



A STUDY ON CONSUMER BEHAVIOUR TOWARDS FEATURES OF BAJAJ PULSAR 150 CC BIKE

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ABSTRACT

The marketing philosophy of business assumes that an organisation can best serve, prosper and attain profit by identifying and satisfying the needs of its customers. Consumer behaviour is the understanding of how people buy, what they buy, when they buy and why they buy. A consumer making a purchase decision will be affected by the factors such as cultural, social, personal and psychological factors. The marketer must be aware of these factors in order to improve an apt marketing plan for its target market. India is the third largest manufacturer of the two-wheeler in the world. The two-wheeler segment contribute the largest volume among all the segments in automobile industry in India. Bikes are considered as the most favourite among the youth generation because they help in easy commutation, styling and mileage and has more aesthetic appeal. The Bajaj Pulsar 150 cc is the highest selling commuter bike in India. The Pulsar 150 cc bike is popular for its powerful engine, good fuel efficiency, and attractive design. Many people also appreciate its reliability and performance, making it a sought-after choice for both daily commuting and leisure riding. Additionally, the Pulsar brand has built a strong reputation for its quality and value and contributing its popularity among motorcycle enthusiasts. Hence this study attempts to analyse the consumer behaviour towards Bajaj Pulsar 150cc bike.

Keywords: Consumer behaviour, Purchase decision, Bajaj pulsar150 cc bike, Virudhunagar District.

INTRODUCTION

India is the third largest world. The two-wheeler segment manufacturer of the two-wheeler in the contribute the largest volume among all

the segments in automobile industry in India. India stands next to China and Japan in terms of production and sales respectively. Capturing a large share in the two wheeler industry, bikes and scooter covers a major segment. Bikes are considered as the most favourite among the youth generation because 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. Bajaj Pulsar 150 is a commuter bike available in 3 variants in India. Bajaj Pulsar 150 generates 13.6 bhp of power and 13.25 nm of torque from its 149.5cc engine. Single cylinder engine of Pulsar 150 has a 5 speed manual gearbox. With both gear and front disk brakes, the top variant of Bajaj Pulsar 150 also has an anti-locking braking system. This 148 kg bike is available in 7 colours. The Bajaj Pulsar 150 cc is the highest selling commuter bike in India. The Pulsar 150 cc

bike is popular for its powerful engine, good fuel efficiency, and attractive design. Many people also appreciate its reliability and performance, making it a sought-after choice for both daily commuting and leisure riding. Additionally, the Pulsar brand has built a strong reputation for its quality and value and contributing its popularity among motorcycle enthusiasts.

Bajaj India offers a total of 22 bikes consist of 1 Bajaj upcoming bike and 21 new Bajaj bikes in India. The list of Bajaj bike models in the country comprises 3 cruiser bikes, 13 commuter bikes, 4 sports bikes and 1 scooter. Some of the popular Bajaj bikes in India include Bajaj Pulsar 150, Bajaj Pulsar 125, Bajaj Pulsar NS160, Bajaj CT 100, Bajaj Pulsar NS200, Bajaj Pulsar 180, Bajaj Platina 110, Bajaj Dominar 400, Bajaj Pulsar 220F, Bajaj Chetak, Bajaj Pulsar RS 200, Bajaj CT 110, Bajaj V15, Bajaj Dominar 250, Bajaj Avenger Cruise 220, Bajaj Discover 125, Bajaj 2019 Dominar 400, Bajaj Comfor Tec, Bajaj Avenger Street 220, Bajaj Avenger Street 160 and Bajaj Discover 110. After being spotted at dealerships recently, Bajaj Auto has officially launched the Pulsar 150 BS6.

The Bajaj Pulsar 150 is powered by an air cooled. Single cylinder motor that now supplies 14PS and 13.4Nm. Power

output is down by 1PS in comparison to the older motor, while torque has increased by 1Nm. The new motor complies with BS-IV emission norms and is mated to a 5-speed gearbox. The engine also features Evaporative Emission Control System (EVAP) that recycles fuel that vaporises from the tank and uses it for combustion. Bajaj is privileged that the new Pulsar 150 will run for 65km on a litre of fuel. The bike employs telescopic front forks and gas charged twin shock absorbers at the rear. Braking responsibilities are handled by 220mm disc brake at front wheel and a 130mm drum unit on the rear wheel.

The styling might not have been updated for a long time, but the motorcycle has received new colour schemes and variants over the years. The company has also introduced the Neon series in which the motorcycle garnishes a matte metallic grey colour scheme with contrasting neon orange or yellow highlights. Besides that, the motorcycle continues to feature a split seat design, sporty decals for the single and twin-disc models. The motorcycle is available in six colours – black grey and black red for the single disc model, black blue and the same black red for the twin disc model and neon red, neon yellow and neon silver for the innovative neon series. In its segment, the Pulsar 150 races against other executive 150cc commuter bikes like

the Honda CB Unicorn 150, Hero Xtreme Sports, Yamaha SZ-RR V2.0 and the TVS Apache RTR 160.

There is a heavy demand for Hero Honda motorcycles in the market, so its supply has to be improved to meet the demand of the customer. There is a need to improve the technology of TVS bikes. The design of Hero bikes should be changed so as to attract the customers. (Mallikarjuna Reddy, 2017). Customer behaviour play **is** an important role in deciding marketing segments and marketing strategies. Certain decisions are significantly affected by their behaviour or expected actions. So that such consumer behaviour is said to be an applied discipline. Such applications can occur at two levels of analysis. Market segmentation, consumer decision making and buying behaviour is considered as core marketing activities in designing effective marketing strategies. (Bitta Della, 2018). Intense competition makes the customer as the king in the market and success depends on the efficiency of the managers in delivering the needy products or services. The understanding of dynamic consumer behaviour is required to analyse various factors affecting consumer purchase decision directly or indirectly. (Karunik and Schiffman, 2018). The two wheeler companies have to design the bike by keeping in view of middle aged persons as

new model bikes are focusing on youth. (Ronald Mani and Debasis Tripathy, 2019). The present study focuses on the study on consumer behaviour towards Bajaj Pulsar 150cc bike. Hence the present study is planned to know the features of Bajaj pulsar 150 cc bike, to analyse the consumer behaviour of the respondents towards Bajaj pulsar 150 cc bike and to offer suggestions on the basis of findings of the study.

RESEARCH METHODOLOGY

The methodology of the research includes methods of data collection, sampling design, statistical tools used for data analysis, and area of the study. The study has been based on both primary and secondary data. The Primary data has been collected from 140 respondents well-structured and pre-tested questionnaire in Virudhunagar District. The secondary data has been collected from various journals, books and websites. For the collection of primary data from respondents, Convenience Sampling Technique has been used in this study. The collected data was edited, tabulated and analysed for the purpose of presentation. Percentage analysis, simple ranking technique.

RESULTS AND DISCUSSION

The consumer behaviour may be influenced by socio economic variables such as age, education, occupation,

monthly income, marital status, family size and type of the family. The socio-economic profile of the respondents in Virudhunagar District is given on the table 1.

Table 1 - Socio Economic Profile of the Respondents

Socio Economic Variables		Number of Respondents	Percentage to Total
Age (in years)	Below 25	32	22.86
	25 – 35	62	44.29
	35 - 45	34	24.28
	45 - 55	8	5.71
	Above 55	4	2.86
Education	Under Graduate	58	41.43
	Post Graduate	64	45.71
	Others	18	12.86
Occupation	Business	48	34.29
	Employed	40	28.57
	Profession	16	11.43
	Others	36	25.71
Monthly Income (in Rs.)	Below 20,000	30	21.43
	20,000 – 40,000	36	25.71
	40,000 – 60,000	52	37.14
	Above 60,000	22	15.72
Marital Status	Married	72	51.43
	Unmarried	68	48.57
Family Size	Below 4	80	57.15
	4 - 6	38	27.14
	Above 6	22	15.71
Type of the family	Joint Family	66	47.14
	Nuclear Family	74	52.86

Source: Primary data

Out of 140 respondents surveyed, 62 (44.29%) are in the age group of 25-35; 64 (45.71%) are post graduates; 48 (34.29%) are doing business; 52 (37.14%) have their monthly income of Rs.40,000 – 60,000; 72 (51.43%) are married; 80 (57.15%) have below 4 members in their family; 74 (52.86%) belong to nuclear family.

Table 2 - Source of Knowledge about Bajaj Pulsar 150 Cc Bike

Source of Knowledge	Number of Respondents	Percentage to Total
Advertisements	62	44.29
Friends	60	42.85
Relatives	18	12.86
Total	140	100.00

Source: Primary data

The human beings bought anything after getting thorough knowledge about it. It is noted from Table 2 that out of 140 respondents, 62 (44.29%) have gathered information about the bike through advertisements, 60 (42.85%) have gathered information about the bike from friends and 18 (12.86%) have gathered information about the bike from relatives.

Table 3 - Persons influencing to purchase the Bike

Influencer	Number of Respondents	Percentage to Total
Spouse	22	15.71
Parents	30	21.43
Friends	48	34.29
Advertisement	28	20.00
Show room dealer	12	8.57
Total	140	100.00

Source : Primary data

Some people purchase anything by the influence of others. Table 3 shows the person who influence to purchase the bike. 48 (34.29%) are influenced by friends, 30 (21.43%) are influenced by parents, 28 (20%) are influenced by advertisements, 22 (15.71%) are influenced by spouse and 12 (8.57%) are influenced by show room dealers.

Table 4 - Number of Years of using the Bike

Number of Years	Number of Respondents	Percentage to Total
Below 5	50	35.71
5-10	60	42.86
10-15	28	20.00
15 and above	2	1.43
Total	140	100.00

Source: Primary data

Bike is the dream of many youth. They do not change it often. They use it for a long period of time with pride. Table 4 displays the information about the number of years of using the bike by the respondents. 60 (42.86%) have used the bike for 5-10 years, 50 (35.71%) have used the bike for below 5 years, 28 (20%) have used the bike for 10-15 years and 2 (1.43%) have used the bike for above 15 years.

Table 5 - Reasons for purchasing the Bike

Reasons	Score						Total score	Mean score	Rank
	I	II	III	IV	V	VI			
Style	22 (132)	38 (190)	28 (112)	6 (18)	28 (56)	18 (18)	526	3.76	II
Comfort	28 (168)	20 (100)	14 (56)	22 (66)	24 (48)	32 (32)	470	3.36	IV
Mileage	18 (108)	16 (80)	34 (136)	30 (90)	16 (32)	26 (26)	472	3.37	III
Good control	24 (144)	54 (270)	12 (48)	16 (48)	26 (52)	8 (8)	570	4.07	I
Availability of spare parts	28 (168)	2 (10)	46 (184)	12 (36)	18 (36)	34 (34)	468	3.34	V
Speed	20 (120)	10 (50)	6 (24)	54 (162)	28 (56)	22 (22)	434	3.10	VI

Source: Primary data

The people purchase the bike by considering the style, comfort, mileage, good condition, availability of spare parts and speed, *etc.* These reasons were given to the respondents and they were asked to rank the reasons. Simple ranking technique has been used to analyse the reasons for purchasing the bike and the results were tabulated in Table 5. On the basis of the mean scores given by the respondents, the ranks have been found out. The reason ‘Good control’ secures first rank with the mean score of 4.07 points followed by the reason ‘Style’ with the mean score of 3.76 points. The III and IV ranks go to the reasons ‘Mileage’ with 3.37 points and ‘Comfort’ with 3.36 points. The reasons ‘Availability of spare parts’ (3.34) and ‘Speed’ (3.10) gets V and VI ranks respectively.

Table 6 - Recommending the Bike to Others

Recommended to Others	No. of Respondents	Percentage
Yes	126	90.00
No	14	10.00
Total	140	100.00

Source: Primary data

The engine offers likeable performance with a hint of brashness, which has made the Pulsar brand to be a popular among the youth. It is in affordable pricing encouraged people to upgrade from their commuter to a something that is more premium and aspirational. The Pulsar is very good in terms of style, feel, power and handling. Hence the users recommend it to others. Table 6 shows whether the respondents recommend the bike to others for purchase or not 126 (90%) have recommended the bike to others and remaining 14 (10%) have not recommended the bike to others.

Table 7 - Reasons for Not Recommending the Bike to Others

Reasons	No. of Respondents	Percentage
Tubeless tyre	-	-
Less comfort	10	71.42
Gear box	2	14.29
Low capacity engine	2	14.29
Total	14	100.00

Source: Primary data

Table 7 indicates the reasons for not recommending the bike to others. Out of 14 respondents who have not recommended the bike to others, 10 (71.42%) have felt that the bike is less comfort, 2 (14.29%) have felt that there is a problem in the gear box and other 2 (14.29%) have felt that the capacity of the engine is low.

Table 8 - Level of Satisfaction of the Respondents towards the usage of Bike

Statements	Highly satisfied	Satisfied	No opinion	Dissatisfied	Highly dissatisfied	Total score	Mean score
Variety of models	30 (150)	42 (168)	20 (60)	8 (16)	40 (40)	434	3.10
Reasonable price structure	30 (150)	38 (152)	42 (126)	26 (52)	4 (4)	484	3.46
Availability of show rooms in near places	52 (260)	54 (216)	14 (42)	8 (16)	12 (12)	546	3.90
Discounts, offers and concession	80 (400)	10 (40)	24 (72)	14 (28)	12 (12)	552	3.94
After sales service	24 (120)	32 (128)	42 (126)	40 (80)	2 (2)	456	3.26
Engine capacity	22 (110)	26 (104)	28 (84)	38 (76)	26 (26)	400	2.86
Suitable to our road conditions	58 (290)	22 (88)	14 (42)	18 (36)	28 (28)	484	3.46
No repairs	32 (160)	24 (96)	36 (108)	38 (76)	10 (10)	450	3.21
Longer Life	46 (230)	34 (136)	18 (54)	24 (48)	18 (18)	486	3.47
Convenient to drive	36 (180)	50 (200)	26 (78)	14 (28)	14 (14)	500	3.57

Source: Primary data

Statements indicating the level of satisfaction towards the usage of bike have been given to the respondents and they were asked to give their opinion about the statement. The responses of those statements were quantified with the help of Likert's five point scaling technique. Mean score analysis has been used to analyse the

data and the results were tabulated in Table 8.

From the results, it is clear that most of the respondents gave highest response to the statement 'Discounts, offers and concession' with the mean score of 3.94 followed by 'Availability of show

rooms in near places' with the mean score of 3.90.

On the basis of findings of the study, some suggestions are offered. Steps should be taken by the company to revise the price structure of the bike to ensure wide coverage. The company focuses on extending after sales service to attract more customers. Concentration should be given by the company on the engine capacity of the bike to satisfy the customers. Promotional activities should be aggressively adopted to increase the sales of Bajaj pulsar bikes. Additional marketing tactics such as gifts, the lucky draw should be introduced to trap the market. New designs and colours of pulsar bikes should be introduced to trap the younger generation.

In the present scenario, the Indian bike industry has been a fantastic development in the nation. Bikes are a huge range of collection that are available in the market known for the latest innovation and enhanced mileage. Indian bikes remains for style and class for everybody in India. The buying behaviour of customers in purchasing two wheelers is affected by several psychological factors. These factors are individual thinking process, decision-making involved in buying, interaction of the consumer with several groups like friends, family and

colleagues and selection of the brand and outlet depending on features and emotional appeal. All customers engage in shopping with certain fundamental decision-making modes or styles, including rational shopping and consciousness regarding brand and quality.

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