

A Study on Consumer Perception on Bajaj Pulsar Bikes (150cc, 180cc, 200cc, 220cc) At Popular Bajaj, Mysuru

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Abstract: Consumer perception is a marketing perception that encompasses a customer's sense of understanding and /or realization about a company or its contributions. The study emphasizes on, to identify which particular Bajaj Pulsar has more image in the market. And also to know the market share and to analyze the level of preference for a model of Bajaj Pulsar. The researcher has used the cross-sectional descriptive design for this current study. For the Primary data's 100 sample size was taken randomly. For this study 4 factors are taken into consideration. Those are social, cultural, psychological, and competitive factors. The hypothesis was framed and Statistical tools like numerical wrap up for societal science (SPSS) test was worn. By this study, a researcher was able to find out that, there will be a significant relationship between those factors, respondents vary or differ on various factors in purchasing and demographic factors - age, occupation, income, marital status are significantly influence in consumer perception towards buying Bajaj pulsar. The study revealed that there are the dominating impact of demographics, competitors, social and psychological factors respectively on customer perception. By this study, the researcher was able to find out that, there will be a significant relationship between those factors.

Index words: Consumer perception, customer preference, brand image.

I. INTRODUCTION

During the most modern fasten of existence, the Indian racing bike diligence has been fantastic enlargement the country remains by China and Japan as for the same as generation and deals individually. Greater ingredient of Indians predominantly the youth bow headed for motorbikes instead of autos. Bikes are a huge range of collection that vacant in the bazaar famous for the latest innovation and superior mileage Indian bikes, moped remains for style and class for everybody in India.

India is a second biggest bike manufacturer in the world. It ruins subsequently to Japan and China since far away as the quality of bikes delivered along with sold independently. With the expansion of privatization and globalization of Indian economy and with the investment of numerous multinational companies, the race in the two-wheeler segment is reaching the top level. This competition helps customers because they can get different types of brands and price and high standard of quality.

II. OBJECTIVE OF THE STUDY

- To analyze the level of preference for a model of Bajaj Pulsar
- To identifying the factors influencing consumers' enthusiasm to reimburse intended for two-wheelers.
- To discover which particular Bajaj Pulsar has more image in the marketplace. along with toward know the marketplace distribute.
- To estimate the attitude of young generation towards Bajaj Pulsar.

III. SCOPE OF THE STUDY

In the current scenario, the automobile sector is a fastest growing sector in India. Innovation and adoption of latest features have raised the competitiveness in the automobile sectors. The study is aimed at identifying the level of consumer perception towards two-wheelers effect on customers buying behavior. The outcome of the study makes clear that the perception about the Bajaj Pulsar holds in the place of mind of the customers which could be useful for management to formulating the strategies in future sales growth plans of the two-wheelers.

IV. METHODOLOGY

This learning is evocative in the environment. The evocative examine describes the demographics of the customers and help to get clarity on the research. principal and derivative data being used to collect a data. crucial data is the raw data which is been collected from one on one interview, observation, structured questionnaire.

V. DATA COLLECTION METHOD

- Primary data: - Personnel interaction with Structured questionnaires.
- Secondary data: - Books, journals, websites.
- Sampling design: - descriptive.
 - Sampling method: Simple random method
 - Sample size: 100

VI. LIMITATIONS OF THE STUDY

- This choice of method i.e., descriptive limits the extent to which the understanding may be generalized.
- The study provides the description of perception and preferences and does not provide for insides as to the reasons for such perceptions are implications of such perceptions on future buying decisions with confidence.

- The respondents were limited to the companies within Karnataka and not pan India and therefore cannot be generalized to customers in other states.

VII. LITERATURE REVIEW

Dr. Col TajammulHoda (2015)[1], this study focus on the latest trend in two-wheelers among young generation. Analyzing the preference of youngsters while choosing the two-wheeler, market shares of scooters. Analyze favorite Brands among males and females for both Scooter and Bike. Which is more popular, Scooter or Bike and to find out the most appealing attribute which is a major factor in the purchase of Bikes or Scooters. This study explains how persons widen a sympathetic of the motivations following their personal deeds. The SWOT of end user activities enables marketers to recognize and forecast end-user deeds in the market situate, it besides promotes perceptive of the job that utilization acting in the lives of persons.

Choy Johnn Yee, Annie Ng Cheng San, and Ch'ng Huck Khoon[2], This research is to study the behavior and to observe the dealings of the factors, predominantly seeming value, supposed worth and seeming threat that will effect on Malaysia end user acquires conclusion towards cars. appraisal with expediency sampling was made at Klang Valley to customers' age linking 23 to 65 years old and exceeding. The input method in consumers' judgment making is the mixing procedure by which awareness is combined to assess two or more unusual behavior and choose one. Most of the great business examine end user buying judgment in rising element to respond query about what end user get, where they obtain, how and how much they acquire, when they procure. This SWOT showed considerable grades and the union involving the three factors mentioned subsequently with acquiring conclusion.

Faisal. T (2014)[3], the prime objective of the study is to analyze the mindset of youthful people regarding Royal Enfield and to know the strengths and weakness of Royal Enfield compared to rest of the bikes. It also attempts to examine the performance level of different models of Royal Enfield. Convenient sampling is adopted and other statistical tools were used for data analysis. The study revealed that users of Royal Enfield are greatly fulfilled with happiness and also feels that they are unique. The study also revealed that by improvising fuel efficiency, entry of new models, decreasing lead time, services and advertisements are important to cope up with competitors in the market.

VIII. DATA ANALYSIS AND INTERPRETATION:

Demographic Information

Table 1			
Frequency			
Demography		Frequency	Percent
Age groups	<25	53	53.0
	26-35	38	38.0
	36-45	9	9.0
Education	School	7	7.0
	PUC	18	18.0
	UG	48	48.0
	PG	27	27.0
	Total	100	100.0
Occupation	Student	41	41.0
	Employed	48	48.0
	Business	11	11.0
	Total	100	100.0
Marital status	Unmarried	66	66.0
	Married	33	33.0
	5.00	1	1.0
	Total	100	100.0
Monthly income	< 10 k	38	38.0
	10-25 k	30	30.0
	26-40 k	20	20.0

	41-55 k	7	7.0
	>55 k	5	5.0
	Total	100	100.0

Ranking of Factors:

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Cultural	100	40.00	100.00	76.2000	14.26871
Social	100	33.33	100.00	73.1000	11.42246
Psychological	100	38.00	100.00	73.0800	11.33661
Competition	100	44.00	100.00	74.4800	9.84371
Total	100	54.67	91.00	74.2150	8.23880
Valid N (listwise)	100				

Interpretation:

- Demography: While assessing consumer perception of Bajaj pulsar towards buying pulsar.
- Cultural factors dominated with the perception of 76.25% followed by competition factor with the perception of 74.48% and then Social factors dominated with the perception of 73.10% and at last psychological factors dominated with the perception of 73.08%.

Table showing Correlation among factors

Correlations					
		social	psychological	comp	Total
Cultural	Pearson Correlation	.315**	.242*	.120	.661**
	Sig. (2-tailed)	.001	.015	.236	.000
	N	100	100	100	100
Social	Pearson Correlation		.670**	.303**	.804**
	Sig. (2-tailed)		.000	.002	.000
	N		100	100	100
psychological	Pearson Correlation			.315**	.775**
	Sig. (2-tailed)			.001	.000
	N			100	100
Competition	Pearson Correlation				.564**
	Sig. (2-tailed)				.000
	N				100

Interpretation:

Cultural factors were significantly related to social, psychological and total factors but not related to competition factor. Social factors related to psychological, competition and total factor. A psychological factor related to competition and total factors. Competition related to total perception.

IX. FINDINGS

The following findings were drawn from the data analysis:

- The educational background has no remarkable effect on any of the factors considered for the study.
- The occupation has no remarkable influence on any of the factors

Cultural factor:

- It has a dominated consumer perception of 76.25% on Bajaj pulsar towards buying pulsar.
- Different age-groups has no remarkable effect on cultural factor
- Income-level has no remarkable influence on cultural factor
- Marital-status has no remarkable influence on cultural factor
- Cultural factor is significantly related to social, psychological and total perception.

Social factor:

- Social factors dominated with the perception of 73.10%
- Different age-groups has a remarkable effect on social factor
- Income-level has a remarkable influence on social factor
- Marital status has a remarkable influence on social factor
- The social factor is significantly related to psychological, competition and total factor.

Psychological factor:

- Psychological factors dominated with the perception of 73.08%.
- Different age-group has a significant effect on Psychological factor
- Income-level has no remarkable influence on psychological factor
- Marital status has a remarkable influence on psychological factor
- The psychological factor is related to competition and total factors.

Competition factor:

- Competition factor with the perception of 74.48%
- Different age-groups has no significant effect on Competition factor
- Income-level has no remarkable influence on competition factor
- Marital-status has no remarkable influence on competition factor
- Competition is related to total perception

Total perception:

- Different age group has a significant effect on the total perception of the customers.
- Income level has no remarkable influence on the total perception of the customers.
- Marital status has no remarkable influence on the total perception of the customers.

X. SUGGESTIONS:

The study reveals that customers are satisfied with the pulsar bikes at POPULAR BAJAJ but still management can take necessary measures to improve the services. Here are some major suggestions suggested to POPULAR BAJAJ

- The performance of the pulsar bike should be improved in terms of mileage.
- Customers are satisfied with the after sale services at Popular Bajaj 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 pulsar bikes
- Popular Bajaj must strengthen pulsar brand image in order to increase the resale value of pulsar bikes
- New designs and colors of pulsar bikes should be introduced to trap the younger generation.
- Safety measures of pulsar bike should be considered imperative to increase sales
- Additional marketing tactics such as gifts, the lucky draw should be introduced to trap the market

XI. CONCLUSION

In the present scenario, the Indian bike industry has been a fantastic development in the nation. Bikes are a huge range of collection that available in the market known for the latest innovation and enhanced mileage Indian bikes remains for style and class for everybody in India. The study emphasizes on, to identify which particular Bajaj Pulsar has more image in the market. And also to know the market share and to analyze the level of preference for a model of Bajaj Pulsar. For this study 4 factors are taken into consideration those are social, cultural, psychological, and competitive factors. The study revealed that there are the dominating impact of demographics, competitors, social and psychological factors respectively on customer perception. By this study, the researcher was able to find out that, there will be a significant relationship between those factors. So it found there is the extremely positive impact on consumer perception on Bajaj pulsar and it has a more image in the market.

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