A STUDY ON PRODUCT AWARENESS AND REASON FOR PURCHASING TWO WHEELERS

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ABSTRACT

Product awareness remains fundamental to consumer life as the interaction initiation point to the brands. Rossiter and Percy (1987) describe brand awareness as being essential for the communications process to occur as it precedes all other steps in the process. Without brand awareness occurring, no other communication effects can occur. For a consumer to buy a brand they must first be made aware of it. Brand attitude cannot be formed, and intention to buy cannot occur unless brand awareness has occurred (Rossiter & Percy 1987; Rossiter et al. 1991). It is important to note that there is a need to update their understanding of the nature and role of brand awareness on convenience products which has random switch purchase behavior and low-involvement. This paper put forwards the product awareness and the reason for purchasing two wheelers in Puducherry.

KEYWORDS: Buyer behavior, Comfortability, Product Efficiency, and Technical Excellence.