

A STUDY OF STUDENT'S ATTITUDE ABOUT BICYCLE USAGE IN DINDIGUL CITY

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ABSTRACT

India's population and income levels has increased the demand for mobility across the length and breadth of the country. Cycles enhance the socioeconomic growth opportunities of low- income households in the country by enabling them to access jobs, markets, schools, and medical facilities in a fast and affordable manner. The use of cycles has declined in most of our cities largely due to the way planned the needs of motorized transport. In this context, this study has been undertaken by the researcher to examine behavioural profile of cycle users and taking the socio-economic characteristics and the marketing policies and practices of the manufacturer. The main aim of the study is to examine the user's attitude and awareness towards the cycle users in various parts of Dindigul district. The researcher has interviewed a total number of 222 respondents utilizing bicycle. the opinion of the students towards cycle using methods, health issues, recommendations, motive factors, place of purchase, and after sales service center, workshops, awareness about their utility, factors that have influenced the students to prefer various kinds of service, details about the students attitude towards satisfaction of bicycle riding and influence of the reference group and loyalty are analyzed and benefits, facilities, problems, reasons for choosing specific bicycle models.

KEY WORDS: Cycling, models, method of operation, Cost of transportation, health issues.

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