



# A STUDY ON CUSTOMER BUYING BEHAVIOUR TOWARDS BAJAJ BIKES

## AT DADA MOTORS, (MYDUKUR)

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## ABSTRACT

A study of customer buying behaviour towards “BAJAJA MOTERS ” reveals that price, fuel efficiency, and style are the key factors influencing purchase decision, with younger demographics particularly drawn to the brand’s sporty image and performance capabilities ;however concerns regarding after –sales services and spare part availability persist,highlighting the need for BAJAJ to focus on improving customer service to enhance overall satisfaction and loyalty

**KEYWORDS:** Sporty image , Fuel efficiency , price

## INTRODUCTION

### Introduction to Customer Buying Behaviour

Customer buying behavior refers to the actions, decisions, and processes involved when individuals purchase goods or services. Understanding this behavior is essential for businesses to meet customer needs, develop targeted marketing strategies, and build long-term relationships with their clients. Various factors influence buying behavior, including psychological, social, cultural, and personal influences.

At the core of customer buying behavior lies the **decision-making process**, where consumers move through stages such as need recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation. This process can vary based on the type of product or service being purchased, the level of involvement of the consumer, and external influences like trends, advertisements, or peer pressure.

In today’s digital age, **technology and social media** also play a significant role in shaping consumer behavior. Access to a wealth of information online allows customers to make more informed decisions, influencing how they view brands and products.

Businesses, therefore, need to study and understand the motivations and preferences of their target customers in order to provide tailored solutions, optimize their marketing campaigns, and improve overall customer satisfaction.



Let me know if you'd like to dive deeper into any specific aspect of customer buying behavior!

## OBJECTIVES

- To understand the reasons for purchasing Bajaj bikes.
- To find out the factors influencing their purchase.
- To know the feelings of the customers with regard to Bajaj .
- To find out the mode by which the customers became aware of Bajaj .
- To know the position of the Bajaj vehicles in market.

## SCOPE OF THE STUDY:

The study enables to understand the perception of the market segment in a better way. So, this study would help Bajaj dealers to recognize the factors influencing the purchase of Bajaj and also to identify various features influencing in the buying process. In short, the study covers the area of consumer behavior, their attitudes and perceptions of two-wheeler owners.

## LIMITATIONS OF THE STUDY:

1. The study is based on a specific number of respondents, which may not fully represent the opinions of all Bajaj customers across different regions.
2. The research may be restricted to a particular city or state, limiting the generalization of findings to a broader market.
3. Customer opinions and satisfaction levels are subjective and may vary based on personal experiences, making it difficult to establish absolute conclusions. The study primarily focuses on Bajaj Motors, with limited direct insights into competitor strategies that influence customer loyalty.



## REVIEW OF LITERATURE

### Review of Literature on Bajaj Bikes

Bajaj Auto, a prominent player in the Indian two-wheeler and three-wheeler market, has garnered significant attention from researchers, analysts, and industry experts over the years. This review of literature explores the evolution, performance, and consumer perspectives on Bajaj motorcycles, shedding light on the brand's innovations, market strategies, and consumer preferences.

#### 1. Market Leadership and Growth

Several studies have examined Bajaj Auto's position as one of India's top motorcycle manufacturers. **Singh & Patil (2018)** noted that Bajaj's strategic focus on both performance-oriented bikes and fuel-efficient models has allowed the brand to capture a substantial market share in both domestic and international markets. The research underlined that Bajaj's focus on innovation, design, and cost leadership contributed significantly to its competitive edge in the market.

#### 2. Consumer Behavior and Preferences

Research by **Chopra (2019)** explored the consumer decision-making process in purchasing Bajaj motorcycles. The study revealed that factors such as fuel efficiency, pricing, brand reputation, and after-sales service were crucial in influencing customer choices. Bajaj's ability to balance affordability with advanced technology played a vital role in customer loyalty, particularly in urban and semi-urban markets.

#### 3. Technological Advancements and Innovation

Bajaj Auto's efforts in technology adoption have been widely discussed. **Rathore & Sharma (2020)** highlighted the company's innovations, including the introduction of the Pulsar series, which became a benchmark in the performance bike category. Moreover, Bajaj's strategic partnerships with global brands like KTM and its push toward electric vehicle development were seen as essential for the company's long-term growth and sustainability.

#### 4. Environmental Impact and Sustainability Initiatives

Bajaj's response to environmental challenges was discussed by **Gupta & Agarwal (2021)**, who examined the company's efforts to improve fuel efficiency and reduce carbon emissions through technological advancements. The study focused on Bajaj's push toward greener mobility, with electric motorcycles such as the **Chetak** marking the company's entry into the electric vehicle (EV) market.

#### 5. Export and Global Market Penetration

Several studies have discussed Bajaj Auto's expansion into international markets, particularly in Africa, Latin America, and Southeast Asia. According to **Nair & Verma (2017)**, Bajaj's success in international markets can be attributed to its competitive pricing strategies, robust distribution network, and products tailored to the specific needs of emerging markets.

#### 6. Marketing and Branding Strategy

Bajaj Auto's marketing campaigns and branding strategies have been a subject of much discussion. **Verma (2020)** examined the brand's use of the "Definitely Male" tagline in its marketing campaigns and how it shaped the brand's identity, particularly among young male riders. The company's strategic advertising in high-octane events like the MotoGP and its sponsorships also played a key role in enhancing brand visibility and customer engagement.



## 7. Financial Performance and Stock Market Analysis

Bajaj Auto's financial health has been a topic of interest for analysts. Studies by **Kapoor (2021)** discussed Bajaj's robust financial performance, which has allowed the company to consistently outperform its competitors. The research noted Bajaj's high dividend payout ratio and consistent revenue growth, making it a preferred stock among investors.

## 8. Challenges and Competitor Analysis

Finally, studies such as **Patel (2022)** highlighted the competitive landscape of the Indian motorcycle industry, including the challenges Bajaj faces from brands like Hero MotoCorp, Honda, and Royal Enfield. While Bajaj maintains a strong presence in the market, the research emphasized the challenges posed by changing consumer preferences, increasing competition in the premium segment, and shifting regulatory norms related to emissions.

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These studies and literature reviews show that Bajaj Auto has continuously innovated and adapted to the evolving automotive landscape, ensuring its strong presence both domestically and internationally. The company's ability to cater to diverse market segments, alongside its technological and branding strategies, has cemented its reputation as a key player in the two-wheeler industry.

Let me know if you need any further details or adjustments to this review!



## RESEARCH METHODOLOGY

The research was descriptive research questionnaire survey approach was descriptive research. The survey was conducted to learn about consumer's perception towards the brand, product, price, technology and others about vehicle. A structured questionnaire was given to fill in the answers required to analyze their perception.

The data obtained from the questionnaire was used to master table, where all the values i.e., percentage of each kind of respondents are tabulated and diagrammatic representation is also being made.

### **RESEARCH DESIGN**

#### **(A) DATA BASE OF THE STUDY:**

##### ***FIELD OF THE STUDY***

The field of the study is marketing and selected to study on the factors influencing the customer to purchase a Bajaj two-wheeler.

#### **SURVEY UNDERTAKEN:**

The survey was under taken at MYDUKUUR BAJAJ, one of the dealer counters in MYDUKUR.

#### **RESEARCH PROCEDURE:**

1. Questionnaire forms were distributed to the existing customers for the collection of data.
2. Spot study was undertaken at DADA MOTERS BAJAJ, MYDUKUR , and dealer's counter.
3. Face to face interviews of customers were conducted to the residents of MYDUKUR . The place where the interview was undertaken was some of the residence, cafes, and complex, in MYDUKUR

#### **1. Sample size 100**

##### **APPROACHES STUDY:**

The respondents were kindly requested in order to fill up the questionnaire.

#### **(B) DATA COLLECTION METHOD:**

The data for the study was obtained from both primary and secondary sources.

##### **PRIMARY DATA:**

##### **QUESTIONNAIRES:**

With the help of questionnaires, the data was collected from the existing customers.



#### **PERSONAL INTERVIEW:**

The personal interview was also conducted regarding the drawbacks they had found in Bajaj , so that it will be helpful in making modification of the product.

#### **SECONDARY DATA:**

The secondary data collection was done with the help of various strategies

#### **WEB SITE:**

The website [www.bajajtwowheelers.com](http://www.bajajtwowheelers.com) was made use of to collect the information regarding the Bajaj two-wheeler.

#### **FIELD WORK:**

In this, questionnaire forms were distributed to all kinds of people of different age groups, in different residential areas all over MYDUKUR . Immediately the questionnaires with response were collected from the respondents.

#### **TOOLS OF ANALYSIS:**

Simple percentages were used for analyzing the questions in the questionnaire for customers. And also the questionnaires were analyzed in simple manner for preparing the statistical tables for future analysis.

The questionnaire for exit interview of customers included questions like, the various factors (like mileage, Purchase decisions, influences, price, style, after sales etc,) Considered by the customers before buying Bajaj two-wheeler.

#### **CHAPTERISATION SCHEME:**

Under this unit a brief view of objectives is given so as to enable the reader to know what the contents of the objectives are

- It contain about introduction and some definition of marketing and consumer behavior.
- It deals with how I went about during the survey, the methods adopted to collect data and analyze data



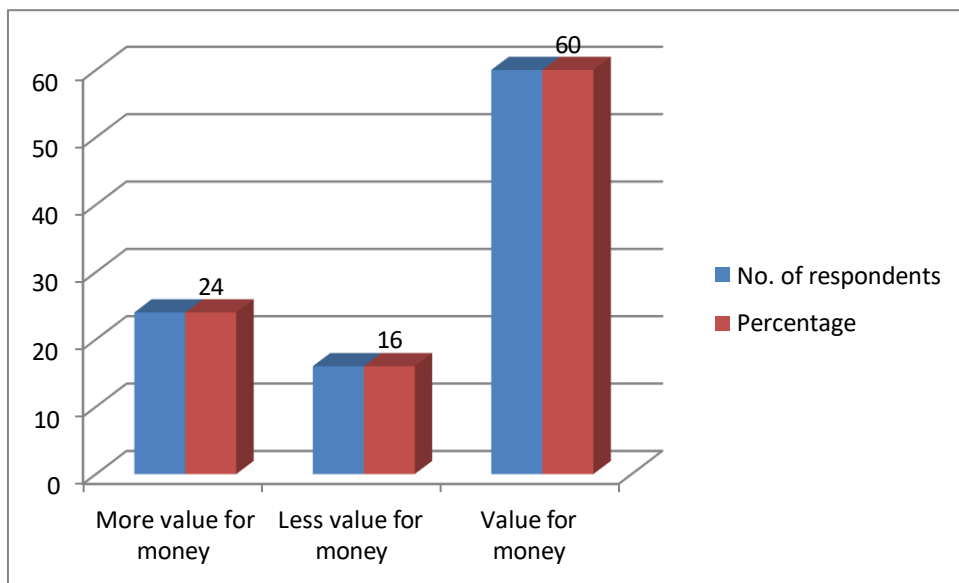
## DATA ANALYSIS AND INTERPRETATION

### 1. What is your opinion about Bajaj , with regard to price?

TABEL: 1

Opinion	No. of respondents	Percentage
More value for money	24	24
Less value for money	16	16
Value for money	60	60
Total	100	100

GRAPH:1



#### Interpretation:

In the above analysis 60%of respondents gave their opinion as value for money, 24%of respondents gave their opinion as more value for money and 16% of respondents gave their opinion as less value for money.

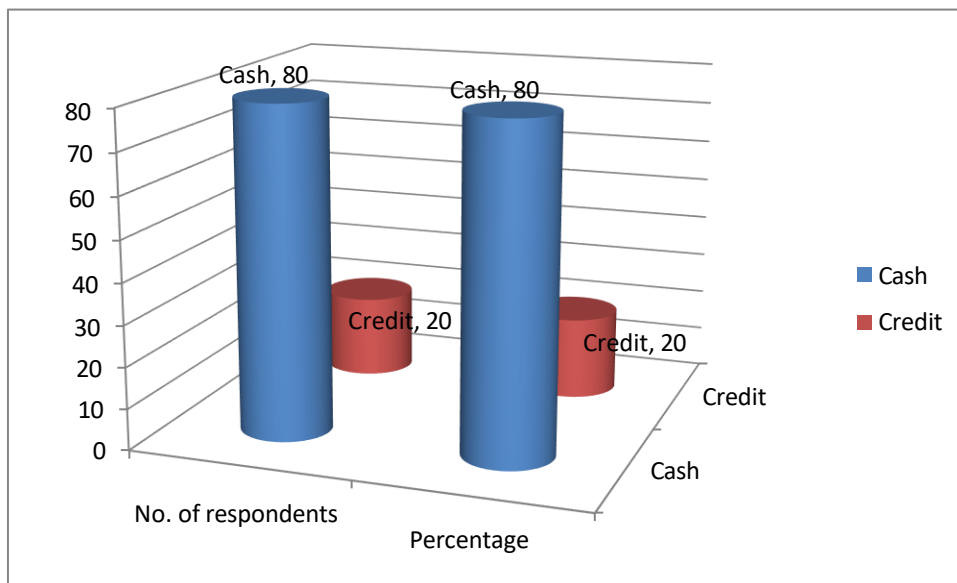


## 2. How did you purchase?

**TABEL: 2**

Purchase	No.of respondents	Percentage
Cash	80	80
Credit	20	20
Total	100	100

**GRAPH: 2**



### Interpretation:

In the above analysis 80% of respondents are going for cash purchase where as small percentage i.e., 20% of respondents are choosing credit basis.



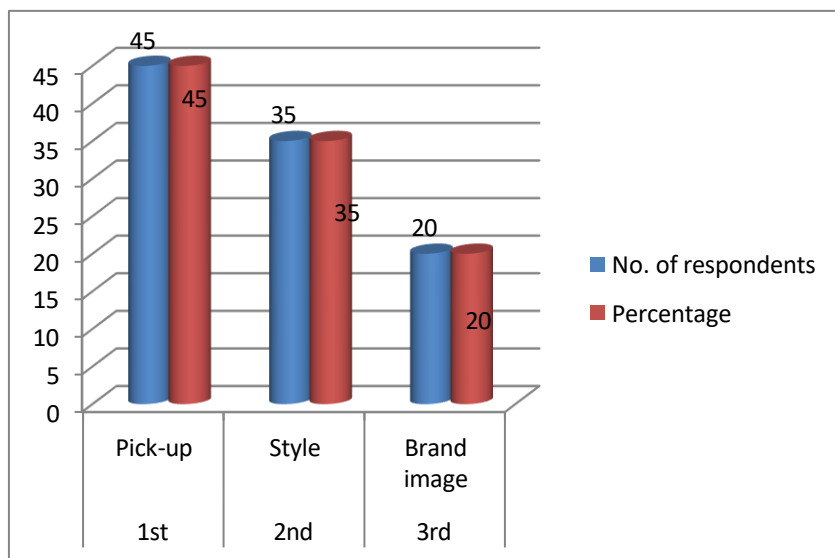


### 3. What made you to buy Bajaj ?

TABEL: 3

Orderof preference	Features	No. of respondents	Percentage
1 <sup>st</sup>	Pick-up	45	45
2 <sup>nd</sup>	Style	35	35
3 <sup>rd</sup>	Brand image	20	20
TOTAL		100	100

GRAPH: 3



#### Interpretation:

In the above analysis most of the respondents given first preference to pick-up, second preference for style and third for brand image, while purchasing Active.

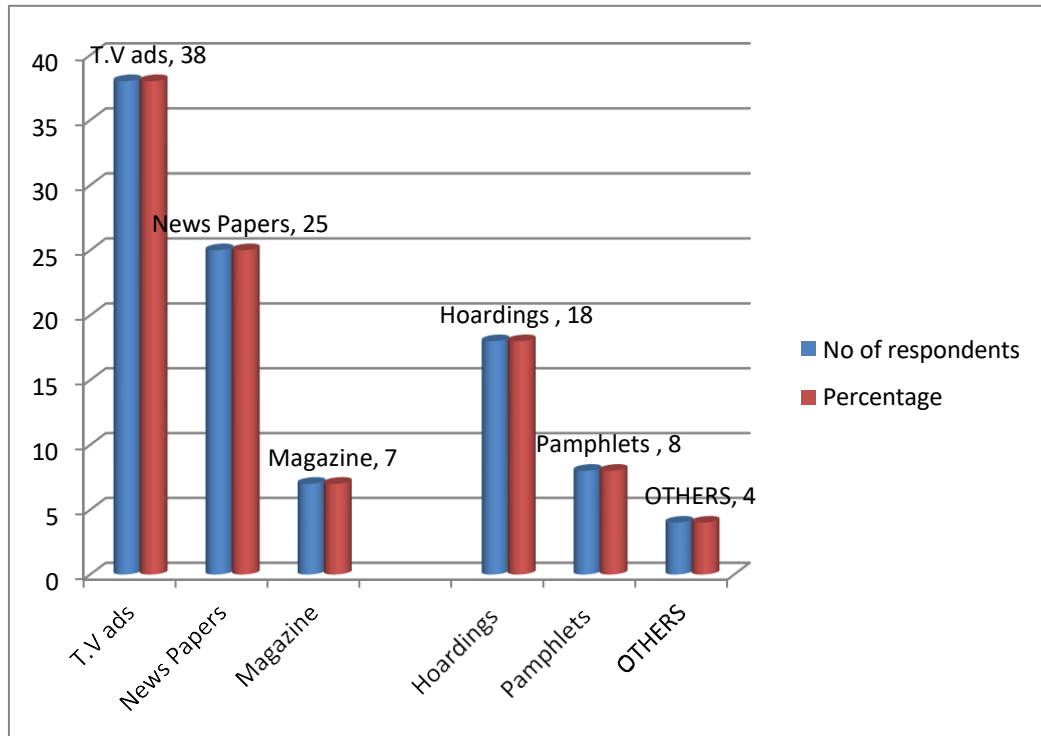


**4. Which advertisement media had influenced you to buy Bajaj bike?**

**TABEL: 4**

<b>MEDIA</b>	<b>No of respondents</b>	<b>Percentage</b>
<b>T.V ads</b>	38	38
<b>News Papers</b>	25	25
<b>Magazine</b>	07	07
<b>Hoardings</b>	18	18
<b>Pamphlets</b>	8	8
<b>OTHERS</b>	4	4
<b>TOTAL</b>	<b>100</b>	<b>100</b>

**GRAPH: 4**



### Interpretation

In the above analysis 38% of respondents are Influenced by TV ADS, 25% of respondents are Influenced by News papers, 7% of respondents are Influenced by Magazine, 18% of respondents are Influenced by Hoardings, 8% of respondents are Influenced by pamphlets, 4% of respondents are Influenced by are others

### 5. Which colour Bajaj do you own?

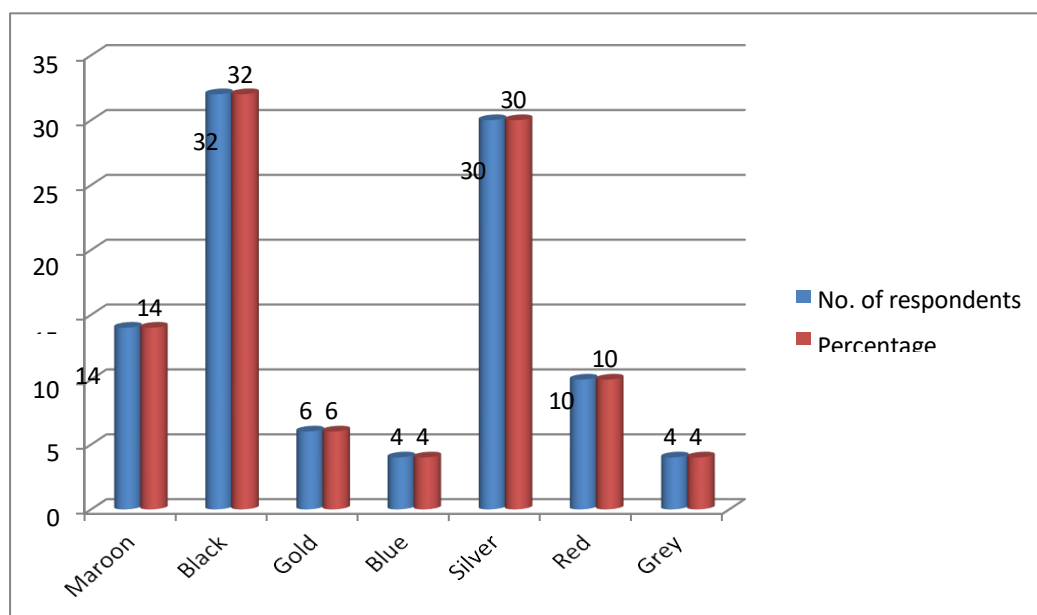
TABEL: 5

Colours	No of respondents	Percentage
Maroon	14	14
Black	32	32



Gold	06	06
Blue	04	04
Silver	30	30
Red	10	10
Grey	04	04
TOTAL	100	100

**GRAPH: 3**



### Interpretation

In the above analysis 32% of respondents are using black colour, 30% of respondents are using silver colour, 14% of respondents are using maroon colour, 10% of respondents are using red colour, 6% of respondents are using gold colour and 4% of respondents are using both grey and blue colour.



## **FINDINGS:**

1. Majority of buyers of Bajaj Are in the group of 18-25 years.
2. Majority of consumer's opinion about Bajaj is value for money 60%.
3. The main customers fall on the income level of Rs. 5000-10,000
4. Many of people are influenced by TV, NEWSPAPERS, HOARDINGS
5. Majority of consumers came to know about Bajaj through friends.
6. The Majority of consumers are satisfied with the technology 92% & 8% is not satisfied with the technology.

## **SUGGESTIONS:**

1. More colours should be introduced in the market. Important in mileage is very much necessary in order to increase its sales automatically.
2. Headlight intensity should be increased. New / advanced techniques should be implemented in order to decrease the repairs.
3. Suspensions should be improved. Road grip should be improved. Mileage should be improved.
4. Price should be less. More advertisement is required. Stoke observer near front wheel should be improved.
5. The overall weight and height of the vehicle should be reduced. Kicker should be improved.
6. Try to add some more features to face the stiff competition. Much more stylish and colours should be released.

## **Conclusion**

Bajaj special distinguishing feature should always be highlighted. Increased customer awareness and knowledge about the same would definitely boost Bajaj sales. Because there are many customers who are very particular about that. As there is tight competition due to the entry of new brands, sale of Bajaj is drastically coming down. Bajaj should train its personnel especially in marketing field and higher regard should be given the customers to improve the sales. Bajaj has been considered as the second most important brand choice next only to kinetic. Thus, catering to customer requirements in terms of mileage, quality, style and more important price can further strengthen this brand recall of Bajaj. Style, price, mileage, quality of the products have been rated as the important product related influencing factors.



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