

A STUDY ON CUSTOMER PREFERENCE TOWARDS HEAVY COMMERCIAL VEHICLE WITH REFERENCE TO ASHOK LEYLAND

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ABSTRACT

The fundamental goal of this study is to decide the customer preference when purchasing Heavy commercial Vehicle with different qualities like Mileage, Performance, Serviceability, Resale value, Availability of extra parts, Comfort, Technology, Discounts, Down Payment and to know which of the above attributes compliment more to build the offers of the company. The duration of his study was between the months of February – March 2018. The investigation depends on essential information that was gathered from respondents using well- structured questionnaire. Buyers of Heavy Commercial Vehicles in the Hosur city were incorporated for this study. Simple Random Sampling method is adopted and 143 respondents were incorporated for this study. The information was examined utilizing percentage analysis, Correlation analysis and Regression analysis. The outcome uncovered that the customer preference affects the traits that construct trust in expanding company sales. It has been discovered that the variables like stacking capacity, Performance Safety, Resale Value, Serviceability, Warranty plays very important role in preference of the Heavy commercial Vehicle.

KEYWORDS: Heavy Commercial Vehicles, Customer Preference, Attributes, Increase Sales