

THE SOCIO ECONOMIC FACTORS INFLUENCING THE BUYER BEHAVIOR IN THE TWO WHEELER MARKET IN MADURAI

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ABSTRACT

The study is to investigate buyer behavior of the two wheeler customer in Madurai

*The study of **buyer behavior** has presume more important in the two wheeler automobile industry, it has also thrown several challenges to the two wheeler manufacturers and the Dealers, in formulating and adapting effective technology, policy norms and the digitalization and Competitive promotional strategies for growth and market acceptance. It stimulates the process of understanding why a customer or a buyer makes a two-wheeler purchase. Without such an understanding, the industry will be very difficult to respond to the basis of wants and needs of the customers*