

**EMPIRICAL STUDY OF PERCEPTION OF WOMEN CONSUMERS AND  
FACTORS TOWARDS PURCHASE DECISION OF  
TWO-WHEELERS IN CHENNAI CITY**

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**Received: 14 Jan 2018**

**Accepted: 19 Jan 2018**

**Published: 27 Jan 2018**

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**ABSTRACT**

*This study throws light on the Perception of Women Consumers towards the Purchase Decision of two wheelers in Chennai city. The study of opinion of Women Consumer towards purchase decision of two wheelers provides insight into women two-wheeler consumer market. Two wheelers play a significant role in the Indian Economy. This study helps to understand the factors influencing the purchase of two wheelers of women consumers and their satisfaction.*

**KEYWORDS:** *Women Consumers, Purchase Decision, Women Two-Wheeler, Consumer Market*