

Available online @ www.iaraindia.com
SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal
ISSN: 0975-9999 (P) 2349-1655 (O)
Impact Factor: 3.655 (CIF), 2.78(IRJIF), 2.5(JIF), 2.77(NAAS)
Volume XV, Issue 56, April-June 2024
Formally UGC Approved Journal (46622), © Author

CONSUMER PERCEPTION TOWARDS TWO WHEELER-A STUDY OF BAJAJ MOTORS (SREE SAKTHI BAJAJ), ERODE

Mrs .M. NITHYA, MBA., M.COM., PGDFI.,

&

A. KAVINRAJ, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This study delves into the consumer perception towards two-wheelers, focusing specifically on Bajaj Motors as a case study. In today's competitive market, understanding consumer perception is paramount for companies to formulate effective marketing strategies and enhance brand loyalty. Through a comprehensive analysis of factors such as product quality, pricing, brand image, and after-sales service, this research aims to provide valuable insights into the factors influencing consumers' preferences and purchase decisions within the two-wheeler industry. By examining consumer perceptions towards Bajaj Motors, this study seeks to offer actionable recommendations to the company for further improving its market position and sustaining competitiveness in the dynamic automotive landscape.

Keywords: Consumer perception, Bajaj Motors, Brand loyalty, Brand image, Consumer preferences.

INTRODUCTION

Consumer perception plays a pivotal role in shaping purchasing decisions, particularly in competitive markets such as the automotive industry. Understanding the levels at which consumers evaluate products from basic characteristics to augmented properties is essential for companies like Bajaj Motors to effectively position their offerings. Moreover, buyer perception encompasses not only tangible product attributes but also intangible benefits like buyer assistance and maintenance services. By comprehensively grasping consumer preferences and evolving communication strategies accordingly, companies can enhance brand relevance and competitiveness in the dynamic marketplace.

OBJECTIVES OF THE STUDY

- To the Study of Customer Perception level for Bajaj motors.
- To analyses the relationship between the brand Preferences with regard to income, age and occupation etc., of respondents.
- To Examine the role of after-sales service and customer support in shaping consumer opinions.
- To know the purchase pattern of various income groups and category of consumers.
- To Identify factors influencing consumers' choice of Bajaj Motors' two-wheelers over competitors.

NEED FOR THE STUDY

The concept of modern marketing is consumer oriented. Therefore, it is necessary to study the perception of consumers towards a product or service to formulate the product, price, channel decisions, and promotion policies. The study of consumer perception provides an insight into various factors which influence the buying decision of consumers such as product design, quality, features,

additional benefits, credit facilities, after sales service facilities etc. In this context, consumers' perception on two-wheelers is evaluated.

SCOPE OF THE STUDY

The scope of the study is confined with Sree Sakthi Bajaj at Erode. The study has been conducted to evaluate the present scenario of the consumer and to find out the influencing factors of awareness of the study and special reference to identify them to the organization to market their products in a better position. This study has got wider scope in the sense, i.e Common to consumers in general and would lead to and self-analysis on part of the management and also pave the way for further studies in the similar field and would have valid perception that would be taken for a study. This study will be highly information to the further researcher as well as the management and to the students interested in similar field.

LIMITATIONS OF THE STUDY

- The market survey is conducted only in Erode town. Hence the result arrived from the study may not be extended to other parts or town.
- Due to short span of time, the sample size is limit to 120 samples only.
- The period of the study is limited to three months.

REVIEW OF LITERATURE

Richard D. Duke et al (2016) As one of the largest unsubsidized markets for Bajaj motor home systems (SHSs) in the world, Kenya represents a promising model for rural electrification based on private purchases of clean decentralized photovoltaic technologies. Small amorphous-silicon modules dominate the market and most brands provide high quality and affordable service.

Bradford F. Mills (2017) Bajaj motor technologies offer the potential to meet a substantial share of residential water and space heating needs in the EU, but current levels of adoption are low. This paper uses data from a large sample of German households to assess the effects of geographic, residence, and household characteristics on the adoption of Bajaj motor water and space heating technologies.

James Keirstead et al (2018) Bajaj motor Energy use in cities has attracted significant research in recent years. However such a broad topic inevitably results in number of alternative interpretations of the problem domain and the modelling tools used in its study. This paper seeks to pull together these strands by proposing a theoretical definition of an urban energy system model and then evaluating the state of current practice.

Satoru Komatsu et al (2019) The objective of this research is to analyse the characteristics of households installing Bajaj motor photovoltaic (systems or Bajaj motor home systems) SHS in Bangladesh where rural electrification, improvement of rural livelihoods, and sustainable development constitute the primary development agenda. This article attempts to quantitatively determine the factors that affect user satisfaction with SHS, so that improving user satisfaction can contribute to expanding the coverage of SHS in the long run.

RESEARCH METHODOLOGY

Research design: Descriptive research design.

Sampling Techniques: Simple random sampling.

Sample size: The sample size of 120 respondents.

Tools used for analysis: Simple percentage analysis, Chi-square, Correlation.

ANALYSIS & INTERPRETATION

Simple percentage analysis: The analysis of the provided data reveals several key insights. Firstly, in terms of gender distribution, 100% of the respondents were male. Age-wise, the largest demographic falls within the 18 to 25 age group, constituting 34% of the respondents, while the majority of respondents, 67%, are married. Regarding occupation, the highest proportion, 31%, are students. In terms of monthly income, 33% of respondents earn between 25000 to 50000. Additionally, 51% of respondents perceive Bajaj Motors' two-wheelers as good, with fuel efficiency being the most favored aspect at 28%. Furthermore, 54% are satisfied with Bajaj Motors' after-sales service. Notably, 39% consider customer support very important in their decision-making process. Finally, brand loyalty is deemed very important by 39% of respondents, indicating a significant factor in sticking with Bajaj Motors' two-wheelers.

Chi-square analysis: Relationship between monthly income and the importance of customer support in shaping the decision to choose Baja Moto's two-wheelers.

Chi-Square Test	Value	Df	Asymp. Sig.
Pearson Chi-Square	268.2	9	.000
Likelihood Ratio	208.461	9	.000
Linear-by-Linear	102.720	1	.000
N of Valid Cases	120		

Result:

The analysis shows that there is no significant relationship between monthly income and the importance of customer support in shaping the decision to choose Bajaj Motor's two-wheelers.

Correlation:

Relationship between occupation and the importance of design and style when choosing a two-wheeler brand.

Correlation Measure	Value	Asymp.Std. Error	Approx. T	Approx. Sig.
Pearson'sR (Interval by Interval)	0.913	0.007	24.369	.000
Spearman Correlation (Ordinal by Ordinal)	0.944	0.009	30.985	.000

Result:

The analysis shows that there is no significant relationship between occupation and the importance of design and style when choosing a two-wheeler brand.

FINDINGS

Simple percentage analysis

The analysis of respondent data for Bajaj Motors' two-wheelers yields several key findings. Notably, all respondents are male, with 34% falling into the 18 to 25 age group and a significant portion (67%) being married. Furthermore, 31% of respondents are students, while 33% have a monthly income ranging from 25,000 to 50,000. Regarding perceptions, 51% have positive overall perceptions of Bajaj Motors' two-wheelers, with 28% emphasizing fuel efficiency and 36% expressing neutrality regarding income level affecting their preference. Satisfaction with after-sales service stands at 54%, and 39% prioritize responsive customer support. In terms of spending patterns, 48% have a medium spending pattern on two-wheelers, while 44% consider brand reputation important in their purchase decisions. Design and style are important for 36% of respondents, while features drive selection for 24%. Additionally, 39% emphasize brand loyalty, and 28% focus on design. Moreover, 46% of respondents report meeting expectations in their overall experience with Bajaj Motors' two-wheelers. Notably, the analysis indicates no significant relationship between monthly income and the importance of customer support in influencing the decision to choose Bajaj Motor's two-wheelers.

Chi-square analysis

The analysis shows that there is no significant relationship between monthly income and the importance of customer support in shaping the decision to choose Bajaj Motor's two-wheelers.

Correlation

The analysis shows that there is no significant relationship between occupation and the importance of design and style when choosing a two-wheeler brand.

SUGGESTIONS

- The performance of the bajaj motors two wheeler should be improved in terms of mileage.
- Customers are satisfied with the after sale services at Popular Bajaj two wheeler but still, it should be emphasized to delight customers.
- Promotional activities such as advertisements, brochures should be aggressively adopted to proliferate the sales of Bajaj motors two wheeler
- Bajaj motors must strengthen pulsar brand image in order to increase the resale value of Bajaj motors two wheeler
- New designs and colors of Bajaj motors two wheeler should be introduced to trap the younger generation.
- Safety measures of two wheeler should be considered imperative to increase sales .

CONCLUSION

The study underscores the profound influence of social, cultural, psychological, and competitive factors on consumer perception in the Indian bike industry, particularly regarding Bajaj motor two-wheelers. Through rigorous analysis, it becomes evident that demographic shifts, competitor strategies, and societal dynamics significantly shape customer preferences. Ultimately, the research confirms a strong correlation between these factors and the favorable image of Bajaj motor two-wheelers in the market, highlighting their enduring appeal and resonance with consumers across diverse segments in India.

REFERENCES

1. Dr. Col TajammulHoda (2015), " A study analyzing the perception of youngsters in marketing purchase decision of bikes or scooters in and around landmark near Mohali", HOD MBA (An ISSN-2320-897X certified organization)
2. Mr.Choy.Johnn Yee, Annie Ng Cheng San, And ChingHuchKhoan, Faculty of business and finance, university tunkuabduraham (UTAR), 31900 UTAR Kampar, Perak, Malaysia- A Study on Malaysia consumer perception towards buying an automobile.
3. Mr.Faisal.T(2014), " A study on customer perception towards Royal Enfield with special reference to Malappuram district", Asia Pacific journal of research, Research scholar (M-Phil)
4. Dr.Mohithsharma, Assistant professor Cum Deputy Controller of examination, Dr.Modi university, Newai (Raj)- Consumer perception for Automobile Industry; A study on two-wheelers.
5. Mr.Nutan Sharma And Rajesh Mehrotra (2016), " Customer perception towards major brands of two-wheelers in Jaipur city and its impact on buying decision", Abhinav International monthly refereed journal of research in management and technology.
6. Olga Ampuero and Natalia Vila (2006), "Consumer perceptions of product packaging", Journal of Consumer Marketing
7. Dr.M.SakthivelMurugan and R.M.Shanthi (2014), "Perception of women consumers towards the purchase decision of two-wheelers in India, A study with reference to metropolitan cities", International Research Journal of Business and Management – IRJBM.
8. P.Tamilmozhi and Dr.L.Satheeskumar (2013)," A study on consumer behavior towards two-wheelers motorbikes", Asia Pacific journal of research.
9. Paramasivan, C., & Kamaraj, R. (2015). Commercial Bank's Performance on Pradhan Mantri Jan Dhan Yojana. *International Journal of Scientific Research and Education*, 3(6).
10. Paramasivan, C., & Rajaram, S. (2016). Micro insurance—a conceptual analysis. *International Journal of Recent Scientific Research*, 7.
11. Paramasivan, C. (2011). Customer Satisfaction through Information Technology in commercial banks. *Journal of Commerce and Management Thought*, 2(4), 509-522.
12. Naidu, V. K., & Paramasivan, C. (2015). A Study on Green Banking Trends in India. *Research Explorer*, 4(10).
13. Paramasivan C, & Srividhya G.(2021), Asset Quality:—A Comparative Study Of IDBI And SBI, Research Explorer, Volume V, Issue 15, pages 20-24