



# **A STUDY ON CONSUMER PREFERENCES TOWARDS BAJAJ TWO WHEELERS WITH REFERENCE TO COIMBATORE CITY**

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## **1.1 INTRODUCTION**

**Marketing** - Marketing is the process of promoting a product, services or brands to consumers in a way that makes them see value in it. The goal of marketing is to increase brand awareness, attract new customers, and retain existing ones. Study and process of promoting, distributing, and selling products or services to customers. It involves understanding customer needs, creating value, and delivering it in ways that attract and retain a target audience. Successful marketing goes beyond just selling—it's about building strong, lasting relationships between businesses and their customers.

**Consumer Preferences** - Consumer preference is the choices people make when buying products and services. It's based on their likes, dislikes, and subjective tastes. These preferences are influenced by a variety of factors and can play a significant role in shaping purchasing decisions and market trends. Understanding consumer preferences helps businesses tailor their offerings, marketing strategies, and customer experiences to align with what their target audience values most.

1. **1) Cultural and Social Factors:** Culture, family, social class, and peer influences can significantly affect preferences.
2. **2) Economic Factors:** Income levels, economic conditions, and the price of goods and services play a big role.
3. **3) Psychological Factors:** Motivation, perception, beliefs, and attitudes can all shape consumer choices.
4. **4) Personal Preferences and Lifestyle:** Consumers' personal interests, hobbies, and lifestyle choices can heavily impact what products they prefer.
5. **5) Trends and Influences:** Current trends, such as fashion, technology, or even social media influencers, can affect what consumers are drawn to at a given time.

**Bajaj Two Wheelers** - Bajaj Auto is one of India's leading manufacturers of two-wheelers and three-wheelers. The company, founded in 1945, has established a strong reputation in the Indian market and globally, particularly in the motorcycle and scooter segment. Bajaj is known for producing a wide range of vehicles that cater to different needs, from entry-level commuters to high-performance sports bikes.

The company has played a significant role in shaping the two-wheeler market in India and has established a strong international presence as well. Bajaj is known for integrating innovative technology into its bikes. Some of the notable features found in their motorcycles.

Bajaj is not just a leader in the Indian market but also has a significant international footprint. The company exports its two-wheelers to over 70 countries across the globe, including regions like Africa, Southeast Asia, Latin America, and even developed markets like Europe. Bajaj's **Pulsar** series has become popular globally, especially in markets like Indonesia, the Philippines, and Africa. Bajaj Auto has consistently been a pioneer in the Indian two-wheeler industry, innovating and adapting to consumer needs over the years.

## **1.2. STATEMENT OF PROBLEM**

Bajaj always offers a wide range of two-wheelers at budget price points, there is a tension between offering cost-effective bikes and providing premium features. If the resale value of Bajaj bikes drops due to market conditions it can impact consumer decisions. The growing demand for electric vehicles (EVs), Bajaj bikes faces the challenge of meeting consumer preferences for environmentally-friendly bikes while maintaining performance.

## **1.3. OBJECTIVES**

1. To understand consumer attitude towards Bajaj Bikes
2. To measure consumer satisfaction of Bajaj bike owners
3. To determine the effects of brand the sales
4. To Identify the Areas of Improvement on Bajaj bikes

## **1.4. RESEARCH METHODOLOGY**

### **Data Collection**

Data was collected through both primary and secondary data

**Primary data**

The Primary Data were collected in the form of responses. The data was collected through a questionnaire. The questions were in the form of multiple choices. The data was collected from Coimbatore city.

**TOOLS FOR ANALYSIS****1. Percentage analysis****Percentage analysis**

It refers to a specific kind of rate Percentage analysis is a method of comparing and analysing data using percentages. It's a useful tool in many fields, including business, finance, and research.

$$\text{Percentage of respondents} = \frac{\text{No. of respondents}}{\text{Total no. of respondents}} \times 100$$

**1.5. SCOPE OF THE STUDY**

1. The study focuses on consumer preferences across different regions such as urban, semi-urban, and rural areas
2. The scope analyses factors that influence consumer decisions, such as price, fuel efficiency, design, safety features and performance
3. It will explore evolving market trends like the shift towards electric vehicles and preferences for eco-friendly models
4. The study will analyse consumer satisfaction with Bajaj two-wheelers, focusing on product performance, durability and overall ownership experience
5. The scope will also include identifying potential future trends such as growing demand for electric two-wheelers or preferences for specific features

**1.6. LIMITATIONS OF THE STUDY**

1. The Study is conducted only on particular city
2. The participants are less and no accurate data will be found
3. Participants preferences are their own opinion and they are not experts
4. Participants preferences may change after the period of time

**2.1 REVIEW OF LITERATURE****Hassan & Adil (2018)**

Bajaj's branding strategy has evolved from being a budget-friendly motorcycle provider to positioning itself as a premium performance brand, especially with its Pulsar and Dominar lines. According to Hassan & Adil (2018), Bajaj's marketing strategies leverage strong brand equity, focusing on speed, power, and youthful energy, to appeal to the millennial demographic.

**Das (2015)**

The introduction of creative ad campaigns like "Pulsar Stunt Mania" has made the brand synonymous with thrill and adventure, further reinforcing its association with performance. Das (2015) mentions that Bajaj's use of celebrity endorsements, such as Ranbir Kapoor and Madhuri Dixit, and its sponsorship of motorsports events, has contributed to its brand image as a performance-oriented company.

**Sriram & Manohar (2019)**

According to Sriram & Manohar (2019), Bajaj has also adapted its marketing strategies to digital platforms, engaging customers through social media channels and digital campaigns, enhancing brand visibility and engagement with the younger audience.

**Rao (2016)**

Bajaj's success is also due to its understanding of consumer behaviour, particularly its ability to cater to both urban and rural markets. Research by Rao (2016) emphasizes Bajaj's ability to address the needs of the price-sensitive middle-class segment through its budget-friendly models like the Bajaj CT100 and Platina.

**Singh (2020)**

Studies show that Bajaj has effectively targeted young, performance-driven customers with the Pulsar and Dominar models. These bikes offer a combination of style, speed, and affordability, which appeal to young adults. Singh (2020) discusses how Bajaj tapped into the aspirations of the youth through its stylish designs and powerful engine performance.

**Kumar (2017)**

Bajaj Auto has a strong presence in global markets, especially in Southeast Asia, Africa, and Latin America. Research by Kumar (2017) suggests that Bajaj's international success is driven by its ability to produce cost-effective and durable motorcycles suitable for the developing world. Additionally, Bajaj's focus on entering untapped markets with high growth potential, such as sub-Saharan Africa, has given it a competitive edge over international competitors.

**Sharma (2020)**

The company has also ventured into the electric vehicle segment, with the launch of the Bajaj Chetak electric scooter. This move is aimed at capturing the growing demand for eco-friendly transportation solutions. Sharma (2020) emphasizes that Bajaj's entry into the electric two-wheeler market reflects its proactive approach to sustainability and innovation.

**Patel & Desai (2021)**

Bajaj has embraced technological advancements and sustainability in its product offerings. Patel & Desai (2021) discuss how Bajaj's technological focus on fuel-efficient engines and cleaner emissions has played a crucial role in meeting evolving environmental regulations while maintaining competitive performance in the market.

**Ravindran (2019)**

The company's commitment to innovation is further seen in its implementation of advanced features such as digital dashboards, LED lighting, and improved suspension systems, enhancing customer experience. Ravindran (2019) points out that Bajaj's products, such as the Bajaj Dominar, have been equipped with cutting-edge technology to appeal to tech-savvy consumers.

**Singh & Gupta (2018)**

The two-wheeler market in India is highly competitive, with brands like Hero MotoCorp, Honda, and TVS posing significant challenges to Bajaj's market share. Singh & Gupta (2018) analyse Bajaj's strategy of differentiation, noting that the company stands out by offering a mix of products across different price ranges. Unlike its competitors, Bajaj has successfully maintained its market share by balancing performance and affordability.

**Kaur (2019)**

The competition is particularly fierce in the commuter segment, where Bajaj's models like the Platina face competition from Hero MotoCorp's Splendor and Honda's CB Shine. However, Kaur (2019) suggests that Bajaj's focus on strong distribution channels and customer service gives it an edge in retaining customer loyalty.

**Jain (2020)**

Bajaj has placed significant emphasis on after-sales service as part of its overall marketing strategy. Studies show that customer satisfaction is closely linked to the availability of spare parts and the quality of service provided. According to Jain (2020), Bajaj's wide network of service centres, coupled with its efficient customer support, has played a key role in maintaining consumer trust.

**Aggarwal & Sharma (2018)**

Aggarwal & Sharma (2018) note that Bajaj's after-sales service offerings, which include regular maintenance, warranty policies, and loyalty programs, ensure long-term customer retention and positive word-of-mouth.

**Gupta & Sharma (2018)**

Gupta & Sharma (2018) found that Bajaj Auto's reputation for reliability and innovation, especially with the Pulsar series, enhances customer loyalty.

**Mehta & Agarwal (2017)**

Mehta & Agarwal (2017) discovered that price is a major factor in two-wheeler purchases, with Bajaj competing effectively in the budget and premium segments.

**Ramaswamy (2020)**

Ramaswamy (2020) indicated that affordability plays a crucial role, particularly in rural areas where models like Bajaj Platina are popular.

**Sharma & Verma (2016)**

Sharma & Verma (2016) noted that fuel efficiency is a decisive factor in consumer choices, and Bajaj's DTS-i technology has contributed to its popularity.

**Singh et al. (2018)**

Singh et al. (2018) highlighted that sports-oriented consumers prefer Bajaj's Pulsar series due to its stylish design and powerful engine.

**Chaudhuri (2010)**

Studies by Chaudhuri (2010) and Pillai (2017) highlight how Bajaj Auto's strategic focus on innovation and affordability has enabled it to build a strong brand presence, especially in emerging markets.

**Kumar & Patel (2015)**

Kumar & Patel (2015) reported that consumers prefer brands with a strong service network, and Bajaj's extensive service centres enhance its appeal.

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**3.1 INDUSTRY OVERVIEW*****BAJAJ AUTO LTD:***

Bajaj Auto Limited is one of India's leading two-wheeler and three-wheeler manufacturers, headquartered in Pune, Maharashtra. It is a flagship company of the Bajaj Group and is known for its innovation, affordability, and global presence in the motorcycle segment.

Bajaj Auto is a prominent player in the global two-wheeler and three-wheeler market, with a rich history and a strong presence in India and beyond.

Bajaj Auto was established in 1945 as M/s Bajaj Trading Corporation Private Limited. It initially focused on importing and selling two- and three-wheelers in India. Later, it began manufacturing these vehicles, notably producing Vespa scooters under license.

It is one of the world's largest manufacturers of motorcycles and the largest manufacturer of three-wheelers. It's a leading exporter of two-wheelers and three-wheelers from India.

Bajaj Auto manufactures a wide range of motorcycles, including popular brands like Pulsar, Avenger, Platina, and CT. They also produce commercial vehicles, including three-wheelers. They are also involved in the production of electric two wheelers, with the Chetak brand. They have also partnered with companies like KTM and Triumph.

Bajaj Auto has a significant international presence, exporting its vehicles to numerous countries. It has overseas subsidiaries that contribute to its global operations.

Part of the larger Bajaj Group, a diversified Indian conglomerate. Manufacturing facilities are located in various locations in India. They have a very large production capacity.

Bajaj Auto is a well-established and influential automotive company with a strong focus on two-wheeler and three-wheeler manufacturing and a considerable global reach.

### 3.2 HISTORY:

In 1945, Bajaj Auto was established as M/s Bajaj Trading Corporation Private Limited on November 29, 1945. Initially, the company focused on importing and selling two- and three-wheelers in India.

In 1959, Bajaj Auto obtained a license from the Indian government to manufacture two- and three-wheelers. They also secured a license from Piaggio to produce Vespa scooters in India. In 1960, the company became a public limited company. The production of the Vespa 150 began, marking a significant step in domestic manufacturing.

The Bajaj Chetak scooter became an iconic symbol of middle-class mobility in India. The company's focus shifted over time, expanding its product range beyond scooters to include motorcycles. Partnerships, such as the one with Kawasaki, played a key role in the development of performance-oriented motorcycles like the Pulsar.

Bajaj Auto has continued to innovate, focusing on research and development, and expanding its global presence. They have also made moves into the electric vehicle market with the revival of the Chetak brand. They have also formed strong partnerships with companies like KTM and Triumph, further diversifying their product lines.

Bajaj Auto's history is characterized by adaptability, innovation, and a strong commitment to meeting the evolving needs of its customers.

### 3.3 MARKETING STRATEGIES OF BAJAJ:

#### BRAND POSITIONING

Bajaj has positioned itself as a brand focused on delivering high-performance, stylish, and reliable motorcycles. The Pulsar brand, for example, is marketed as a bike that offers both speed and power, appealing to young riders who want performance without compromising on style.

#### INNOVATION AND TECHNOLOGY FOCUS

**Fuel-efficient engines** to cater to price-sensitive consumers.

**Advanced features** in premium models, like digital consoles, LED lights, and modern suspensions, to attract tech-savvy consumers.

**Electric scooters**, like the Bajaj Chetak, catering to the growing demand for sustainable mobility.

#### STRONG DISTRIBUTION NETWORK

Bajaj has a robust distribution network, both in India and internationally, with dealers and service centres spread across various regions. This ensures wide accessibility of their products, which boosts consumer confidence.

#### FOCUS ON COST-EFFECTIVE SOLUTIONS

Bajaj offers competitive pricing for its products by focusing on cost-effective manufacturing without compromising quality. This strategy helps the brand cater to the vast price-sensitive middle-class segment, especially with its commuter bikes like the Bajaj Platina and Bajaj CT100.

#### AFTER-SALES SERVICE

Bajaj focuses on providing excellent after-sales services and easy access to spare parts. Their network of service centres ensures that customers have a smooth experience post-purchase, which helps in enhancing customer loyalty.

### 3.4 BAJAJ TWO-WHEELERS:

Bajaj Auto is a very prominent name in the two-wheeler industry, particularly in India and globally. Bajaj Auto is a major Indian multinational two-wheeler and three-wheeler manufacturing company. It has a long history, dating back to 1945. It's recognized as one of the world's largest motorcycle manufacturers. It is also the world's largest three-wheeler manufacturer. They continue to update and refine their existing motorcycle lines to meet evolving customer demands and emissions standards.

#### Product Range:

Bajaj offers a diverse range of two-wheelers, catering to various segments:

- Commuter Motorcycles: Known for fuel efficiency and affordability (e.g., Platina series).
- Sports Motorcycles: The popular Pulsar series, known for performance.
- Cruiser Motorcycles: The Avenger series.
- Electric Scooters: The Bajaj Chetak.
- Recently they have released a CNG powered motorcycle the Bajaj Freedom.

#### Key Strengths:

- Strong brand reputation for reliability and durability.
- Wide distribution network.
- Competitive pricing.
- Increasing focus on new technologies, such as their electric vehicle and CNG powered vehicle lines.

#### PLATINA

Bajaj Platina is a popular commuter motorcycle known for its fuel efficiency, affordability, and comfortable ride. It is available in different variants, including Platina 100 and Platina 110 (with ABS).

Mileage: Around 70-80 kmpl (varies based on riding conditions).

Comfort: Long seat with spring-in-spring suspension for smooth rides.

Brakes: Drum brakes on Platina 100, while Platina 110 offers a front disc with ABS.

Price: Ranges from around ₹67,000 - ₹80,000 (ex-showroom, varies by location).

#### **PULSAR**

The Bajaj Pulsar series is a popular range of sporty commuter motorcycles known for their performance, style, and affordability.

Powerful engines with a balance of performance and mileage.

Sporty design with muscular looks and aggressive styling.

Modern features like LED DRLs, digital-analog consoles, ABS, and fuel injection.

Affordable pricing compared to other sporty bikes in the segment.

#### **DOMINAR**

Bajaj Dominar series, which includes the Dominar 250 and Dominar 400. These bikes are designed for touring and performance riding.

Powerful engines for highway touring and city rides.

Comfortable riding position for long-distance travel.

Modern features like LED lights, digital console, and upside-down forks (USD).

Affordable compared to rivals like KTM Duke 390 and Royal Enfield Himalayan.

#### **BAJAJ CT 100**

The Bajaj CT 100 was a highly popular and budget-friendly commuter bike in India. It was known for its excellent mileage, low maintenance costs, and durability. However, Bajaj discontinued the CT 100 in 2022.

Mileage: Around 75-90 kmpl (depending on riding conditions)

Brakes: Drum brakes (front and rear)

Suspension: Telescopic front forks & SNS (Spring-in-Spring) rear suspension

Price (Before Discontinuation): Around ₹52,000 - ₹55,000 (ex-showroom)

## **4.1 ANALYSIS AND INTERPRETATION OF DATA**

**Table 4.1**

**THIS TABLE IS SHOWING THE Age of the respondents**

| AGE          | FREQUENCY | PERCENTAGES |
|--------------|-----------|-------------|
| 18-25 YEARS  | 66        | 42.9 %      |
| 26-35 YEARS  | 44        | 28.6 %      |
| 36- 45 YEARS | 23        | 14.9%       |
| 46 AND ABOVE | 21        | 13.6 %      |
| TOTAL        | 154       | 100%        |

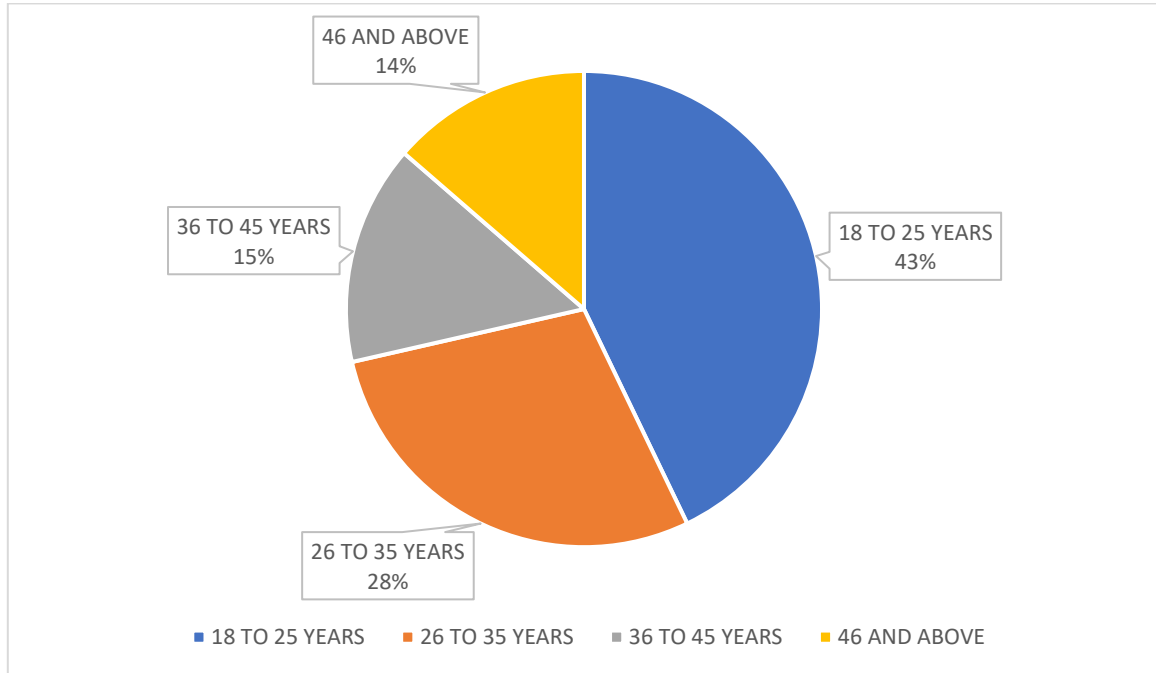
**SOURCE:** Primary Data

#### **INTERPRETATION**

The table shows that 42.9 % of respondents are 18-25 YEARS and 28.6 % of respondents are 26-35 YEARS and 14.9 % of respondents are 36- 45 YEARS and 13.6 % of respondents are 46 AND ABOVE.

**CHART 4.1**

**THIS CHART IS SHOWING THE Age of the respondents**



**INFERENCE**

Majority of the respondents are 18-25 YEARS 42.9 %

**Table 4.2**

**THIS TABLE IS SHOWING THE Gender of the respondents**

| GENDER | FREQUENCY | PERCENTAGES |
|--------|-----------|-------------|
| MALE   | 112       | 72.7 %      |
| FEMALE | 42        | 27.3 %      |
| OTHERS | 0         | 0 %         |
| TOTAL  | 154       | 100%        |

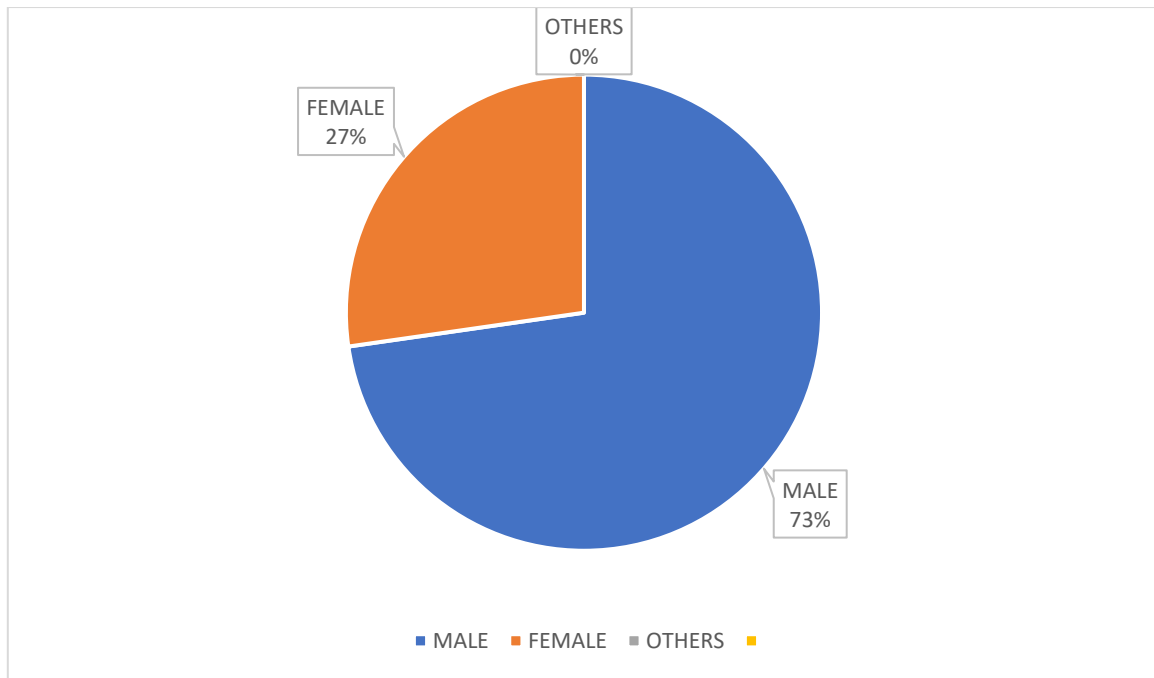
SOURCE: Primary Data

**INTERPRETATION**

The table shows that 72.7 % of respondents are MALE and 27.3% of respondents are FEMALE and 0% of respondents are OTHERS.

**CHART 4.2**

**THIS CHART IS SHOWING THE Gender of the respondents**

**INFERENCE**

Majority of the respondents are MALE 72.7 %

**Table 4.3**

**THIS TABLE IS SHOWING THE Occupation of the respondents**

| OCCUPATION        | FREQUENCY | PERCENTAGES |
|-------------------|-----------|-------------|
| STUDENT           | 39        | 25.3 %      |
| SALARIED EMPLOYEE | 61        | 39.6 %      |
| BUSINESS OWNER    | 37        | 24 %        |
| SELF-EMPLOYEE     | 17        | 11 %        |
| TOTAL             | 154       | 100%        |

**SOURCE:** Primary Data

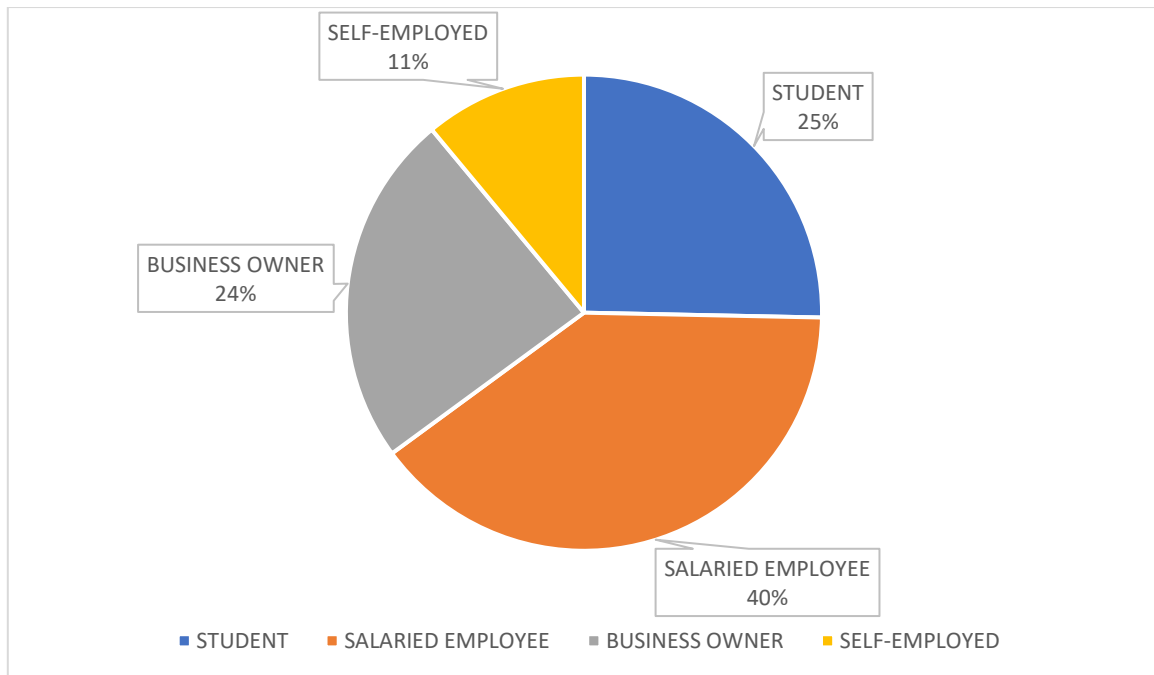
**INTERPRETATION**

The table shows that 25.3 % of respondents are STUDENT and 39.6 % of respondents are SALARIED EMPLOYEE and 24 % of respondents are BUSINESS OWNER and 11 % of respondents are SELF-EMPLOYEE.

**CHART 4.3**

**THIS CHART IS SHOWING THE Occupation of the respondents**



**INFERENCE**

Majority of the respondents are SALARIED EMPLOYEE 39.6 %

**Table 4.4**

**THIS TABLE IS SHOWING THE Monthly income of the respondents**

| MONTHLY INCOME      | FREQUENCY | PERCENTAGES |
|---------------------|-----------|-------------|
| BELOW ₹20,000       | 47        | 30.5 %      |
| ₹20,000 - ₹50,000   | 62        | 40.3 %      |
| ₹50,000 - ₹1,00,000 | 39        | 25.3 %      |
| ABOVE ₹1,00,000     | 6         | 3.9 %       |
| TOTAL               | 154       | 100%        |

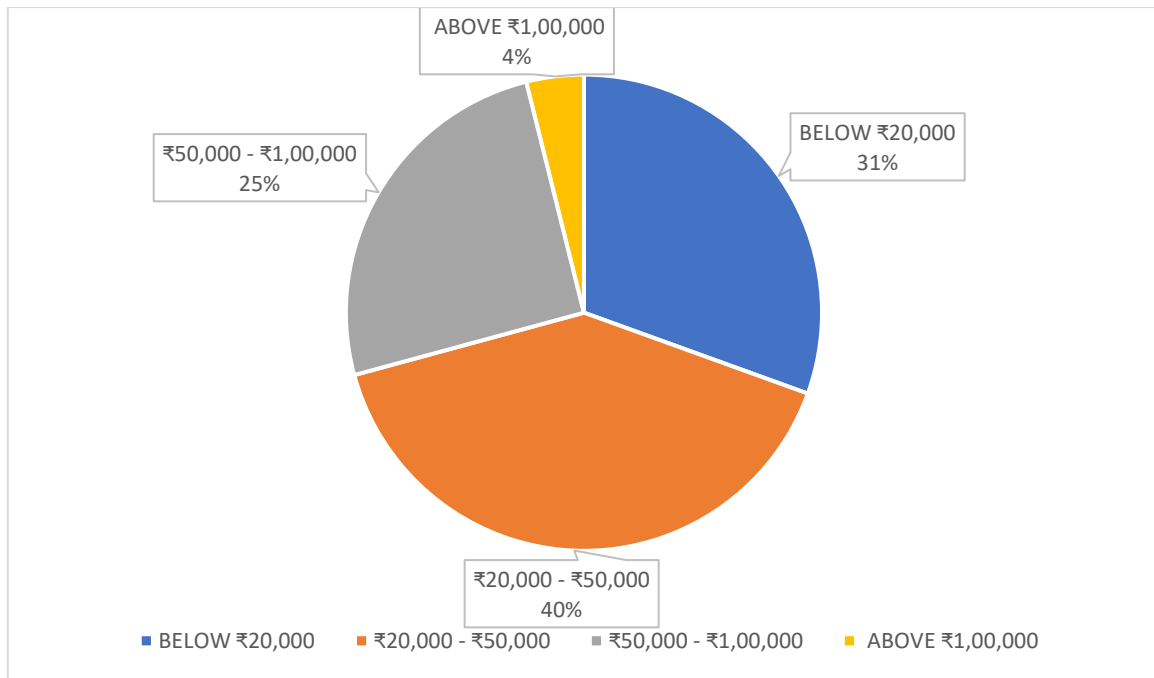
SOURCE: Primary Data

**INTERPRETATION**

The table shows that 30.5 % of respondents are BELOW ₹20,000 and 40.3 % of respondents are ₹20,000 - ₹50,000 and 25.3 % of respondents are ₹50,000 - ₹1,00,000 and 3.9 % of respondents are ABOVE ₹1,00,000.

**CHART 4.4**

**THIS CHART IS SHOWING THE Monthly income of the respondents**

**INFERENCE**

Majority of the respondents are ₹20,000 - ₹50,000 40.3 %

**Table 4.5**

**THIS TABLE IS SHOWING THE respondents Influence to choose Bajaj TWO-WHEELERS**

| INFLUENCE TO CHOOSE | FREQUENCY | PERCENTAGES |
|---------------------|-----------|-------------|
| BRAND REPUTATION    | 38        | 24.7 %      |
| FUEL EFFICIENCY     | 72        | 46.8 %      |
| PRICE AFFORDABILITY | 31        | 20.1 %      |
| PERFORMANCE & POWER | 13        | 8.4 %       |
| TOTAL               | 154       | 100%        |

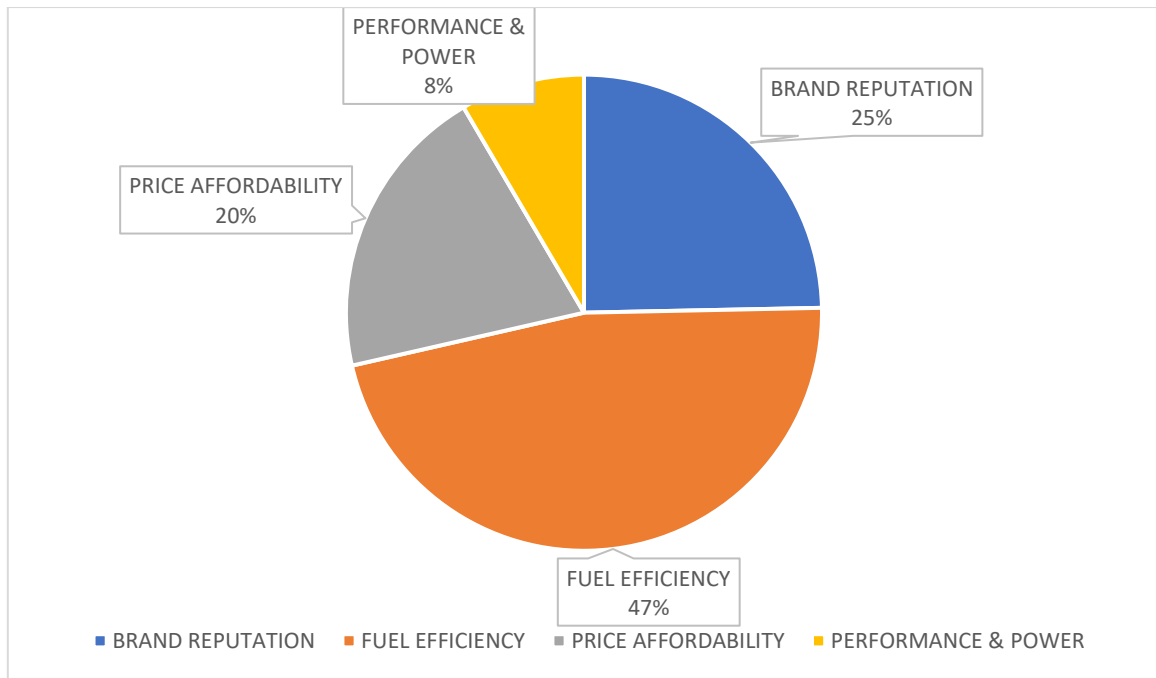
**SOURCE:** Primary Data

**INTERPRETATION**

The table shows that 24.7 % of respondents are BRAND REPUTATION and 46.8 % of respondents are FUEL EFFICIENCY and 20.1 % of respondents are PRICE AFFORDABILITY and 8.4 % of respondents are PERFORMANCE & POWER.

**CHART 4.5**

**THIS CHART IS SHOWING THE respondents Influence to choose Bajaj TWO-WHEELERS**



**INFERENCE**

Majority of the respondents are FUEL EFFICIENCY 46.8 %

**Table 4.6**

**THIS TABLE IS SHOWING THE Segment preferred by the respondents**

| SEGMENT PREFERED | FREQUENCY | PERCENTAGES |
|------------------|-----------|-------------|
| COMMUTER         | 55        | 35.7 %      |
| SPORTS           | 90        | 58.4 %      |
| CRUISER          | 9         | 5.8 %       |
| TOTAL            | 154       | 100%        |

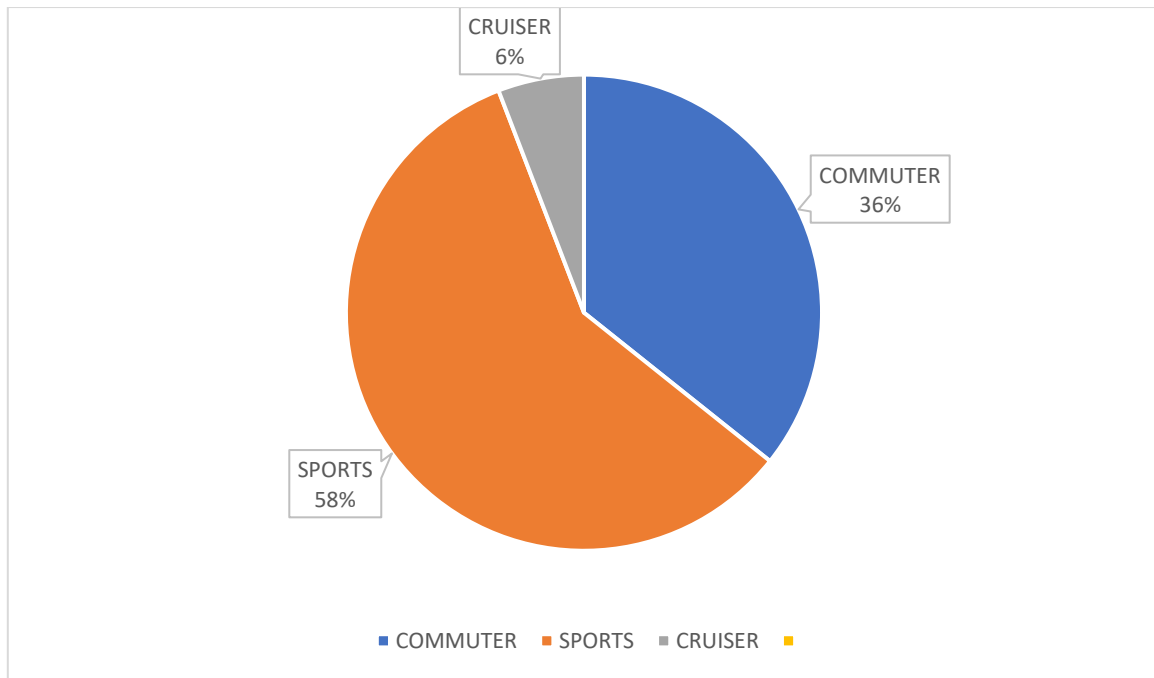
SOURCE: Primary Data

**INTERPRETATION**

The table shows that 35.7 % of respondents are COMMUTER and 58.4 % of respondents are SPORTS and 5.8 % of respondents are CRUISER.

**CHART 4.6**

**THIS CHART IS SHOWING THE Segment preferred by the respondents**

**INFERENCE**

Majority of the respondents are SPORTS 58.4 %

**Table 4.7**

**THIS TABLE IS SHOWING THE Factors most important by the respondents**

| FACTORS IMPORTANT      | FREQUENCY | PERCENTAGES |
|------------------------|-----------|-------------|
| PRICE                  | 27        | 17.5 %      |
| FUEL EFFICIENCY        | 72        | 46.8 %      |
| COMFORT & RIDE QUALITY | 46        | 29.9 %      |
| MAINTENANCE COST       | 9         | 5.8 %       |
| TOTAL                  | 154       | 100%        |

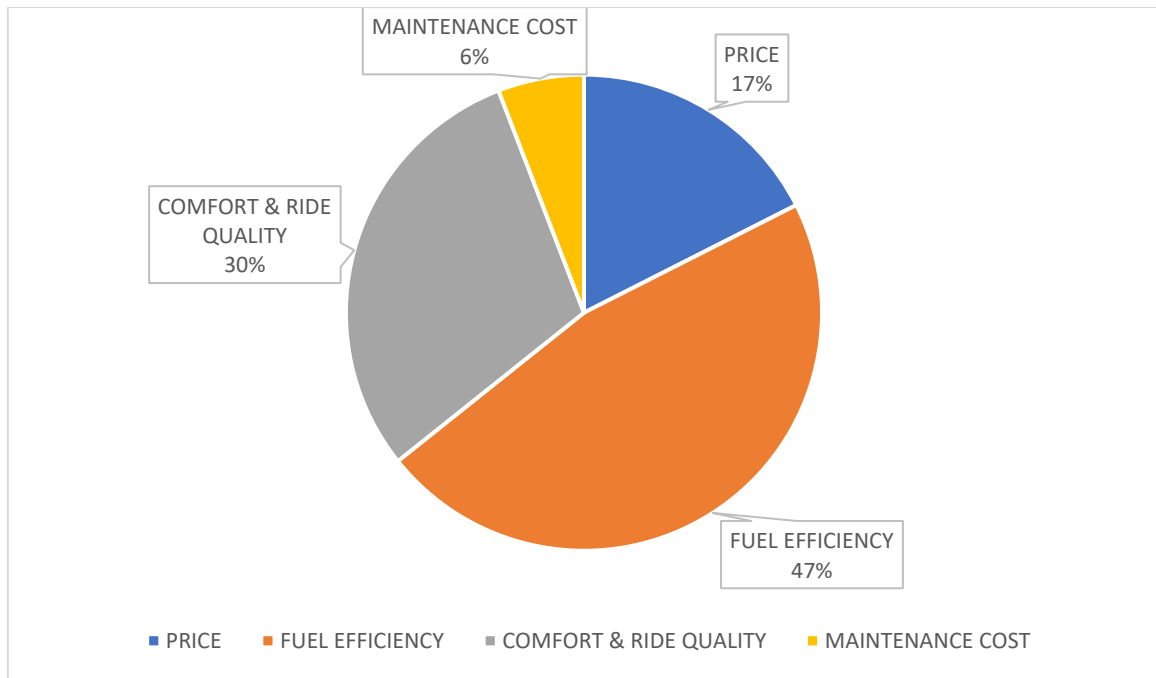
**SOURCE: Primary Data**

**INTERPRETATION**

The table shows that 17.5 % of respondents are PRICE and 46.8 % of respondents are FUEL EFFICIENCY and 29.9 % of respondents are Comfort & ride quality and 5.8 % of respondents are MAINTENANCE COST.

**CHART 4.7**

**THIS CHART IS SHOWING THE FACTORS MOST IMPORTANT BY THE RESPONDENTS**



**INFERENCE**

Majority of the respondents are FUEL EFFICIENCY 46.8 %

**Table 4.8**

**THIS TABLE IS SHOWING THE Fuel efficiency FOR the respondents**

| FUEL EFFICIENCY    | FREQUENCY | PERCENTAGES |
|--------------------|-----------|-------------|
| VERY IMPORTANT     | 44        | 28.6 %      |
| IMPORTANT          | 83        | 53.9 %      |
| NEUTRAL            | 26        | 16.9 %      |
| NOT VERY IMPORTANT | 1         | 0.6 %       |
| TOTAL              | 154       | 100%        |

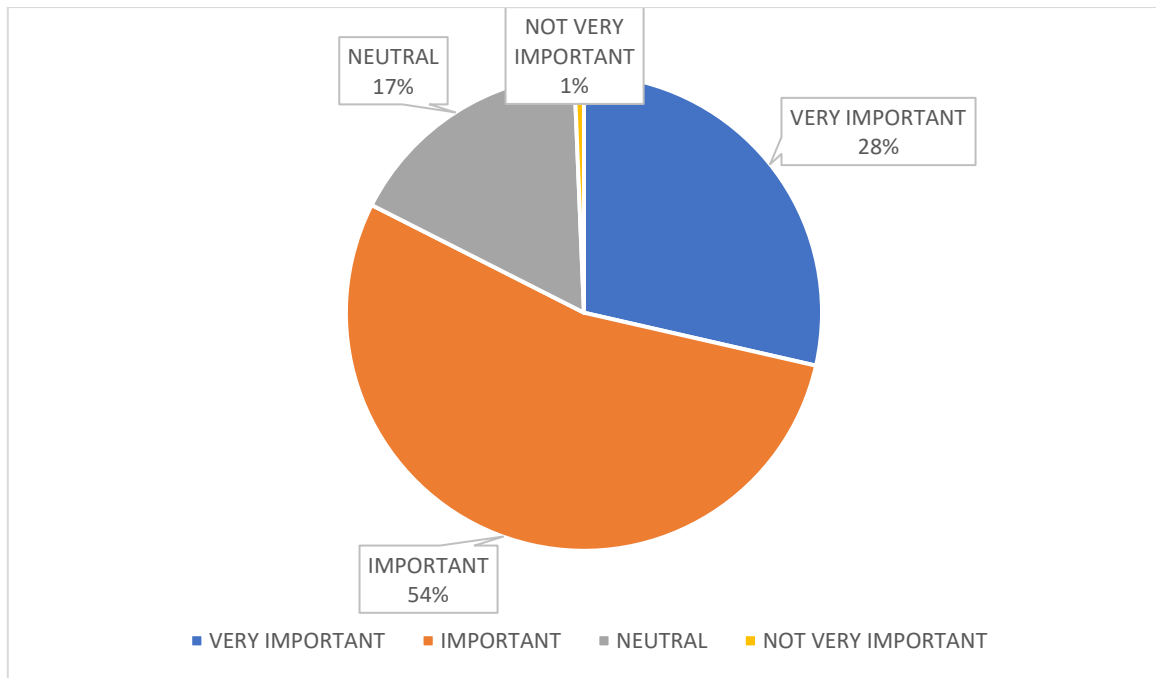
SOURCE: Primary Data

**INTERPRETATION**

The table shows that 28.6 % of respondents are VERY IMPORTANT and 53.9 % of respondents are IMPORTANT and 16.9 % of respondents are NEUTRAL and 0.6 % of respondents are NOT VERY IMPORTANT.

**CHART 4.8**

**THIS CHART IS SHOWING THE Fuel efficiency FOR the respondents**



**INFERENCE**

Majority of the respondents are IMPORTANT 53.9 %

**Table 4.9**

**THIS TABLE IS SHOWING THE Frequent use by the respondents**

| FREQUENTLY USE | FREQUENCY | PERCENTAGES |
|----------------|-----------|-------------|
| DAILY          | 83        | 53.9 %      |
| FEW TIMES      | 65        | 42.2 %      |
| RARELY         | 6         | 3.9 %       |
| TOTAL          | 154       | 100%        |

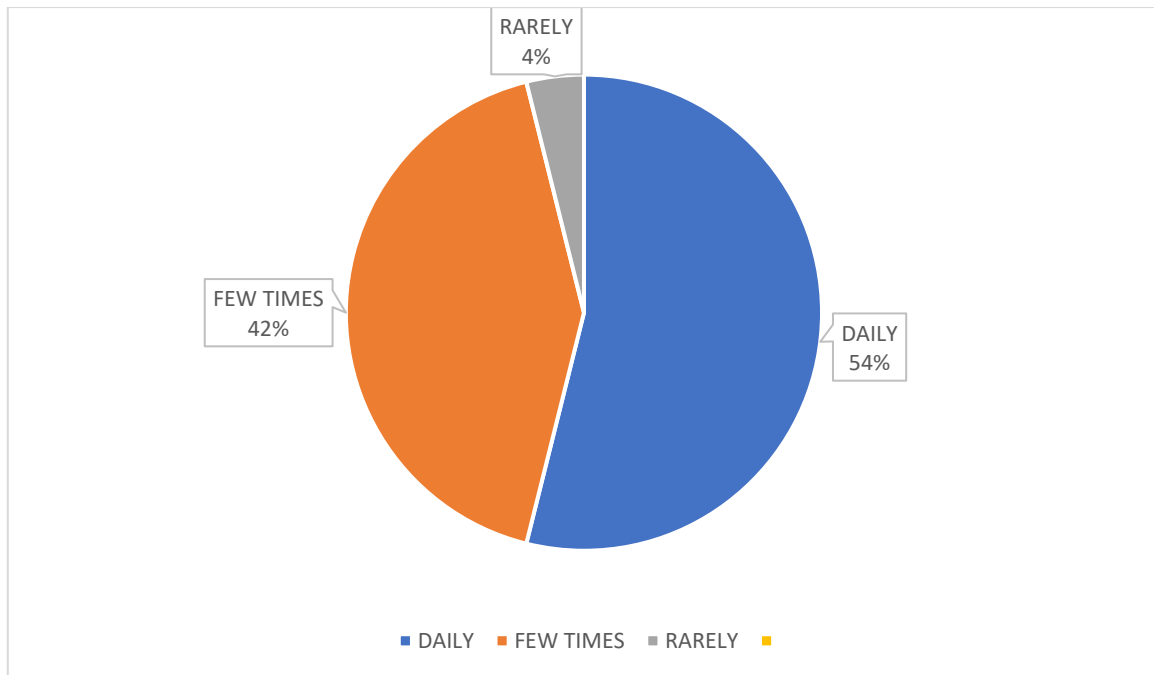
SOURCE: Primary Data

**INTERPRETATION**

The table shows that 53.9 % of respondents are DAILY and 42.2 % of respondents are FEW TIMES and 3.9 % of respondents are RARELY.

**CHART 4.9**

**THIS CHART IS SHOWING THE Frequent use by the respondents**

**INFERENCE**

Majority of the respondents are DAILY 53.9 %

**Table 4.10**

**THIS TABLE IS SHOWING THE Average riding distance of the respondents**

| RIDING DISTANCE | FREQUENCY | PERCENTAGES |
|-----------------|-----------|-------------|
| LESS THAN 10 KM | 29        | 18.8 %      |
| 10-30 KM        | 68        | 44.2 %      |
| 30-50 KM        | 48        | 31.2 %      |
| MORE THAN 50 KM | 9         | 5.8 %       |
| TOTAL           | 154       | 100%        |

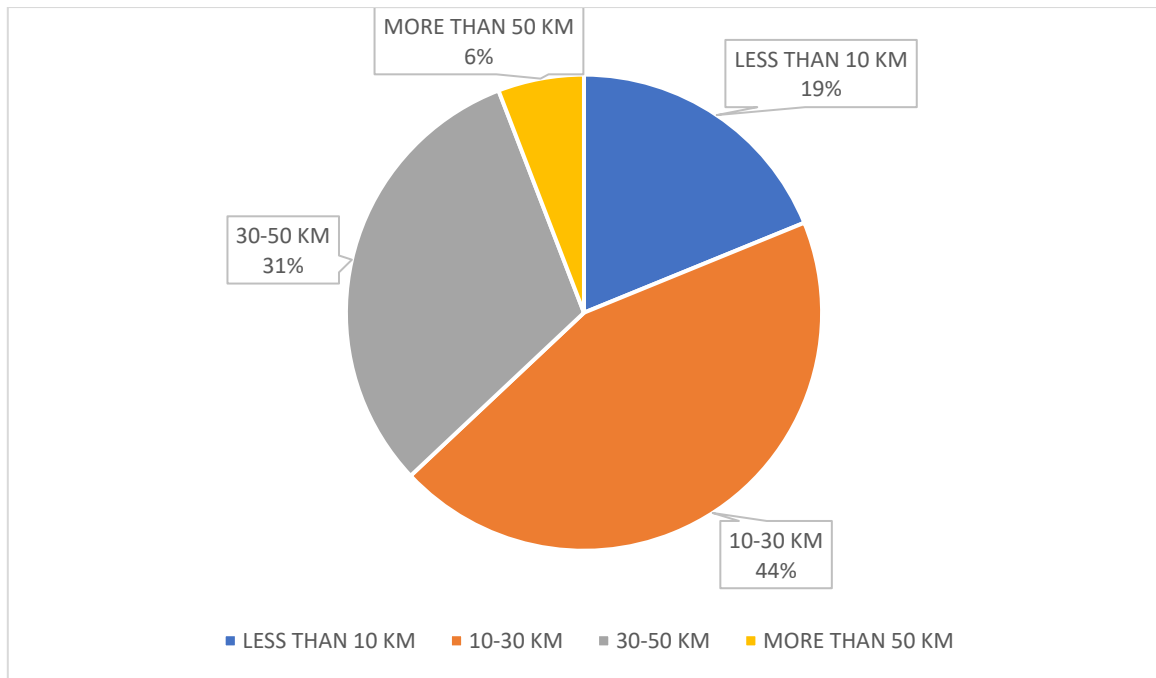
**SOURCE:** Primary Data

**INTERPRETATION**

The table shows that 18.8 % of respondents are LESS THAN 10 KM and 44.2 % of respondents are 10-30 KM and 31.2 % of respondents are 30-50 KM and 5.8 % of respondents are MORE THAN 50 KM.

**CHART 4.10**

**THIS CHART IS SHOWING THE Average riding distance of the respondents**



**INFERENCE**

Majority of the respondents are 10-30 KM 44.2 %

**Table 4.11**

**THIS TABLE IS SHOWING THE Most liked about Bajaj by the respondents**

| MOST LIKED ABOUT BAJAJ   | FREQUENCY | PERCENTAGES |
|--------------------------|-----------|-------------|
| MILEAGE                  | 52        | 33.8 %      |
| PERFORMANCE              | 60        | 39 %        |
| COMFORT                  | 33        | 21.4 %      |
| DURABILITY & RELIABILITY | 9         | 5.8 %       |
| TOTAL                    | 154       | 100%        |

**SOURCE:** Primary Data

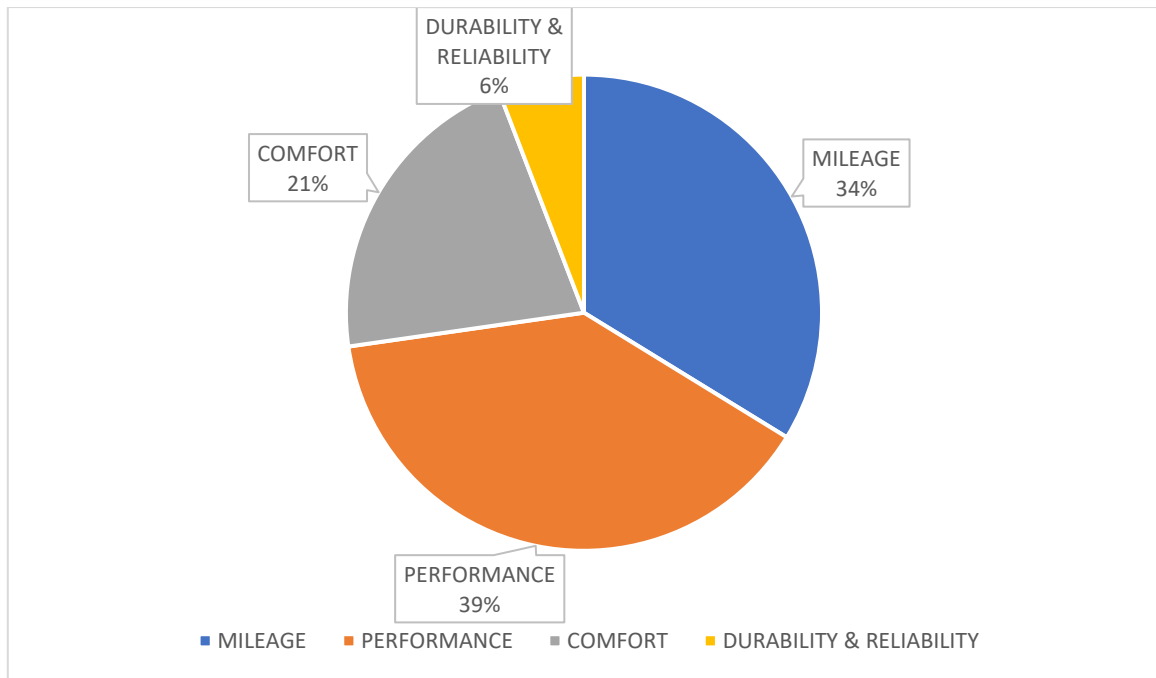
**INTERPRETATION**

The table shows that 33.8 % of respondents are MILEAGE and 39 % of respondents are PERFORMANCE and 21.4 % of respondents are COMFORT and 5.8 % of respondents are DURABILITY & RELIABILITY.

**CHART 4.11**

**THIS CHART IS SHOWING THE Most liked about Bajaj by the respondents**





**INFERENCE**

Majority of the respondents are PERFORMANCE 39 %

**Table 4.12**

**THIS TABLE IS SHOWING THE Source of information for the respondents**

| SOURCE OF INFORMATION            | FREQUENCY | PERCENTAGES |
|----------------------------------|-----------|-------------|
| ONLINE REVIEWS                   | 28        | 18.2 %      |
| FRIENDS & FAMILY RECOMMENDATIONS | 67        | 43.5 %      |
| ADVERTISEMENTS                   | 46        | 29.9 %      |
| VISITING SHOWROOMS               | 13        | 8.4 %       |
| TOTAL                            | 154       | 100%        |

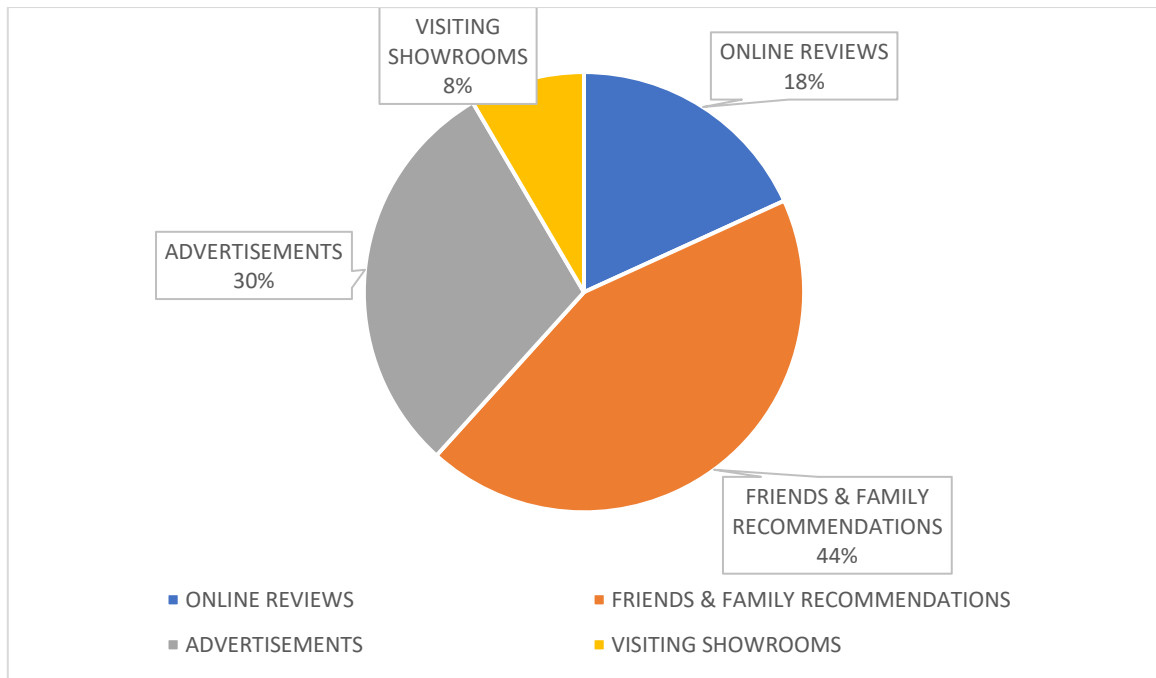
**SOURCE:** Primary Data

**INTERPRETATION**

The table shows that 18.2 % of respondents are ONLINE REVIEWS & WEBSITES and 43.5 % of respondents are FRIENDS & FAMILY RECOMMENDATIONS and 29.9 % of respondents ADVERTISEMENTS and 8.4 % of respondents are VISITING SHOWROOMS.

**CHART 4.12**

**THIS CHART IS SHOWING THE Source of information for the respondents**



**INFERENCE**

Majority of the respondents are FRIENDS & FAMILY RECOMMENDATIONS 43.5 %

**Table 4.13**

**THIS TABLE IS SHOWING THE Specifications admired BY the respondents**

| SPECIFICATIONS ADMIRIED | FREQUENCY | PERCENTAGES |
|-------------------------|-----------|-------------|
| STYLISH DESIGN          | 29        | 18.8 %      |
| COMFORTABLE SUSPENSION  | 79        | 51.3 %      |
| STRONG BUILD QUALITY    | 43        | 27.9 %      |
| MODERN FEATURES         | 3         | 1.9 %       |
| TOTAL                   | 154       | 100%        |

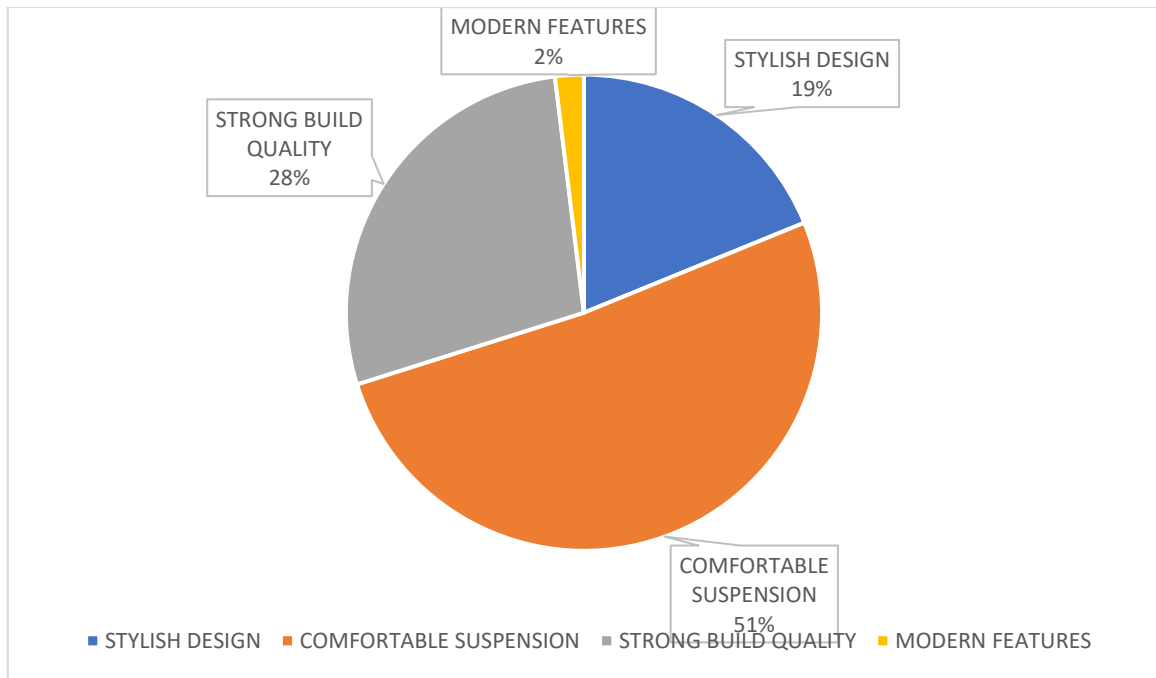
SOURCE: Primary Data

**INTERPRETATION**

The table shows that 18.8 % of respondents are STYLISH DESIGN and 51.3 % of respondents are COMFORTABLE SUSPENSION and 27.9 % of respondents are STRONG BUILD QUALITY and 1.9 % of respondents are MODERN FEATURES.

**CHART 4.13**

**THIS CHART IS SHOWING THE Specifications admired BY the respondents**



**INFERENCE**

Majority of the respondents are COMFORTABLE SUSPENSION 51.3 %

**Table 4.14**

**THIS TABLE IS SHOWING THE Best aspects of showrooms in Coimbatore FOR the respondents**

| BEST ASPECTS        | FREQUENCY | PERCENTAGES |
|---------------------|-----------|-------------|
| WIDE RANGE OF BIKE  | 37        | 24 %        |
| KNOWLEDGEABLE STAFF | 53        | 34.4 %      |
| QUICK PURCHASE      | 52        | 33.8 %      |
| WELL-MAINTAINED     | 12        | 7.8 %       |
| TOTAL               | 154       | 100%        |

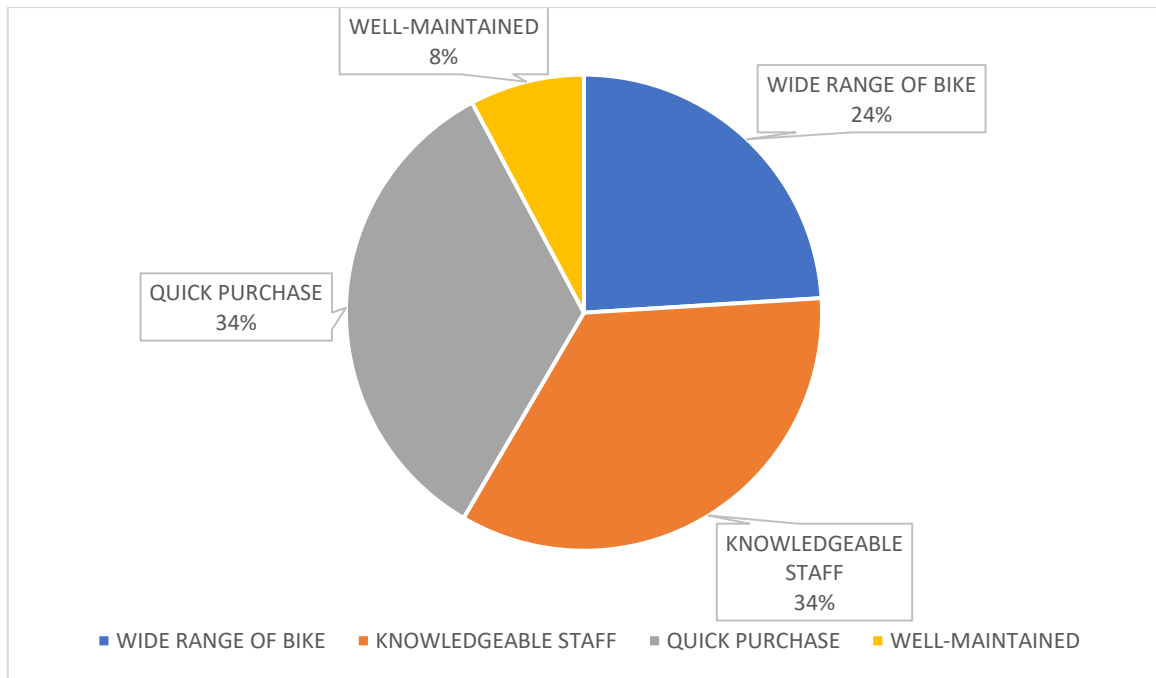
SOURCE: Primary Data

**INTERPRETATION**

The table shows that 24 % of respondents are WIDE RANGE OF BIKE and 34.4 % of respondents are KNOWLEDGEABLE STAFF and 33.8 % of respondents are QUICK PURCHASE and 7.8 % of respondents are WELL-MAINTAINED.

**CHART 4.14**

**THIS CHART IS SHOWING THE Best aspects of showrooms in Coimbatore FOR the respondents**



**INFERENCE**

Majority of the respondents are KNOWLEDGEABLE STAFF 34.4 %

**Table 4.15**

**THIS TABLE IS SHOWING THE Payment type preferED BY the respondents**

| PAYMENT TYPE      | FREQUENCY | PERCENTAGES |
|-------------------|-----------|-------------|
| FULL CASH         | 44        | 28.6 %      |
| BANK LOAN         | 76        | 49.4 %      |
| CREDIT CARD EMI   | 30        | 19.5 %      |
| DEBIT CARD OR UPI | 4         | 2.6 %       |
| TOTAL             | 154       | 100%        |

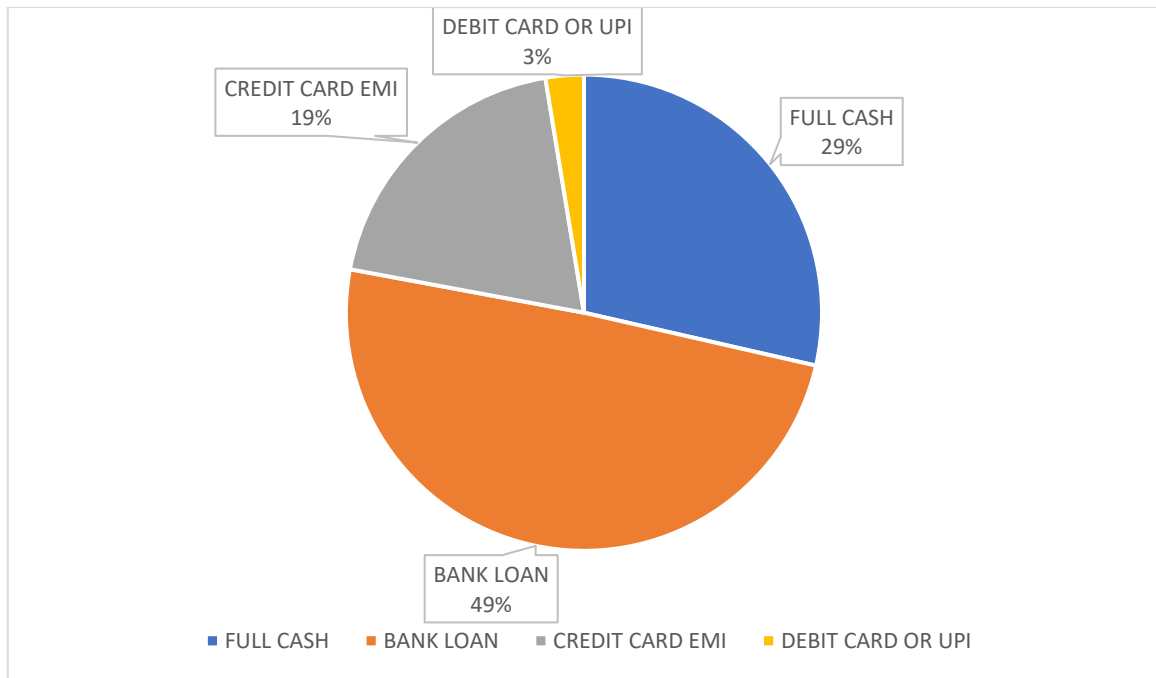
SOURCE: Primary Data

**INTERPRETATION**

The table shows that 28.6 % of respondents are FULL CASH and 49.4 % of respondents are BANK LOAN and 19.5 % of respondents are CREDIT CARD EMI and 2.6 % of respondents are SELF-EMPLOYEE.

**CHART 4.15**

**THIS CHART IS SHOWING THE Payment type preferED BY the respondents**



**INFERENCE**

Majority of the respondents are BANK LOAN 49.4 %

**Table 4.16**

**THIS TABLE IS SHOWING THE Improvements SUGGESTED BY the respondents**

| IMPROVEMENTS        | FREQUENCY | PERCENTAGES |
|---------------------|-----------|-------------|
| FUEL EFFICIENCY     | 31        | 20.1 %      |
| STYLISH DESIGNS     | 72        | 46.8 %      |
| SEFETY FEATURES     | 42        | 27.3 %      |
| AFTER SALES SERVICE | 9         | 5.8 %       |
| TOTAL               | 154       | 100%        |

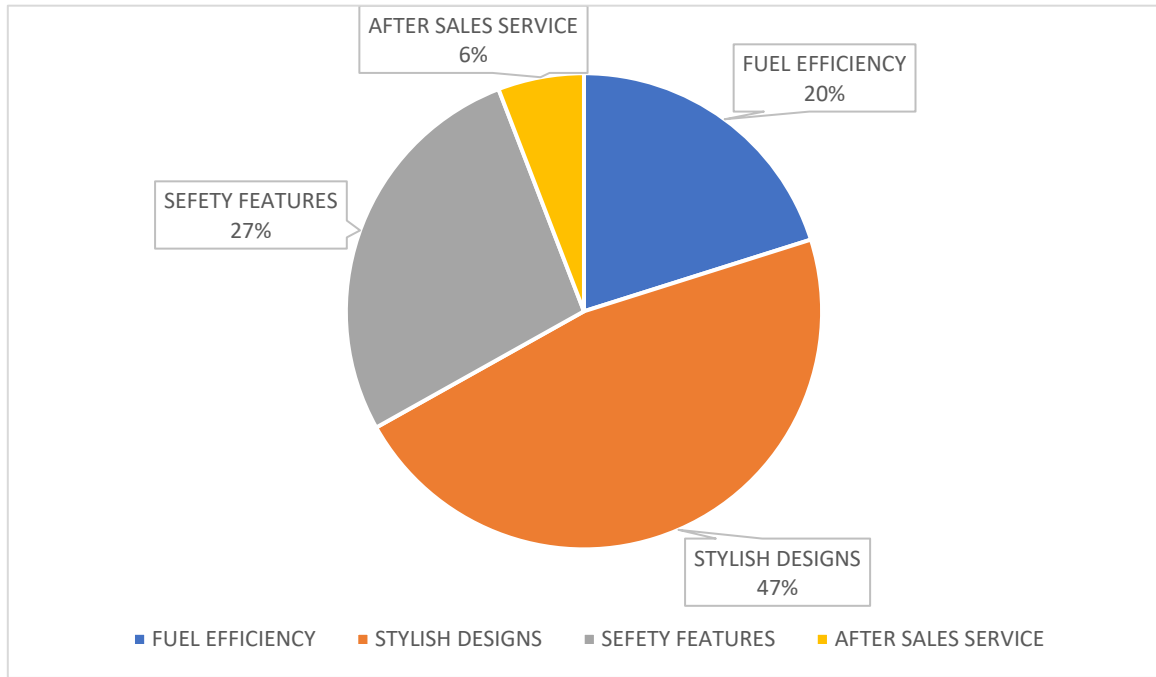
SOURCE: Primary Data

**INTERPRETATION**

The table shows that 20.1 % of respondents are FUEL EFFICIENCY and 46.8 % of respondents are STYLISH DESIGNS and 27.3 % of respondents are SEFETY FEATURES and 5.8 % of respondents are AFTER SALES SERVICE.

**CHART 4.16**

**THIS CHART IS SHOWING THE Improvements SUGGESTED BY the respondents**



**INFERENCE**

Majority of the respondents are STYLISH DESIGNS 46.8 %

**Table 4.17**

**THIS TABLE IS SHOWING THE respondents expect from Bajaj**

| PEOPLE EXPECTATION  | FREQUENCY | PERCENTAGES |
|---------------------|-----------|-------------|
| MODERN DESIGNS      | 25        | 16.2 %      |
| ENGINE PERFORMANCE  | 64        | 41.6 %      |
| ADVANCED TECHNOLOGY | 56        | 36.4 %      |
| SERVICE NETWORK     | 9         | 5.8 %       |
| TOTAL               | 154       | 100%        |

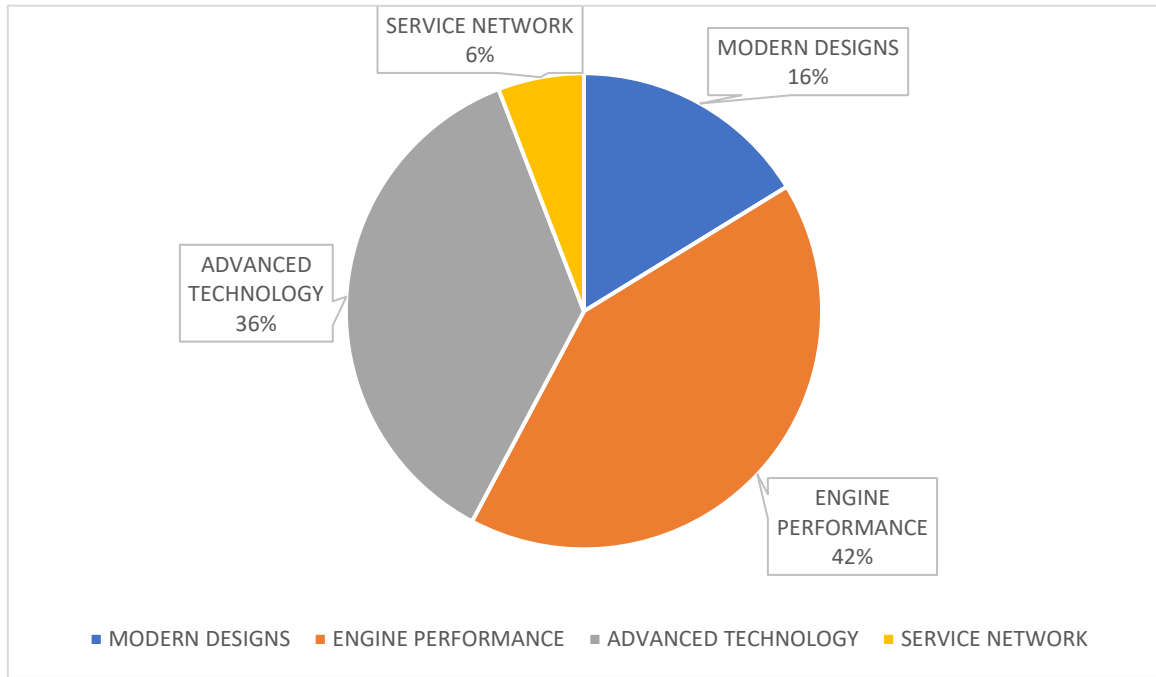
SOURCE: Primary Data

**INTERPRETATION**

The table shows that 16.2 % of respondents are MODERN DESIGNS and 41.6 % of respondents are ENGINE PERFORMANCE and 36.4 % of respondents are ADVANCED TECHNOLOGY and 5.8 % of respondents are SERVICE NETWORK.

**CHART 4.17**

**THIS CHART IS SHOWING THE respondents expect from Bajaj**



**INFERENCE**

Majority of the respondents are ENGINE PERFORMANCE 41.6 %

**Table 4.18**

**THIS TABLE IS SHOWING THE Strength of Bajaj FOR the respondents**

| STRENGTH OF BAJAJ  | FREQUENCY | PERCENTAGES |
|--------------------|-----------|-------------|
| BRAND REPUTATION   | 29        | 18.8 %      |
| AFFORDABLE PRICING | 82        | 53.2 %      |
| LOW MAINTENANCE    | 39        | 25.3 %      |
| HIGH RESALE VALUE  | 4         | 2.6 %       |
| TOTAL              | 154       | 100%        |

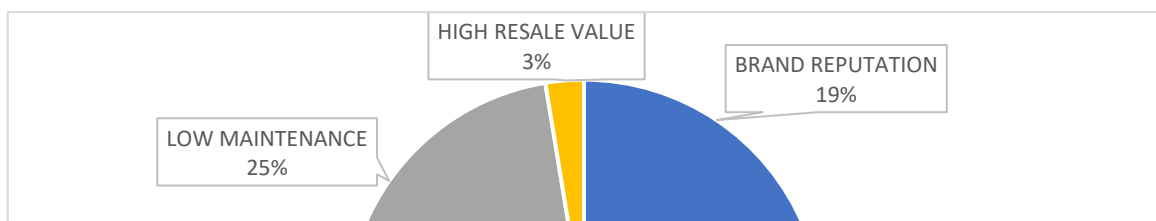
SOURCE: Primary Data

**INTERPRETATION**

The table shows that 18.8 % of respondents are BRAND REPUTATION and 53.2 % of respondents are AFFORDABLE PRICING and 25.3 % of respondents are LOW MAINTENANCE and 2.6 % of respondents are HIGH RESALE VALUE.

**CHART 4.18**

**THIS CHART IS SHOWING THE Strength of Bajaj FOR the respondents**



**INFERENCE**

Majority of the respondents are AFFORDABLE PRICING 53.2 %

**Table 4.19**

**THIS TABLE IS SHOWING THE Weakness of Bajaj FOR the respondents**

| WEAKNESS OF BAJAJ     | FREQUENCY | PERCENTAGES |
|-----------------------|-----------|-------------|
| LESS REFINED ENGINE   | 24        | 15.6 %      |
| LIMITED FEATURES      | 79        | 51.3 %      |
| NOT HIGH RESALE VALUE | 42        | 27.3 %      |
| AFTER SALES SERVICE   | 9         | 5.8 %       |
| TOTAL                 | 154       | 100%        |

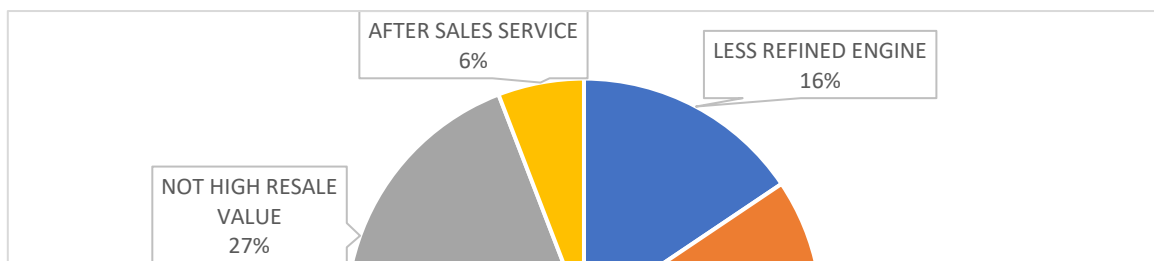
**SOURCE:** Primary Data

**INTERPRETATION**

The table shows that 15.6 % of respondents are LESS REFINED ENGINE and 51.3 % of respondents are LIMITED FEATURES and 27.3 % of respondents are NOT HIGH RESALE VALUE and 5.8 % of respondents are AFTER SALES SERVICE.

**CHART 4.19**

**THIS CHART IS SHOWING THE Weakness of Bajaj FOR the respondents**





**INFERENCE**

Majority of the respondents are LIMITED FEATURES 51.3 %

**Table 4.20**

**THIS TABLE IS SHOWING THE Bajaj bike spotED the most BY the respondents**

| BAJAJ BIKE SPOT THE MOST | FREQUENCY | PERCENTAGES |
|--------------------------|-----------|-------------|
| BAJAJ PULSAR             | 39        | 25.3 %      |
| BAJAJ PLATINA            | 74        | 48.1 %      |
| BAJAJ CT 100             | 39        | 25.3 %      |
| BAJAJ DOMINAR            | 2         | 1.3 %       |
| TOTAL                    | 154       | 100%        |

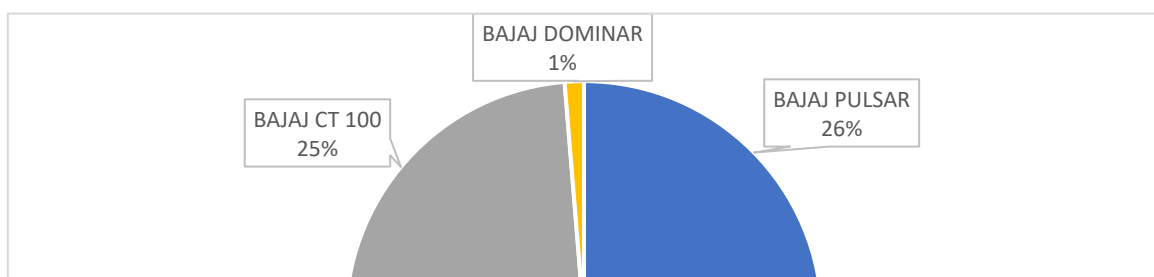
SOURCE: Primary Data

**INTERPRETATION**

The table shows that 25.3 % of respondents are BAJAJ PULSAR and 48.1 % of respondents are BAJAJ PLATINA and 25.3 % of respondents are BAJAJ CT 100Vand 1.3 % of respondents are BAJAJ DOMINAR.

**CHART 4.20**

**THIS CHART IS SHOWING THE Bajaj bike spotED the most BY the respondents**



**INFERENCE**

Majority of the respondents are BAJAJ PLATINA 48.1 %

**Table 4.21**

**THIS TABLE IS SHOWING THE Issues faced BY the respondents**

| ISSUES FACED       | FREQUENCY | PERCENTAGES |
|--------------------|-----------|-------------|
| NO ISSUES          | 43        | 27.9 %      |
| ENGINE OVERHEATING | 65        | 42.2 %      |
| LOW MILEAGE        | 67        | 24 %        |
| GEAR SHIFTING      | 9         | 5.8 %       |
| TOTAL              | 154       | 100%        |

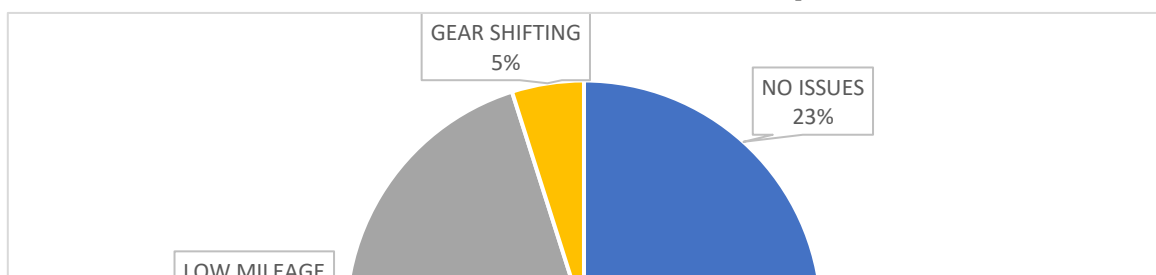
**SOURCE:** Primary Data

**INTERPRETATION**

The table shows that 27.9 % of respondents are NO ISSUES and 42.2 % of respondents are ENGINE OVERHEATING and 24 % of respondents are LOW MILEAGE and 5.8 % of respondents are GEAR SHIFTING.

**CHART 4.21**

**THIS CHART IS SHOWING THE Issues faced BY the respondents**



**INFERENCE**

Majority of the respondents are ENGINE OVERHEATING 42.2 %

**Table 4.22**

**THIS TABLE IS SHOWING THE Recommendation of the respondents**

| RECOMMENDATION | FREQUENCY | PERCENTAGES |
|----------------|-----------|-------------|
| YES            | 132       | 85.7 %      |
| NO             | 6         | 3.9 %       |
| MAY BE         | 16        | 10.4 %      |
| TOTAL          | 154       | 100%        |

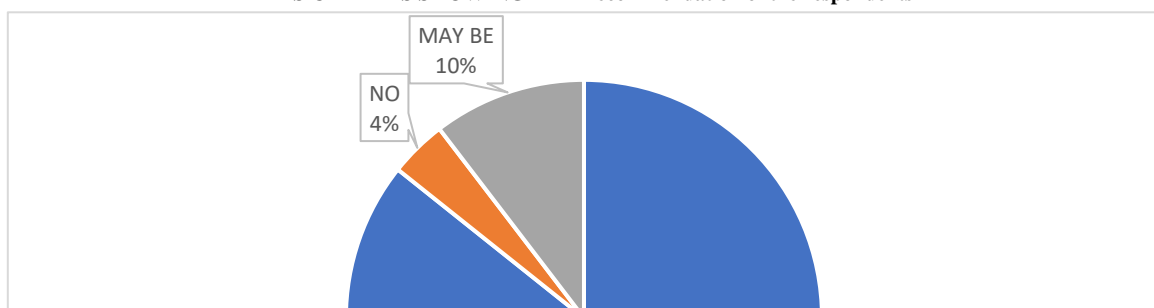
SOURCE: Primary Data

**INTERPRETATION**

The table shows that 85.7 % of respondents are YES and 3.9 % of respondents are NO and 10.4 % of respondents are OTHERS.

**CHART 4.22**

**THIS CHART IS SHOWING THE Recommendation of the respondents**



**INFERENCE**

Majority of the respondents are YES 85.7 %

**Table 4.23**

**THIS TABLE IS SHOWING THE Bajaj bike to BE recommended BY the respondents**

| BAJAJ BIKE TO RECOMMEND | FREQUENCY | PERCENTAGES |
|-------------------------|-----------|-------------|
| COMMUTER                | 67        | 43.5 %      |
| SPORTS                  | 73        | 47.4 %      |
| CRUISER                 | 14        | 9.1%        |
| TOTAL                   | 154       | 100%        |

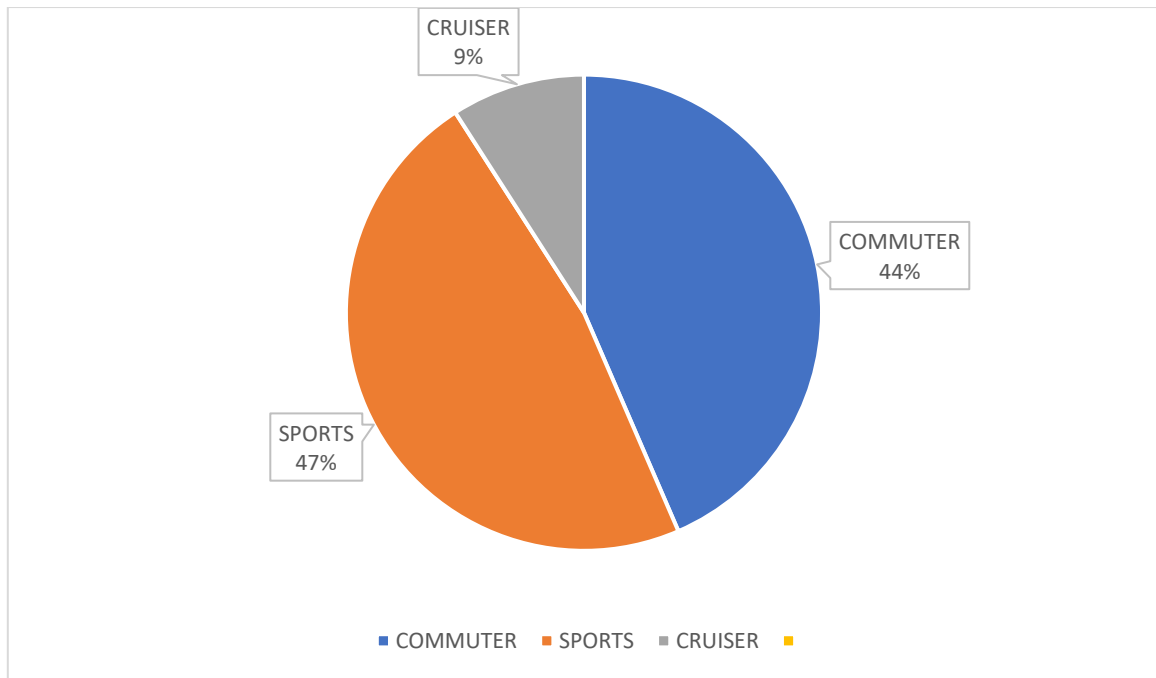
**SOURCE:** Primary Data

**INTERPRETATION**

The table shows that 43.5 % of respondents are COMMUTER and 47.4 % of respondents are SPORTS and 9.1% of respondents are CRUISER.

**CHART 4.23**

**THIS CHART IS SHOWING THE Bajaj bike to BE recommended BY the respondents**



**INFERENCE**

Majority of the respondents are SPORTS 47.4 %

**TABLE 4.24**

**THIS TABLE IS SHOWING THE Reason to BE recommended BY the respondents**

| REASON TO RECOMMEND | FREQUENCY | PERCENTAGES |
|---------------------|-----------|-------------|
| FUEL EFFICIENCY     | 43        | 27.9 %      |
| AFFORDABLE PRICING  | 68        | 44.2 %      |
| COMFORT RIDING      | 30        | 19.5%       |
| TRUSTED BRAND       | 13        | 8.4 %       |
| TOTAL               | 154       | 100%        |

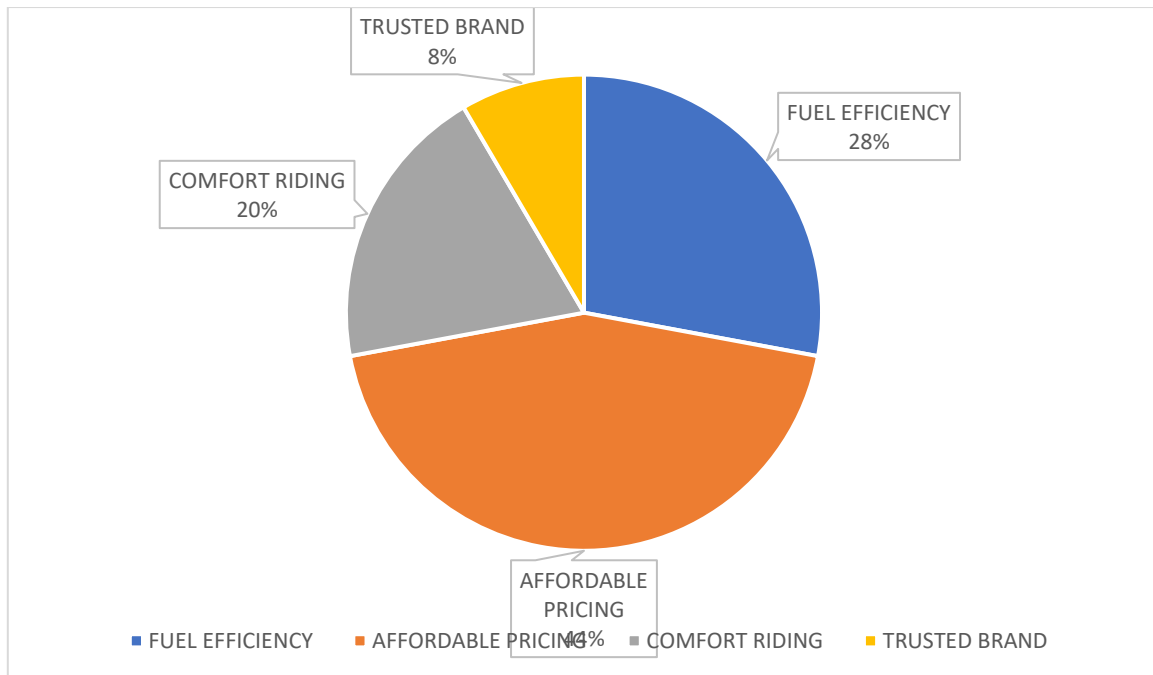
SOURCE: Primary Data

**INTERPRETATION**

The table shows that 27.9 % of respondents are FUEL EFFICIENCY and 44.2 % of respondents are AFFORDABLE PRICING and 19.5% of respondents are COMFORT RIDING and 8.4 % of respondents are TRUSTED BRAND.

**CHART 4.24**

**THIS CHART IS SHOWING THE Reason to BE recommended BY the respondents**



#### INFERENCE

Majority of the respondents are AFFORDABLE PRICING 44.2 %

## 5.1 FINDINGS OF THE STUDY

### 5.1.1 SIMPLE PERCENTAGE ANALYSIS

- Majority of the respondents belongs to the age group of 18-25 years (42.9%)
- Majority of the respondents are Male (72.7%)
- Majority of the respondents Salaried employee (39.6%)
- Majority of the respondent monthly income is ₹20,000 - ₹50,000 (40.3%)
- Maximum of the respondents are influenced to choose Bajaj two wheelers for the Fuel efficiency (46.8%)
- Maximum of the respondents prefer sports segment two wheelers (58.4%)
- Majority of the respondent important factor when buying is fuel efficiency (46.8%)
- Majority of the respondents considered fuel efficiency is important (53.9%)
- Majority of the respondents uses two wheelers daily (53.9%)
- Majority of the respondents ride daily on average 10-30 km (44.2%)
- Majority of the respondents like performance the most about Bajaj two-wheelers (39%)
- Majority of the respondents preferred source of information before purchasing two wheelers is Friends and Family recommendations (43.5%)
- Majority of the respondents admired specifications in Bajaj bikes is Comfortable suspension and ride quality (51.3%)
- Majority of the respondents considered the best aspect of Bajaj showrooms in Coimbatore is Helpful and knowledgeable staff (34.4%)
- Majority of the respondents preferred payment type for buying a Bajaj bike is Bank loan/financing (49.4%)
- Majority of the respondents suggested the improvements they like to see in Bajaj two-wheelers More stylish designs (46.8%)
- Majority of the respondent expectation from Bajaj bikes is Higher engine performance and power (41.6%)
- Majority of the respondents considered the biggest strength of Bajaj two-wheelers is Affordable pricing and value for money (53.2%)
- Majority of the respondents considered the biggest weakness of Bajaj two-wheelers is Limited advanced features (51.3%)
- Majority of the respondents spotting the Bajaj Platina the most on roads (48.1%)
- Maximum of the respondents facing issues on Engine overheating problems (42.2%)
- Maximum of the respondents are recommending Bajaj two-wheelers (85.7%)
- Maximum of the respondents recommend sports type Bajaj two-wheelers (47.4%)
- Maximum of the respondents recommend Bajaj two-wheelers for the reason Affordable pricing and value for money (44.2%)

### 5.2 SUGGESTIONS

The table shows that 27.9 % of respondents are FUEL EFFICIENCY and 44.2 % of respondents

The majority of the respondents are Male, and aged 18-25 years and have knowledge about vehicles, Bajaj can focus its marketing efforts to specifically target on youths. Bajaj could include advertisements that focus on addressing fuel efficiency and promoting the benefits and Bajaj two-wheelers.

Bajaj can consider developing specialized Bikes targeted towards addressing the concerns highlighted by respondents, such as stylish designs and performance and power. By aligning their products with customer needs, Bajaj can strengthen its competitive position in the market.

Bajaj can invest in modern technologies to increase the production of new features carried Bajaj two-wheelers, particularly focusing on the digital clusters and other tech features. Advertising through various channels, such as social media, blogs, or showroom revealing events, can help consumers make informed purchasing decisions

Considering that a significant portion of respondents prefer sporty bikes, Bajaj could explore high CC engines that improve consumers satisfaction on variety of bikes. This could involve introducing Bajaj into racing side of journey to making them as international brand recognised on name of sports.

Since the majority of respondents purchase Bikes on Bank loans and finance, Bajaj should ensure that financial services are available and easy to get loans, Additionally, focusing on after sales service could keep trust among audience and gain new customers.

### 5.3 CONCLUSION

Bajaj can focus its marketing efforts on new modern bikes with new features, such as stylish designs and digital clusters, particularly among the target demographic of youth consumers. Strategies could include targeted advertising campaigns, product development based on consumers, and pricing adjustments to effectively meet consumer needs and preferences. The vital factor that satisfies the consumers are affordable price, comfort ride and suspensions and also the service provided after sales were good. These are the reasons for the people to choose Bajaj two-wheelers. This research found that in today's hurry world, it's critical to choose the products that suitable for our lifestyle bike taxi services. Overall, the provided information underscores the importance of understanding consumer demographics, preferences, and behaviours in shaping effective marketing strategies and product offerings.

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