

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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A STUDY OF CONSUMER BEHAVIOUR ON TWO-WHEELERS WITH SPECIAL REFERENCE TO BAJAJ PRODUCTS IN SALEM

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ABSTRACT

The study covers BAJAJ products and it includes ten vehicles namely spirit, Safire, Bajaj M-80, M-80 4-S, Scooters, Boxer CT, Boxer AT, Caliber, Caliber Aspire and Pulsar. In the modern age, two-wheelers play a vital role. It is needless to say only because of two-wheelers day-to-day transactions are covered (domestic needs as well as business needs). Two-wheelers save money, time and energy also. "Free way foul-up, when two-wheels will suddenly become so much better and slimmer than four". So the two-wheeler is a comfortable automobile and everybody can drive it. It is also carry heavy loads. Hence two-wheelers has significant role in this modern economy. There are wide ranges of different brands of two-wheelers available in the market. Hence an attempt is made by the researcher to study the consumer preferences towards various brands of two-wheelers prevailing in the market with respect to bajaj. Bajaj is currently India's largest two and three-wheeler manufacturer and one of the biggest in the world. Bajaj has long left behind its annual turnover of Rs. 7.2 crores (1968), to currently register an impressive figure of Rs. 421.6 crores (US 936 MILLION \$).

KEYWORDS

consumer behaviour, Bajaj products.

1.1 INTRODUCTION

From the dawn of ages mankind for their fulfillment of needs that is food, shelter, business excursion. Education, sharing their feelings for celebrating festivals moved from place to place on foot. Later on man used animals like camel, horse, donkey and bullocks for their travels and thus formed bullock-cart, chariot etc. in 1839 bicycle was invented by Kirkpatrick Macmillan and the same has been used by common man till now. It is mainly based on consumer preference for different brands of two wheelers with regard to bajaj. The research also reveals that different brands and preferences for the various income groups. The agent and manufacturers while implementing the plan should take into consideration, the consumer's opinion about different types of brands, which they deal in.

1.2 HISTORY OF TWO-WHEELERS

The automobile industry covers a span of more than two centuries. The earliest recorded automobile was built in 1688 by Ferdinand Verbiest a Belgian. In 1885 Kari Fried Rich Benz developed petrol driven car. Later on trucks, motorcycles and other types of vehicles were also invented. Research and Development activities help the industry to introduce various new models using new designs and new materials.

Now, fuels and engines (machines) were also constantly being introduced. The two wheelers have a long history. In 1885 Gottlieb Daimler designed the first motorcycles. It traveled 19 kph. British production of motor cycles started in 1899 West Germany was ahead of other countries in the production of motorcycles. It produced 1000 machines in 1894. Now the Japanese are in a dominant position producing fast and fuel efficient motorcycles and scooters.

1.3 MOTORCYCLE

The internal combustion engine was first employed on a two-wheeled vehicle by the German Engineer Gottlieb Daimler in 1885. His motorcycle had a single cylinder, air-cooled, four-stroke engine. The earliest motorcycle to be commercially produced was made by Hildebrand and Wolf Muller of Munich in 1894. Its 760 CC. Single Cylinder, water-cooled Engine propelled it up to 39 kmh /24 mph).

Early motorcycles were not popular. A push-start was necessary to start the engine, there was no change-speed mechanism, power was so low that pedal assistance was sometimes required on hills, and the belt drive slipped in the wet. No was there any springing. However, from about 1907 Kickstarters, Clutches, Gearboxes, Chain drive and spring were gradually introduced, turning the motorcycle into a practical low cost form of transport. Pedals are still fitted to assist the engine of the moped, a motorcycle with an engine of less than 50 cc. capacity.

1.4 MOTOR SCOOTER

The Auto-ped, a motorized version of the child's platform scooter, was introduced in the U.S.A. in 1915, and by 1919 was being made in Europe, But it was not very successful. The motor scooter reappeared after the Second World War as a feature of Italy's industrial revival. The Piaggio company's vespa ("wasp") in Italian), based on the war time scooters used by airborne troops, set off a world-wide boom in motor scooters that lasted until the advent of cheap light weight motorcycles in the 1960s,

1.5 HISTORY OF BAJAJ

The Bajaj Group came into existence during the turmoil and the nearly euphoria of India's freedom struggle. Jamnalal Bajaj, founder of the Bajaj Group, was a confidante and disciple of Mahatma Gandhi, and was deeply involved in the effort for freedom. The integrity, dedication resourcefulness and determination to succeed which are a characteristic of the company today, are often

Kamalnayan, the eldest son of Jamnalal Bajaj, succeeded his father in 1942, at the age of twenty-seven. Putting the nation before business, he devoted himself to the latter only after Indian achieved independence in 1947. But when he did so, he put his heart and soul in to it. Within a short while, he not only consolidated the Group, but also diversified into various manufacturing activities, elevating the a Group to the status it enjoys till this day.

Rahul Bajaj today heads the Group. He has been the Chief Executive Officer of Bajaj since 1968 and is recognized as one of the most outstanding business leaders in India. As dynamic and ambitious as his illustrious predecessors, he has been recognized for his achievements at various national and international forms.

1.6 SCOPE OF THE STUDY

It is mainly based on consumer preference for different brands of two wheelers with regard to bajaj. The research also reveals that different brands and preferences for the various income groups. The agent and manufacturers while implementing the plan should false into consideration, the consumers opinion about different types of brands which they deal in.

The study covers BAJAJ products and includes two wheelers which are as follows:

Brand Name	Capacity	Feature of product
Spirit	60 CC	Ungear
Saffire	100 CC	Ungear
M-80	74 CC	Gear
M-84 40-S	74 CC	Gear
Scooters	150 CC	Gear
Boxer CT	100 CC	Gear
Boxer AT	100 CC	Gear
Caliber	112 CC	Gear
Caliber Croma	112 CC	Gear
Aspire	112 CC	Gear
Pulsar	150 CC	Gear

1.7 IMPORTANCE OF THE STUDY

The purchase of any two-wheeler the consumer has to consider the following factors:

1. Brand Name
2. Cost
3. Special facilities like time saving, comfortable, no risk safe to drive etc.

In this modern age, two-wheelers play a vital role, it is needless to say only because of two-wheelers day-to-day transaction are covered domestic needs as well as business needs. Two-wheelers save money, time and energy also. "Free way foul- up, when two wheels will suddenly become so much better and slimmer than four". So the two-wheeler is a comfortable automobile and anybody can drive it. It is also carry heavy loads. Hence two wheelers has significant role in this modern economy,

There is wide range of different brands of two-wheelers available in the market, hence, an attempt is made by their searcher to study the consumer preference towards various branch of two-wheelers prevailing in the market with respect to Hero Honda.

1.8 OBJECTIVES OF THE STUDY

The objectives of the study are as follows:

1. To analyse the relationship between the brand preferences with regard to income, age and occupation etc., of respondents
2. To find out whether the consumers are influenced by advertisement or by any other means.
3. To know the purchase pattern of various income groups and category of consumers.
4. To know the level of satisfactions derived from the two-wheeler.
5. To offer suggestions if any to modify the products.

1.9 LIMITATIONS

- 1) Due to time and cost constraint, the study is confined only to 100 samples
- 2) Some of the consumers had been reluctant to give complete information about their product.
- 3) Lack of time was the constraint for deep and through study

1.10 METHODOLOGY

The study is based on both primary and secondary data. Primary data are collected by means of a well- designed questionnaire by interviewing all of our respondents. Secondary data are collected by means of books, pamphlets, magazines etc., sample of 100 were collected by following convenient sampling method. The entire analysis is clearly illustrated by means of pie diagram, charts and graphs in the appropriate places.

1.11 OPERATIONAL DEFINITION

BAJAJ	
CC	Cubic Capacity
Kph	Kilometer per hour
R & D	Research and Development

1.12 RESEARCH AND DEVELOPMENT

Bajaj Auto has a huge, extensive and very well- equipped Research and Development wing geared to meet two critical organizational goals; development of eco-friendly in India and abroad, and development of eco-friendly automobile technologies. While the manpower strength of the R & D represents a Cross-section of in-depth design and engineering expertise, the company has been investing heavily in the latest, sophisticated technologies to scale down product development life cycles and enhance testing capabilities. Bajaj Auto R & D also enjoys the specialized expertise of leading international design and automobile engineering companies working in specific areas.

1.13 R & D OBJECTIVE AND SET UP

The objective of BAJAJ Auto' R & D is to contribute towards making life a better experience for society as a whole. At BAJAJ Auto .we intend to achieve this objective by giving priority to environmental concerns, which include minimizing toxic emissions and optimizing the use of natural resources while also keeping in mind the exact requirements of the customers in a fast changing world racing towards modernization.BAJAJ intend to use R & D not only to develop products better and faster, but also to evolve technologies that are eco- friendly, more fuel- efficient and cost effective.

BAJAJ strength in R & D comprises 500 dedicated professional who work as team members on platform concept. These platforms comprises of engineers skilled in product engineering, manufacturing engineering, component development, project management and quality assurance. The primary objective of these platforms is to develop newer, better more efficient and less polluting vehicles for both the Indian and International Market.

BAJAJ foreign technology partners, like Kawasaki, Kubota and Tokyo R & D Collaborate closely with the platform teams with transfer of the latest technology and R&D assistance. Our designs are also subjected to an exacting and critical assessment from our technology partners.

1.14 NEW PRODUCT LAUNCHES

In the New Economy, the product development process must give to priority to certain critical issues such as eliminating any design errors right at the start of the process. Thus the mantra is "design right, first time". This is imperative to avoid unnecessary wastage of time and productivity. After arriving at the right design, prototypes are developed expeditiously. Then these are tested meticulously for performance and durability all parameters in order to finalise the design.

1.15 INTERNATIONAL MARKETING

Based on the own brand of globalisaion, the company built its distribution network over 60 countries worldwide and multiplied its exports from 1% of total turnover in fiscal 19+89-90 to over 5% in Fiscal 1996-97

The countries where bajaj products have a large market are USA, Argentina, Colombia, Peru, Bangladesh, Srilanka, Italy, Swedon, Germanhy, Iran and Egypt. Bajaj leads Colombia with 65% of Scooter (market) in Uruguay with 30% of the motorcycle market and in Bangladesh with 95% of the three- wheeler market.

1.16 CONCEPTS RELATED WITH CONSUMER BEHAVIOUR

Garers Hille Woodruff defines "Consumers are people in families and other kinds of household who buy and use products services in order to satisfy their personal needs and wants.

1.16.1 CONSUMER

A consumer is an individual who consumes goods manufactured by firms or created by nature (air, water etc.) and services offered by Government or Firms, Hospital, Educational Institutions etc. "Consumer is our Boss is a slogan of many company". Consumer becomes the pivot of all business decisions.

A buyer makes a purchase of a particular product or a particular brand and this can be termed "product buying motives".

1.16.2 CHARACTERISTICS OF CUSTOMER

Customer characteristics such as their number, geographical dispersion, frequency and regularity of purchase, average quantities bought and their susceptibility to different selling methods greatly influences the channel selection. Conditions conducive to direct sale or through short channels are small number of customers, their geographical concepts, large units of purchase and in frequent and regular purchase were the customers are large in number, geographically dispersed and purchase small quantities frequently and irregularly, lengthier marketing channels are indicated. However, the most important question is where the customer expects to find the product.

Building customer satisfaction
Through QUALITY, Value and Service

Firm Infrastructure						
Human resources management						
Technology Development						
Procurement						
Inbound	Operations	Outbound	Margin	Service	Logistics	& Sale
Primary Activities						

1.16.3 IMPORTANT INGREDIENTS IN THE MARKET FORMULA FOR SUCCESS

- 1) Customer Value
- 2) Consumer Satisfaction
- 3) Quality

1.16.4 DEFINITION OF BUYER BEHAVIOR

"Buyer behavior refers to the people's or organization conduct, activities and actions together with the impact of various influences on them towards , making decisions on purchase of product and services in market."

This definition suggests that Buyer behavior concerns study of activities and actions of people and organizations that purchase goods and services for use. It involves gathering and analyzing information on these activities.

- 1) There are number of factors that influence the buyer behavior or buyer behavior is influenced by the buyer's environment
- 2) Buyer behavior is essentially and typically a decision making process

Behavior is a way of action. It is basically goal oriented. In other words our behavior is generally motivated by a desire to attain a goal.

1.16.5 CONSUMER BEHAVIOR

"Consumer behavior is the conduct or behavior that consumers exhibit before they purchase a product, during the purchase period, while using that product, and even after the product has been used (evaluating product performance)".

1.17 SUGGESTIONS

- i. Some of the customers feel that the price of the vehicle is high. Hence effective steps must be taken to offer the vehicle at reduced cost. So that everybody can easily purchase the vehicle.
- ii. Easy availability of spare parts for specific vehicles may increase the number of customers.
- iii. As far as the starting matter is concerned the introduction of self start system at cheaper price will be of very helpful for the customers.
- iv. Customers feel that if attractive gifts are given sales may be increased to a great extent.
- v. Customers of student community feel that more attractive colours should be added.
- vi. Improvement should be made with regard to the existing style so that it will attract more customers
- vii. Some of the purchasers of the vehicle feel that improvement should be made for more mileage.
- viii. The bajaj dealers should make financial arrangements to their customers at low rate of interest to promote sales.
- ix. It should be necessary to increase the service centers for bajaj products.
- x. The dealers must make arrangements to get suggestions from the customers with regard to service of the vehicles.
- xi. Some customers feel that provision of adequate workshop is required to attend accident vehicles.
- xii. The number of years given to the guarantee and warranty period for bajaj products should be increased.

1.18 CONCLUSIONS

The two-wheeler industry is a major employer. It also provides support to many ancillaries and small-scale suppliers. In the absence of a statutory public transport system powered two-wheelers are as much the common man's vehicles as the bicycle. Personalized transportation by two-wheelers is not luxury, but a necessity now-a-days. Hence the government has to take a practical view of the situation. Bajaj motor company first introduced Scooters in the beginning. Later it entered into motor cycle division. Now motor company comes with three kinds of motors Cycle, Scooter and m-80 the multi utility vehicle. It seems certain that the market expects to see new products with advanced technology to give them fuel economy and riding comfort. But above all they expect a ocean change in the style and looks of the product as they are exposed more and more to the international market.

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Academically yours

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