**Title of Paper**

## A STUDY ON CONSUMER BEHAVIOUR TOWARDS PURCHASE DECISION OF BAJAJ TWO WHEELERS BIKES WITH A SPECIAL REFERENCE TO TIRUPATI BAJAJ SHOWROOM PVT.LTD IN AKOLA CITY

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**ABSTRACT**

This study described the consumer behavior towards purchase decision of Bajaj two wheelers among Akola city. In general, the marketing is based on the level of satisfaction provided to the customers from the sellers. Consumer behavior is a decision process in which people are involved in buying and using products. The consumer behavior can be identified by the level of involvement in decisions and the importance and intensity of interest in a product in a particular situation. The study of consumer behavior examines how individuals, groups and organizations select, buy and use a particular product based on services, ideas, experience to satisfy the consumer needs and desires. In this study, the consumer behavior towards purchase decision of Bajaj two wheelers was analyzed to identify the factors which influence and motivate them to buy a two wheeler most, impact of brand while purchasing and suggest various types of factors for improving the sales. The primary data collected in Akola city has been analyzed. In this study, bar graph have been carried out.

**INTRODUCTION**

India is the Third largest producer of the two-wheeler in the world. The two wheeler segment contribute the largest volume all the segments in automobile industry in India. The country stands next to China and Japan in terms of production and sales respectively. This statistic displays India two-wheeler vehicle sales from 2015 to 2018. Around 20 million two- wheelers were sold to domestic customer in 2017- 2018, making it the most popular vehicle category sold. Two-wheeler vehicles include scooters and motorcycles.

Majority of Indians, especially the youngster prefer motorbikes rather than cars. Capturing a large share in the two wheeler industry, bikes and scooter covers a major segment. Bikes are considered to be the favorites among the youth generation, as they help in easy commutation, styling and mileage and has more aesthetic appeal.

Bajaj was the first Indian automobile manufacturer and Bajaj Auto is one of the oldest manufacturers of two and three wheelers in India, operating since 1960’s. It started primarily as a scooter manufacturer and over the course of times switched the segment to produce motorcycles in almost every bike segment and in each body style. Platina, Discover, Pulsar, Avenger, Ninja, RE and KTM are some of the famous brands in the company’s Kitty. Past 5-10 years have been very eventful for the Bajaj. Many fate-changing strategic and operational decisions have been taken by the bosses, some expected and others shocking. In the analysis we try to judge their impact on the company’s performance. Starting with the decision that shook the entire Industry.

###### **Two wheeler Introduction**

Throughout the centuries man has striven to expand his capabilities through the use of machine. His ever inventive mind has constantly devised ways to use tool to increase his abilities to explore the world around him. To go faster, deeper, higher and further than before was it. Coupled with his need to find new thrills, new adventures and new modes of transportation, the invention refinement of the motorcycle seems an inevitable outcome.

It would seems that Michelangelo conceived of the bicycle as early 14th century.

And his drawing shows a remarkable resemblance to be modern day bike. It had wheels of similar size and even pedals and chain. Albeit made without and apparent means of steering. Through never built, it was a remarkably clever design, and early bicycle makers would have done well to study his concepts, there have, in fact been 4 machines built based on his drawing, attesting to the viability of his design. In 1885 the Daimler, Europe this is consider by many as the first true motorcycle or motor bicycle, as it was the first to employ an internal combustion engine and was designed from the ground up to be motor powered. Designed by Gottlibe Daimler it was powered by an Otto cycle engine producing about ½ horse power. Note this design again employed wooden wheels and Daimler dropped the twist grip controls from his 1877 design in favor of leavers on the frame. In 1898 orient-Aster, USA the American made production motorcycle was this entry built by the Metz Company, in Waltham, mass, it used an aster engine that was a French copy of the Metz Company, in Waltham, mass.

**COMPANY PROFILE**

Bajaj Auto Ltd. (BAL) any of the two and three assembling producers in India. The employer is known for its L and D item development and assembling capabilities. The particular agency is the biggest exporter of and 3 wheels inside the empire. The employer has two backups to be particular Bajaj Auto International Cooperation BV and Pt Bajaj Indonesia. On November twenty nine, 1945 Baja Auto arrived for the sake of M/s Bach raj Investing Corporation Private Limited. Within 1948 Bajaj Auto started out to promote and 3 wheels imported in Indian. In the 50s Bajaj Auto gained allow from the Government of India to make two and 3 wheels. In 1960 Bajaj Auto became an open up corporation. In the year 1970 Bajaj Auto Automobile 100000.

In 1971 Bajaj Auto propelled a three-wheeler administrator. In 1977 the organization propelled a Back engine Auto Rickshaw. Within nineteenth 1984, the organization stone became made for the brand new Bajaj Auto processing plant at WALUJ Aurangabad. November 5, 1985 Bajaj Auto began technology on the WALUJ plant. In 1998 Bajaj Auto started generation at the Chakan pune Grow. In November 2001, Bajaj Auto propelled the beautiful bicycle “PULSAR”.

In Feb 2003 Bajaj Auto powered the a hundred and fifteen Caliber with in the traditional engine fragment. Because based on the Arrangement of Demerger Scheme Bajaj Holdings and Investment Ltd. (BALBHAL ewode) is assessed into 3 assignment with impact from a hit day of Viz. February 20, 2008. The protecting company work in fragments, for instance, safety and different car and project.

Perceiving the improvement openings inside the safety and budgetary a part of power sparing breeze vitality organizations made those physical games be three separate factors that each can deal with middle enterprise and engage fitness. Consequently claims the figure enterprise with all blessings and liabilities included into the hobby in PT Bajaj Auto Indonesia and in a few merchant businesses are moved to Bajaj Investment and Holding Ltd (BHIL). Moreover, a sum of Rs.15000 million in real cash and money reciprocals are likewise moved to Bajaj Investment and Holding Ltd. As a major element of the Bajaj Holdings and Investment Ltd plan changed to Bajaj Auto Ltd (BAL). The rule date might be close on March 31, 2007.

**LITERATURE REVIEW**

**KARUNIK AND SCHIFFMAN:** This book functions a dynamic business condition that has by no means been formerly and the management enterprise is as promising as ever. In this time of contending companies recognize the patron will be a ruler within the particular market and success will be to a awesome amount challenge to the skills from the supervisor in offering the product or administration this guarantees. The obligation is present within the affiliation with regard to the improvement of tradition, morals, responsibility, well really worth and nature of organization that needs to be provided to carry out higher consumer loyalty. The particular dynamic patron conduct will be needed to give evidence for the one-of-a-kind elements that legitimately or along with the aid of inference Impact the client ask for.

**PHILIP KOTLER:** Customers are usually constantly viewed as the particular middle of enterprise bodily games. The writers explain in this e guide showcasing is quite effective 1 of the variables to draw in and appearance right after clients. Diminish F. Drucker demonstrates that the company enterprise’s first task will be “to create a purchaser. Inch customer gauge will produce the quality name. The particular book features client’s basic leadership and shopping work. The e-book considers customers as maximizer esteem as being a distance as hunt costs, mastering, portability and earnings.

**BASAVARAJ13** observed that two-wheelers have become a valuable support for increasing productivity and productivity and profits, as well personal transportation.

**REDDY, MALLIKARJUNA, K. (2006),** “Consumers behavior towards Two Wheeler Motor Bikes”, Osmania Journal Management, Vol. II, No. 2, June.

**DHANANJOY DATTA (2010)** Factors influencing customers buying behavior of two-wheeler at Agartala, Tripura, ICFAI University journal.

**SCHIFFMAN AND KANUK (2000)** Individuals are more likely to buy brands whose personalities intimately match their own self Images.

**JITENDRA SANCHETI “**customer trends are changing very quickly. One has to be very flexible enough to change as and when the market evolved”. He noted in his interview in advertising and marketing magazine to Vivek Pareek that “customer is becoming appreciative of quality – This will keep happening as the consumer becomes more aware of global standards of reliability and quality.

**MAHAJAN** in his article “inter regional homogeneity of consumer behavior in India”, Expressed consumer behavior in India markedly differs between the rural and urban sectors and it is, in no small measure, selective among regions within each sector”.

**OBJECTIVE OF STUDY**

* To analyses the relationship between the brand

Preferences with regard to income, age and occupation

etc., of respondents.

* To find out whether the consumers are influenced by

Advertisement or by any other means.

* To know the purchase pattern of various income groups

And category of consumers.

* To study satisfaction level of consumers with regard to Bajaj two-wheelers in Akola Region.

**RESEARCH METHODOLOGY**

Research methodology is the systematic method/process dealing with identifying problem. While considering the two wheeler customers and users as participants of the study. As it forms the central basis of the study, various issues in a systematic order have been dealt with. Aspects like, Research Design, Study area, sampling method and Tools of data collection, Data processing and Analysis and Presentation of the Thesis have been elaborated in order to ensure the research rigor that was followed while conducting the study.

This study is done to in order to a study on consumer behavior towards purchase decision of Bajaj two wheelers bikes in Akola city. The entire research is based on primary & secondary data based on the information through internet, Books and company Record.

**Sampling Size**

A total of 100 customers were randomly selected from Akola for data collection. It was observed that 10 Questionnaires were incomplete. They were deleted which gave a sample of 90 respondents in total and samples were taken from motorcycle owners.

**LIMITATIONS**

* The survey was limited to Akola city.
* Shortage of time is also reason for in comprehensiveness.
* Data analysis is based on response given by the respondent.

**ANALYSIS AND INTERPRETATION**

1. **What is your preferred capacity & color about motor cycle?**

**Interpretation:**

**From the above graph showing that 20 response from customer loves 100 cc engine bike 12,4,4 customers like Black, Red,Blue color Bikes Resp.**

**20 Response from customer loves 125 cc engine bike 11,7,2 customer like Black,Red,Blue color Bikes Resp.**

**50 Response from customer loves 150 cc engine bike 32,8,10 customer like Black,Red,Blue color Bikes Resp.**

**10 Response from customer loves 200 cc engine bike 6,3,1 customer like Black, Red, Blue color Bikes Resp.**

1. **What was the source of Information for purchase of Bajaj motorcycle?**

**Interpretation:**

**From the above graph it is showing that 30% customer are purchase the Bajaj motorcycle through the source of Friends, 55% from Advertising, 5% from Relatives & 10% from the other source.**

1. **What is to be consideration Before Buying motorcycle?**

**Interpretation:**

**From the above graph it is showing that 30% customer are considering price, 10% customer Brand name, 30% Quality & 30% customer considering Features.**

1. **Reason for preferring the Bajaj two wheelers?**

**Interpretation:**

**From the above graph it is showing that 40% customer preferring the bike for Smooth running, 20% customer preferring the bike for lower price, 25% for easy handling, 35% for Better Average & 40% for Look.**

**5. Problem faced at the time of Service?**

**Interpretation:**

**From the above graph it is showing that 30% customer facing the problem of high spare parts cost, 15% customers facing the problem of delay in service, 20% customers facing the problem of Low quality material & 35% customers has no problem of service.**

1. **What is the source from which you found the advertisement about Bajaj Motor?**

**Interpretation:**

**From the above graph it is showing that 50% customer get source from Television. 10% from Newspapers. 0% from Radio & 30% get from Holdings.**

1. **What is your level of satisfaction towards motorcycle?**

**Interpretation:**

**From the above graph it is showing that 10% of customer are satisfaction with the 0-25. 20% satisfaction between 25-50%. 50% customer are satisfaction with 50-75% & 75-100% satisfaction in 20%**

**MAJOR FINDINGS OF THE STUDY**

* Demographic features like gender, age, profession, income level are very important factors in research. They influences very much in motorbike purchase decision making mechanism and buying of the motorbikes.
* Male people use motorbikes a lot compare with females. Most of the females who had bought motorbikes were young. So, the trend of buying motorbikes is gradually increasing in females.
* Age group of consumers affects the purchase decision making process. Motorbike was a popular vehicle in Akola since many year ago, so, the most of the people using motorbikes are in age group 18-25.
* Servicemen prefer motorcycles in comparison to professionals, businessman and others.
* Income plays an important role in the consumer purchase decision of motorcycles.
* Price is the most important factors that influence consumer purchase behavior followed by quality.
* Consumers are most influenced by the convenience aspect of the motorcycles. This is the most important reason for which consumers purchase motorcycles.
* People are motivated to purchase motorbikes by the features like Economic Price, Good Mileage, High pick up, Stylish and Durability. Buyer gives higher preference on Stylish motorbikes to make their purchase decision.
* The main purpose of buying motorbike in Akola city are to use for regular up and down to office/college. Due to heavy traffic jam and narrow roads, people are attracted in motorbikes.

**CONCLUSION**

1. From the research, the different purchasing behaviour of customers has been identified. The significance of consumer purchasing behaviour originated from the concept that businesses may increase their sales numbers by studying their clients. With market insight, the business determines it needs to reconstruct itself to improve its reputation in the eyes of consumers, resulting in greater turnovers.
2. Consumer Behavior is the study of how consumers select and buy goods, services, ideas to satisfy their needs. The consumer behavior influences the consumers buying behavior hence, it is important to understand consumer behavior in greater detail.
3. The factors that play an important role in purchasing have been recognized from the study. Brand choice and brand loyalty are strongly linked. When confronted with a selection, buyers that have a brand preference will always select their brand.
4. Consumer awareness is important so that buyers can make the right decision and make the right choice at the right time.
5. To satisfy unlimited wants, people buy goods and services at a given price.

**Implications**

* Buying behavior of consumers is very complex. Therefore, it is essential for the marketers to understand and study the buying behavior of consumers.
* Consumers should not only focus on the financial aspect of motorcycles but also take into consideration the quality, after sales service etc.
* Consumers should not only rely on advertisement as an important source of information but also collect information from other sources.
* It has been proved that male populations of Akola are using motorcycles more than the female population. Therefore, female population should also be encourage to purchase motorcycles.
* The marketers should also introduce schemes for lower and middle income groups so that they also will be in a position to purchase motorcycles.

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