and brakes	67
Different colours and labels	74
Satisfied with present features	51
Others	24

(Source: Primary data)

It can be seen from the above table that 103 respondents say that "Price to be reasonable" as a suggestion for enhancement of product quality and increase in sales, 107 respondents say that "Style Modification" as a suggestion for enhancement of product quality and increase in sales, 97 respondents say that "Improvement in Quality" as a suggestion for enhancement of product quality and increase in sales, 88 respondents say that "Advertisement Improvement" as a suggestion for enhancement of product quality and increase in sales, 74 respondents say that "Different colours and labels" as suggestions for enhancement of product quality and increase in sales, 67 respondents say that "Improvement in quality in tyres and brakes" as a suggestion for enhancement of product quality and increase in sales, 64 respondents say that "selection of proper media for advertisement" as a suggestion for enhancement of product quality and increase in sales, 51 respondents say that "Satisfaction with the present features" as a suggestion for enhancement of product quality and increase in sales and 24 respondents say that other suggestions are essential for product quality enhancement and increase in sales.

Table 22: Descriptive Statistics

	N	Mean		Std. Deviation
	Statistic	Statistic	Std. Error	Statistic

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Level of service rendered by the sales outlet	260	1.78	.045	.731

(Source: Computed data)

It can be understood from the above table that the level of service rendered by the sales outlet of bicycles is Good (Mean value 1.78), the standard error 0.045.

Table 23: Descriptive statistics

	N	**Mean**		**Std. Deviation**
	Statistic	**Statistic**	**Std. Error**	**Statistic**
Satisfied with the currently owned cycle	260	3.93	.067	1.085

(Source: Computed data)

It can be understood from the above table that the satisfaction level with the currently owned bicycle is Good (Mean value 3.93, standard error 0.067).

Null Hypothesis (Ho): There is no association between the Gender and frequency of maintenance of bicycle.

Table 24: Cross Tabulation

Gender	Frequency of maintenance of Bicycle by self				Total
	Once in a week	Once in a month	Twice in a month	More than a month	
Male	50	27	35	17	129
Female	44	40	17	30	131
Total	94	67	52	47	260

(Source: Primary data)

Table 25: Chi-square test values

	Value	df	p-value	Significance level
Pearson Chi-square	12.717[a]	3	.005	5%

(Source: Computed data)

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It can be observed from the above Chi-square values table that the chi-square value is 12.717 with 3 degrees of freedom at 5% significance level. The P value is 0.005. This implies that the Null Hypothesis is rejected. This means that there is association between Gender of the respondents and the frequency of maintenance of bicycle by self. It also implies that the frequency of maintenance of bicycle by self is dependent of the Gender of the respondents.

Null Hypothesis (Ho): There is no association between Occupational status of respondents and the frequency of maintenance of own bicycle

Table 26

Occupation	Frequency of maintenance of Bicycle by self				**Total**
	Once in a week	**Once in a month**	**Twice in a month**	**More than a month**	
Student	45	36	19	19	119
Working class	14	9	9	8	40
Self employed	16	12	8	12	48
Others	19	10	16	8	53
Total	94	67	52	47	260

(Source: Primary data)

Table 27: Chi-square test values

	Value	df	p-value	Significance level
Pearson Chi-square	8.316[a]	9	.503	5%

(Source: Computed data)

It can be seen from the chi-square table that the chi-square value is 8.316 with 9 degrees of freedom at 5% significance level. The P value is 0.503. This means the Null hypothesis is accepted. This implies that there is no association between the Occupational status of the respondents and the frequency of maintenance of own bicycle. That is the frequency of maintenance of own bicycle is independent of the occupational status of the respondents.

Null Hypothesis (Ho): There is no association between the Annual Income of the respondents and the frequency of maintenance of own bicycle.

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Table 28

Annual Income	Frequency of maintenance of Bicycle by self				Total
	Once in a week	Once in a month	Twice in a month	More than a month	
Less than 2 lakhs	41	25	12	18	96
2 – 5 lakhs	37	19	12	16	84
5 – 10 lakhs	14	15	24	11	64
Above 10 lakhs	2	8	4	2	16
Total	94	67	52	47	260

(Source: Primary data)

Table 29: Chi-square test values

	Value	**Df**	**p-value**	**Significance level**
Pearson Chi-square	27.223[a]	9	.001	5%

(Source: Computed data)

It can be observed from the above Chi-square values table that the chi-square value is 27.223 with 9 degrees of freedom at 5% significance level. The P value is 0.001. This implies that the Null Hypothesis is rejected. This means that there is association between Annual Income of the respondents and the frequency of maintenance of bicycle by self. It also implies that the frequency of maintenance of bicycle by self is dependent of the Annual Income of the respondents.

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Table 30: Correlation Table

Families Annual Income Vs. Period of usage of bicycles

		Family's Annual Income	Period of usage of bicycles
Family's Annual Income	Pearson Correlation	1	.185"
	Sig. (2-tailed)		.003
	N	260	260
Period of usage of bicycles	Pearson Correlation	.185"	1
	Sig. (2-tailed)	.003	
	N	260	260

(Source: Computed data)

It can be seen from the above table that the Pearsons Correlation Co-efficient between the two variables Family's Annual Income and Period of usage of bicycles is 0.185. This implies a mild correlation between the two variables and the correlation is also positive. This again implies that as the family's annual income increases or decreases the period of usage of bicycles also increases or decreases accordingly.

FINDINGS

The following are the findings of the present study.

1. 92 respondents in the age group less than 20 have contributed maximum to the study.
2. Female respondents are more in number than their male counterparts to the study.
3. 119 Students have actively participated with their responses in the study.
4. 96 respondents belonging to less than 2 lakhs annual income group have given their responses to the study.
5. 139 respondents out of a total of 260 (sample size) are first time owners of bicycles.
6. Maximum number of respondents (135) are aware of the Brand Hercules bicycle.
7. Maximum 87 respondents own BSA Brand bicycle in a total sample of 260 compared to other brand bicycles.
8. 95 respondents out of total 260 are using bicycles between 2 to 4 years.

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9. 99 respondents out of a total 260 are just satisfied with the usage of their bicycles.
10. 66 respondents out of a total 260 prefer use of Hercules bicycle for future use.
11. 168 respondents out of a total of 260 prefer use of their bicycles for domestic purposes.
12. 124 family members use the bicycles belonging to respondents (self)
13. 94 respondents out of total 260 maintained their bicycle once in a week.
14. 148 respondents have bought their bicycles for its Quality while 53 respondent have bought their bicycles for the Extra fittings in them.
15. 103 respondents were aware about their bicycle brand through their friends and relatives while another 103 respondents became aware about their bicycle brand through their family members.
16. 117 respondents were influenced by social media for purchasing their preference brand.
17. 105 respondents out of 260 bought their branded bicycles on their own.
18. 77 respondents have bought the Lady Bird model of bicycles.
19. 89 respondents have bought bicycles in the price range 5000 – 10000.
20. 127 respondents say that the level of service at the bicycle sales outlets are good.
21. 107 respondents say that the style modification is a must for improvement of bicycle sales.
22. Level of service rendered by the sales outlets is just good as pronounced by the bicycle owners.
23. The satisfaction level for the currently owned bicycles is just good.
24. Frequency of maintenance of bicycle by self is dependent of the Gender of the self.
25. Frequency of maintenance of own bicycle is independent of the occupational status of the respondents.
26. Frequency of maintenance of bicycle by self is dependent of the Annual Income of the respondents.
27. The usage of bicycles is correlated mildly to the family's annual income.

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LIMITATIONS

1. A major limitation of this study paper is that it does not speak about such branded cycles which are manufactured by other than TI Cycles.

2. The study does not offer any recommendation or suggestions for improvement in marketing of the various brands of TI Cycles despite the fact that many branded cycles manufactured by other firms are available in the market.

3. While the maintenance frequency of 94 TI cycles users is once a week and 47 users is once a month, the study does not offer any suitable recommendations for increasing the maintenance schedule to more than month.

4. The study does not offer any concrete suggestions for maintaining parity in price levels of its bicycles when compared to other branded bicycles.

Scope for further Study

1. Similar studies can be undertaken for motorised two wheelers like Scooty, Scooter and motor bikes and four wheelers.

2. Despite the fact that the market is flooded with motorized two wheelers and cars, the reasons for cycles still finding favour with people of all age groups is an area worth studying in future.

3. A study as to which gender (whether male or female) prefers cycling and for what reasons is also yet another area worth pursuing.

Conclusion

The study on consumer buying behavior with reference to the marketing of TI (Tube and Investments) Cycles sheds light on the dynamic factors influencing individuals' decisions when purchasing bicycles. The evolution of commuting from walking to the advent of bullock carts, followed by the use of cycles, reflects the ever-changing needs and preferences and practices of consumers.

TI Cycles, based in Chennai, has not only been a manufacturer of cycles but has also strategically positioned itself in the market through effective marketing efforts. The brand has successfully integrated features that provide ease of ride and comfort, meeting the demands of a competitive cycle manufacturing sector.

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Understanding consumer preferences is crucial for businesses, and this study aims to unravel the intricate aspects of what influences buyers when choosing a cycle. The importance of health and exercise in the decision-making process is highlighted, emphasizing the enduring appeal of cycling as a healthy mode of commuting.

The marketing strategies employed by TI Cycles have played a pivotal role in maintaining their market stability. By recognizing and responding to consumer needs, TI Cycles has positioned itself as a reliable and preferred choice for bicycle buyers. The study encourages further exploration into the evolving landscape of consumer preferences, ensuring that businesses stay attuned to the dynamic market forces shaping the industry. As cycling continues to be a popular and sustainable mode of transportation, understanding consumer buying behavior remains essential for the sustained success of companies like TI Cycles.

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