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A Study on Customer Perception to Wards Aprilia Bikes with Reference to Niki Motors, Tirupati.

*R. Venkateswar Reddy, **L. Vincent Raj Kumar
Student, II year, Department of MBA, Annamacharya Institute of Technology & Sciences::Tirupati
** Assistant professor, Department of MBA, Annamacharya Institute of Technology & Sciences::Tirupati*

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ABSTRACT
The success of a business depends upon its ability to attract and retain customers that are willing to purchase goods and service at price that are profitable to the company. Customers perception describes how customers and potential customers view a company and its products and service . Customer perception is important to business since it can influence consumer behavior ,which ultimately affects the profitability of business. The present articles is aimed to study the customer perception and factors influencing customer perception towards Aprilia bikes with reference to NIKI motors showroom. Tirupati.
Key Words: Customer perception, attracting customer , profitability

I. INTRODUCTION

Customer perception refers to how customers view or interpret a brand, product, or service based on their experiences, expectations, and interactions with it. It is shaped by factors like product quality, customer service, price, marketing, and word-of-mouth. Customer perception influences buying decisions and overall satisfaction, and it plays a crucial role in shaping brand loyalty and reputation.

Customer perception encompasses the opinions, feelings, and beliefs that customers hold about a brand, product, or service. This perception is shaped by a variety of factors, including personal experiences, marketing communications, word-of-mouth, and interactions with customer service. It plays a pivotal role in influencing purchasing decisions, fostering brand loyalty, and establishing a company's reputation in the market.

II. REVIEW OF LITERATURE

Kotler & Keller (2016) defined customer perception as the process by which individuals select, organize, and interpret sensory information to understand the marketplace.

Schiffman & Kanuk (2015) suggest that perception is shaped by individual experiences, cultural influences, and marketing stimuli

Kotler & Armstrong (2018) explain that marketing strategies, including advertisements, promotions, and word-of-mouth, shape customer perception and influence purchase decisions.

A study by **Gupta & Sharma** (2017) found that Indian consumers perceive fuel efficiency, after-sales service, and brand trust as critical factors in automobile purchases.

Singh et al. (2020) analysed customer perception of electric vehicles and found that concerns over charging infrastructure and resale value influenced buying decisions.

Kumar & Rao (2021) explored how digital marketing impacts customer perception in the automobile sector, emphasizing the role of online reviews and social media engagement.

OBJECTIVES OF THE STUDY

- To study the customer perception among the customers for the major two-wheeler brands in Tirupati.
- To know the perception of customers towards Aprilia bikes.
- To identify the factors influencing the customers in purchasing Aprilia bikes.

NEED FOR THE STUDY

Understanding and managing customer perception is crucial for business success as it directly impacts buying decisions, brand loyalty, and ultimately, profitability. By focusing on customer experiences and actively seeking feedback, businesses can cultivate a positive perception, leading to increased sales and a stronger brand reputation.

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SCOPE OF THE STUDY

The study focuses on customer perception of two wheelers especially regarding APRILIA bikes with reference to NIKI Motors, Tirupati. It aims to find assess the customer perception and explore factors influencing customer perception. The survey is purely based on the data provided by the customers in Tirupati region only.

RESEARCH METHODOLOGY

Research design:

Customer perception research focuses on understanding how customers view a brand, product, or service. The research design for studying customer perception depends on the specific objectives, methods, and data collection techniques used. Below is an outline of key elements in designing a research study on customer perception:

Descriptive Method:

The descriptive method is a type of research used to systematically describe a phenomenon, population, or situation without manipulating variables. It focuses on answering **what**, **how**, and **who** questions rather than exploring causality.

The descriptive research method is used to systematically gather, analyse, and present data about customer perception. It helps businesses understand how customers perceive their brand, product, service, or marketing efforts without influencing or manipulating their responses.

Data collection methods:

Data collection methods encompass various techniques to gather information, including surveys, interviews, observations, focus groups, and the use of existing data (secondary data). The choice of method depends on the research goals, resources, and the nature of the data needed.

Primary data:

Primary data refers to data collected first and for a specific purpose. It is original and gathered directly from sources through methods like surveys, interviews, experiments, or observations.

Secondary data:

Secondary data refers to data that has been collected by someone else for a purpose other than the current research and is then used for different purposes.

Sample size:

110 customers

Sampling method:

Convenience sampling method.

Data analysis :

Bar chat and percentage analysis

III. DATA ANALYSIS & INTERPRETATION

1) FACTORS INFLUENCING THE PERCEPTION OF APRILIA THE MOST

DIMENSION	RESPONDENT	PERCENTAGE
Social media	21	19.09%
Friend recommendation	29	26.36%
Test rides or personal experience	35	31.82%
Online reviews	7	6.36%
Brand reputation	18	16.36%
Total	110	100%

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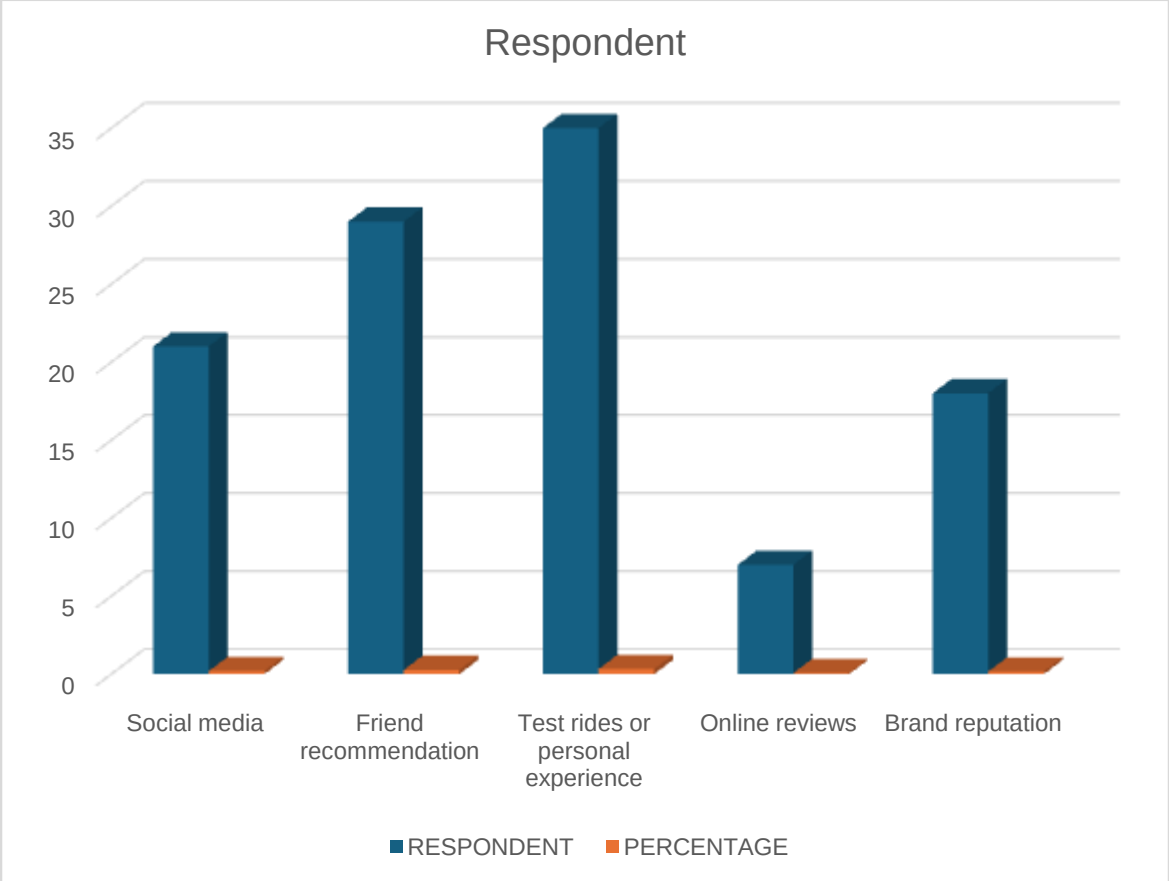

INTERPRETATION

31.82%% influenced by personal experience/ test rides,26.36% by friends,19.09% of social media influenced them to the customers, And 16.16% of customers use for brand reputation 6.36% of customers will purchase on online reviews.

OVERALL PERCEPTION OF APRILIA BIKES

DIMENSION	RESPONDENT	PERCENTAGE
Excellent	20	18.18%
Good	55	50.00%
Average	22	20.00%
Poor	8	7.27%
very poor	5	4.55%
Total	110	100%

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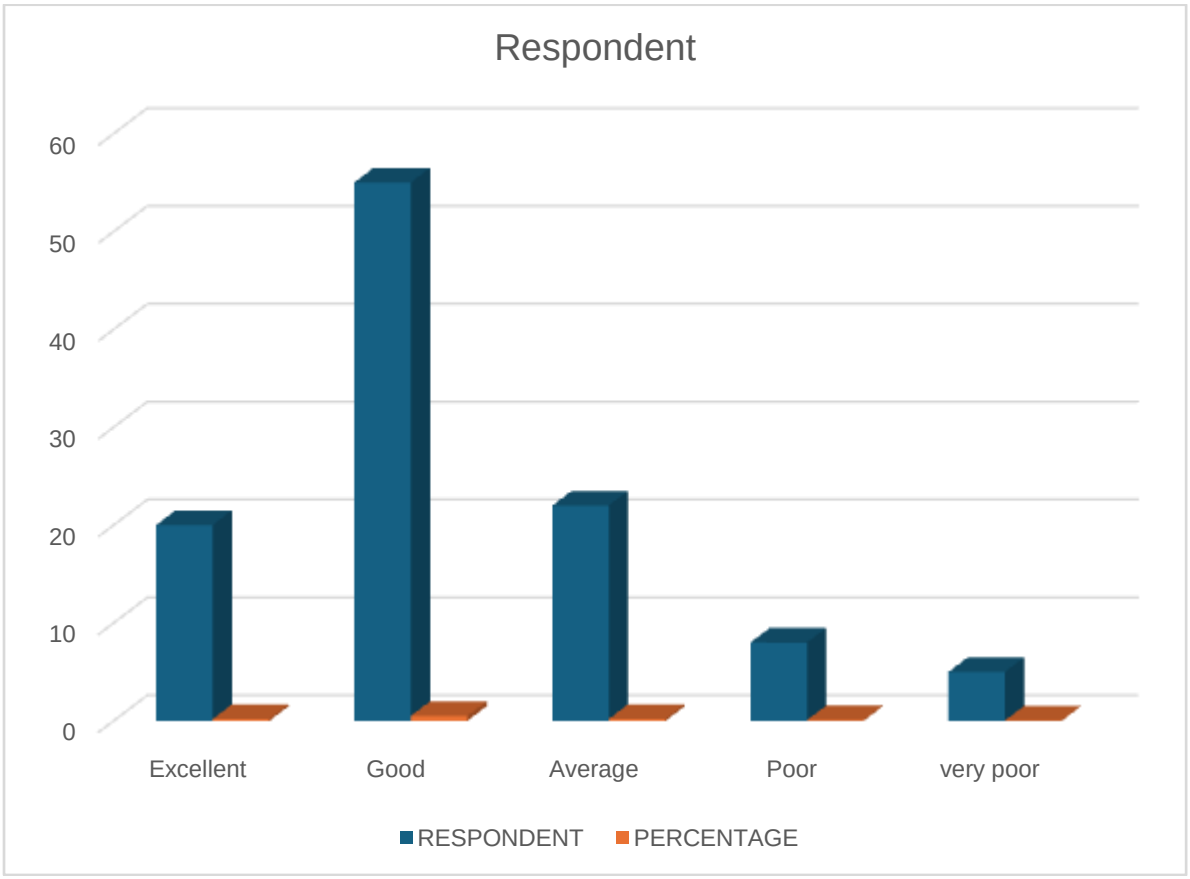

INTERPRETATION

50.00 % rated their perception as good 20.00 % said average,18.18 % rated their excellent And7.27% rated their poor of Aprilia bikes

Factors shaping the perception of Aprilia bike

DIMENSION	RESPONDENT	PERCENTAGE
Fuel efficiency	15	13.64%
Performance	43	39.09%
Safety features	24	21.82%
Design & looks	23	20.91%
Brand reputation	5	4.55%
Total	110	100%

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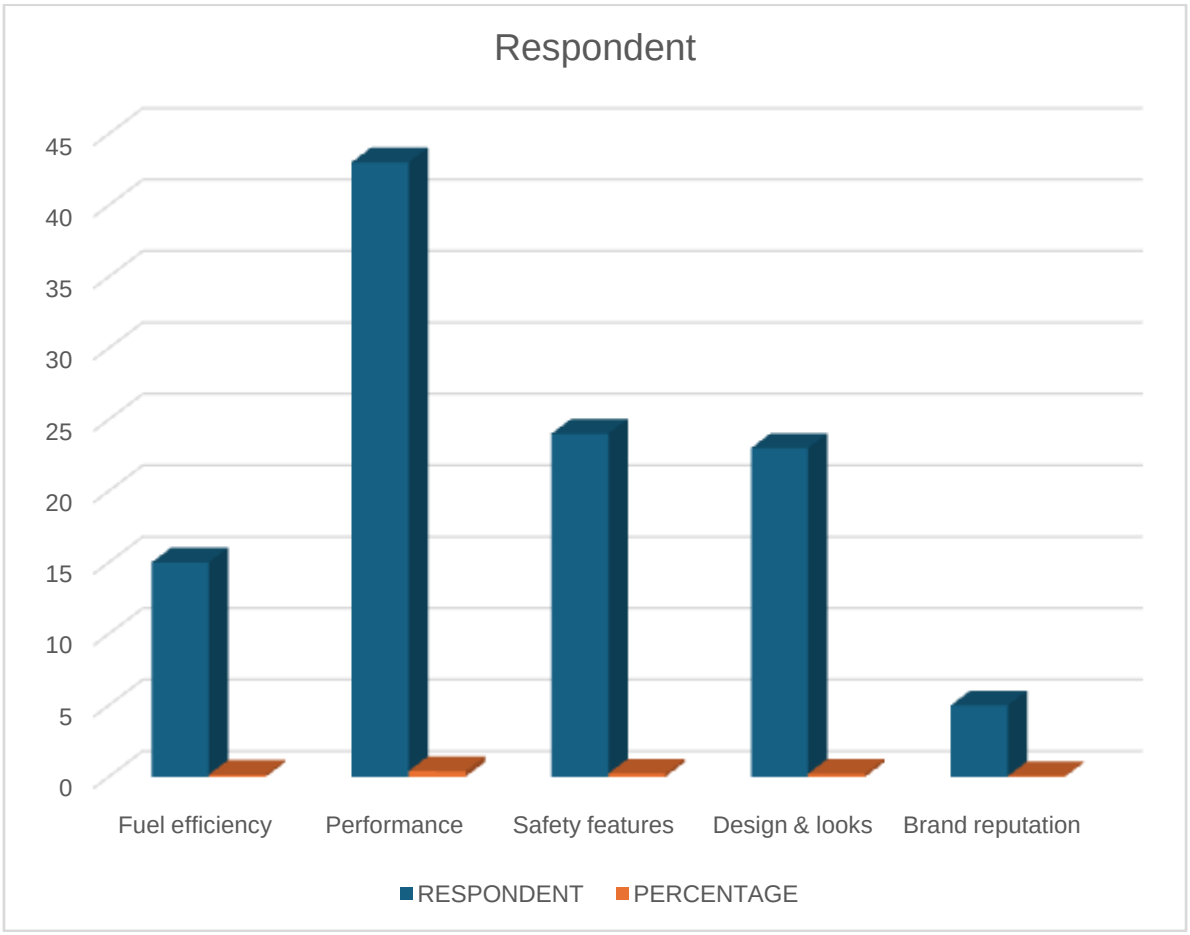

INTERPRETATION

The above table shows that 39.09% value performance, 21.82% look for safety features, 20.91% of design and looks.4.55% of brand reputation only.

FINDINGS

1) Main influence comes from test rides/personal experience (31.82%)
2) Most (50.00%) of customers perception as good.
3) 39.09% of performance is major drives. On customer perception

SUGGESTIONS

1) The company needs to increase the advertisements through social media as this component got a low score.
2) The company needs to increase sales promotions and use proper media for advertisement with respect to the competitors
3) Aprilia can use competitive pricing strategy to increase sales for its product.
4) Aprilia need to increase the number of service centres as they have a less number of service canters around the country.

IV. CONCLUSION

The study on customer perception towards Aprilia two-wheeler shows that Aprilia is a popular and trusted brand, mainly chosen for daily use, stylish design and strong brand reputation. Most buyers prefer scooters and are influenced by factors like price, promotional offers financing options and after sales service. Customization and online research also play a role in decision making . Overall Aprilia has a loyal customer base and can grow further by keeping prices reasonable , improving service and meeting customer expectations.

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