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## “A study of consumer behaviour while purchasing bike”

<sup>1</sup>Mr. Tushar Pradhan, <sup>2</sup>Mihir patel, <sup>3</sup>Mahima golechha

<sup>1</sup>Assistant Professor

<sup>1</sup>Parul Institute of management and research MBA PROGRAMME Parul University, Limda, Waghodia

### ABSTRACT

There has been an increase in sale of two-wheeler vehicles in India in recent past due to fast economic growth. India is the second largest producer of two-wheelers in the world. Majority of Indians, especially the youngsters prefer motorbikes rather than cars. In India every month nearly 3-lakh motor cycles are sold. It is the world's second largest manufacturer of motorcycles after China and there are eight key players in the Indian markets. Understanding consumer behavior in the present scenario is extremely important as it is no longer a simple task. Unless a marketing manager has the knowledge of the factors that affects consumers purchasing pattern. This study discusses the changes in the two wheeler markets and buying motives of two wheeler buyer. This study discusses the changes in the two wheeler markets and buying motives of two wheeler buyers.

**Keywords:** Demographic, Psychographic, Consumer attitude, Consumer Preferences.

### INTRODUCTION

India is the second largest producer of two-wheelers in the world and stands next to China and Japan in terms of production and sales respectively. Majority of Indians, especially the youngsters prefer motorbikes rather than cars. Capturing a large share in the two-wheeler industry, bikes and scooters cover a major segment. Bikes are considered to be the favorite among the youth generation, as they help in easy commutation. After year of cursing along at fairly relaxed pace, two-wheeler industry has finally stepped on the accelerator & swayed its way timely in to the first lane.

All the major players in the market including Bajaj Auto, Hero Motor Corp, Honda, TVS, Suzuki, Yamaha, Kinetic, Royal Enfield and LML have work hard over time to capture the two-wheeler market share.

**A study of consumer behaviour while purchasing bike** The primary study mainly includes:

**Literature review**

**Problem Statement**

## Objectives of the study

### OBJECTIVES OF THE STUDY

- 1) study the behavioral factors of consumers in motor bikes.
- 2) To analyze the impact Of behavioral factors of consumers on choosing particular brand of motor bike.
- 3) To suggest various factors to improve sales.
- 4) To study the consumers' opinion of their motor bikes regarding its features like appearance, mileage, price etc.,

### RESEARCH METHODOLOGY

#### SOURCE OF DATA

##### Primary Data:

The primary data collected through questionnaires administered to a sample of 100 consumers selected from twin cities i.e. Ahmedabad and Vadodara the Questionnaire was pre-Designed and pre-tested before it was administered.

##### Secondary Data :

Secondary data was collected through various publications of newspapers, magazines, books and magazines websites of Hero Honda, and TVS bikes.

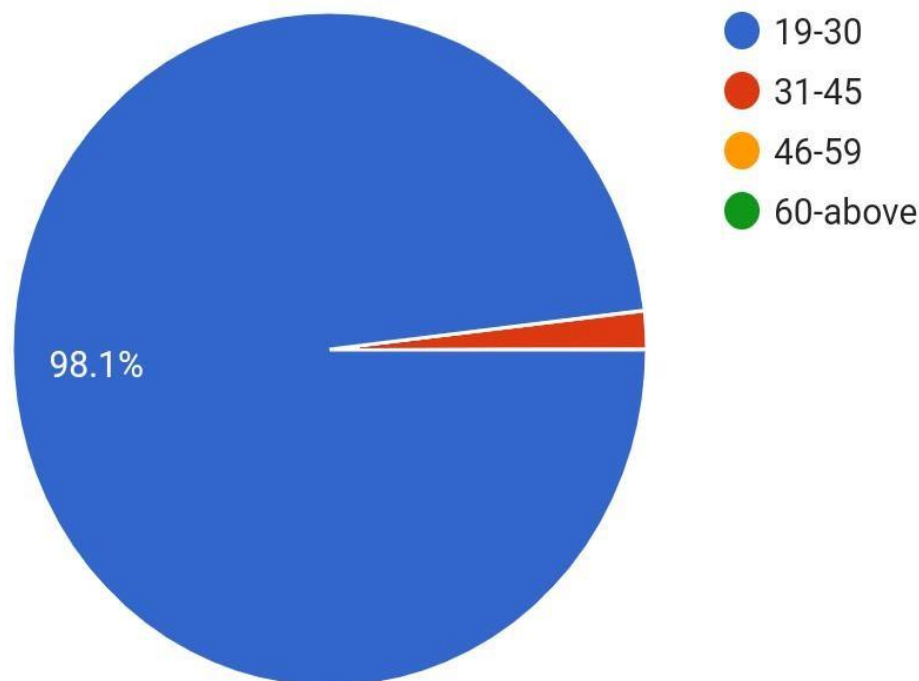
##### Sample Design :

A total of 100 consumers were selected from the twin cities of Ahmedabad and Vadodara for this study to analyze the consumers behaviour with reference to select motor bikes i.e., Hero Honda, Yamaha, and TVS bike.

## DATA ANALYSIS AND INTERPRETATION

### Age group

54 responses

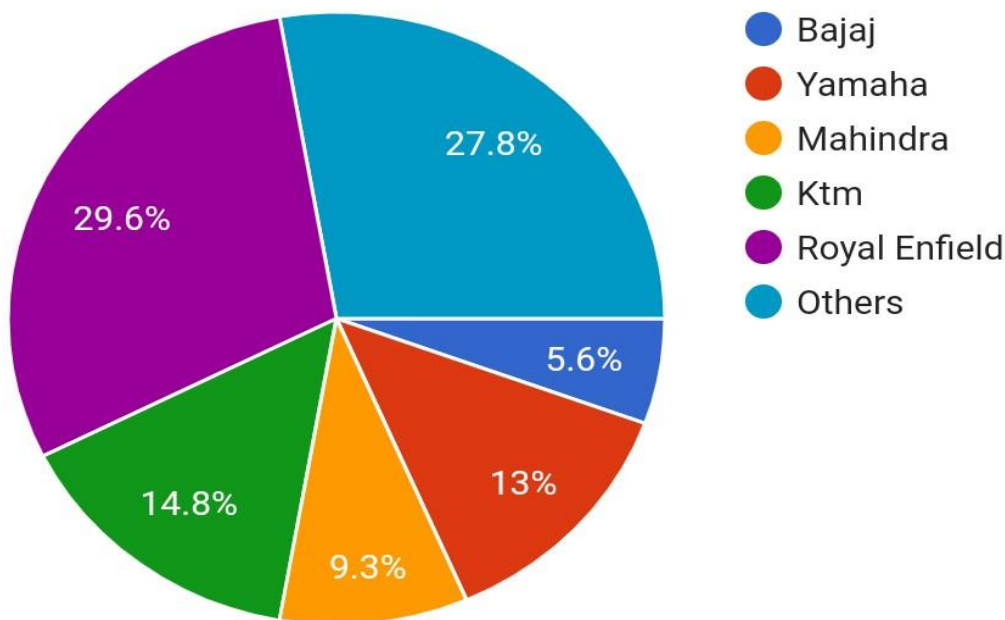


according to our project and chart 19 to 30 years old 98.1% people prefer to ride bikes and situation of these days children who are below 19 years old they also prefer ride bikes and between 31 to 35 years old 2.99% people choose bike for themselves and 46-59 and above 60 years old people they do not prefer bikes that much. if we see situation of these days Male and even female they both like to ride bikes. if we see according to the chart than 51.9% male prefer to ride bikes and 48.1% female prefer to ride bikes.

bikes are very cheap and some of them very expensive according to our chart people choose around 50,000 to 1,00,000 price of bikes and 29.8% people choose between

## If you a choice which brand will you adopt for...

54 responses

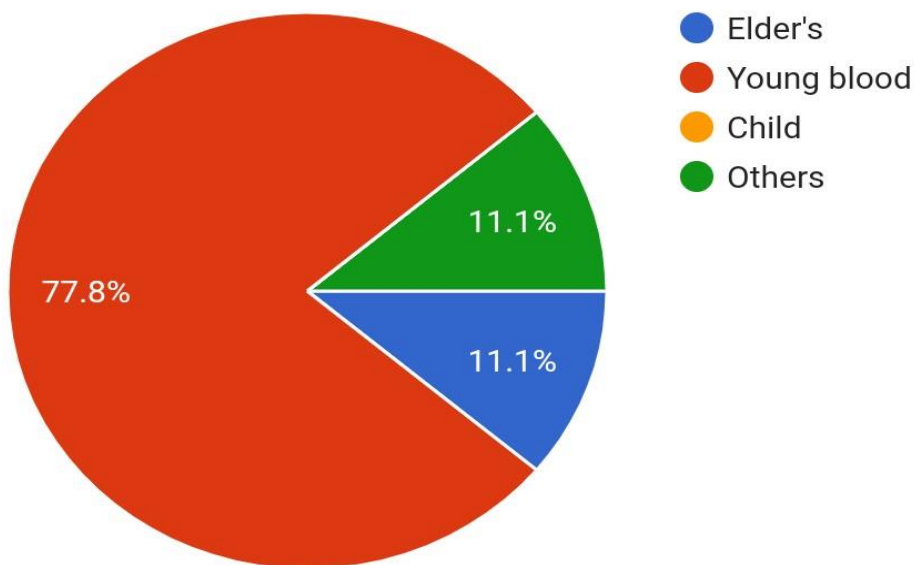


to 1.50,00 price of bikes and 13% people choose around 1.50,000 to price of bikes and about 3,6% people choose above 3, 00 ,000 prices of bikes.

According to above chart there are so many company's bikes available in the market and people have their own choice to purchase the bikes according to our chart 5.6% people choose bajaj's bikes and 13%people choose Yamaha 9.3% people mahindra's 14.8 people choose KTM company's bikes 29.6 % people choose royal Enfield's bikes and 27.8 % people prefer others company's bikes.

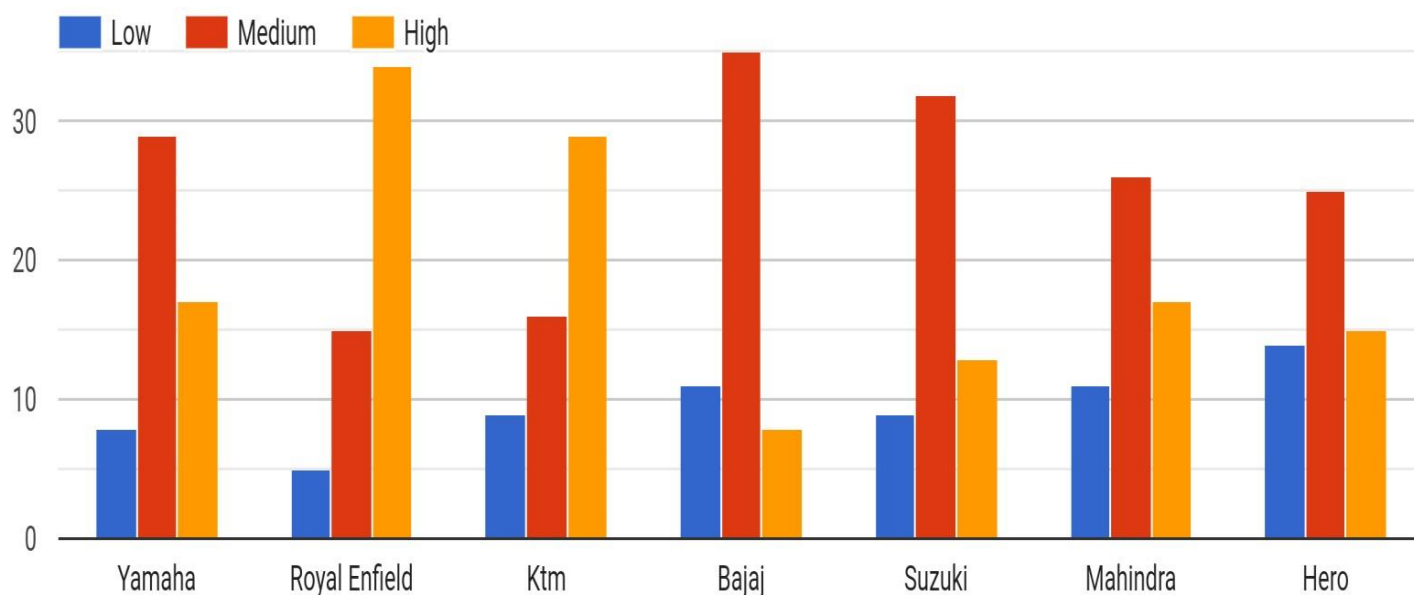
## Which category most prefer the motorbike rather than car?

54 responses



according to our chart if we see the youth of these days like riding bikes and 77.8% youngsters prefer to ride bikes, 11.1% elders prefer two wheelers and children also, and some others do not prefer to ride bikes that much.

Which brand is highest responding "purchase by price" all these .



according to our chart people don't like Yamaha's bikes most of the people prefer royal Enfield's company bikes and some people prefer KTM is well and people do not prefer that much Yamaha , mahindra Suzuki and hero Honda company's bikes

## CONCLUSION

After analysis our findings substantiate the fact about consumers that in high involvement purchases, advice from friends and family is paramount and price sensitivity declines with income increase and brand choice gets more important.

The motorcycle market, similar to cars is broadly comprised of two segments, one price and mileage sensitive and another design and comfort oriented. The average consumer in both the segments shows markedly different behavior in relation to advertisements with the style sensitive consumer being more influenced by advertisements than the price-sensitive segment. Overall, it was found that maintenance and service provided by dealers were given secondary weightage as far as purchase decision is concerned indicating a move to repurchasing than repairing motorcycles—a sign of a more consumerist culture.

Automobile Company gain market leadership only if it understands the consumer needs and final solution that delights consumer through superior value, quality and service. Consumers typically describe what they want in terms of products benefits, functions, characteristics, performance, Criteria and even manufacturing procedures.

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