A STUDY ON BRAND PREFERENCE FOR BAJAJ TWO WHEELERS AMONG THE CUSTOMER WITH SPECIAL REFERENCE TO DHARMAPURI DISTRICT

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ABSTRACT

Brand Preference is the measure of Brand Loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept substitutes if that brand is not available. Brand Loyalty refers to the extent of the faithfulness of consumers to a particular brand, expressed through their repeat purchases, irrespective of the marketing pressure generated by the competing brands. In every product category, consumers have more choices, more information and higher expectations than ever before. To move consumers from trial to preference, brands need to deliver on their value proposition, as well as dislodge someone else from the consumer’s existing preference set. Preference is a scale, and brands move up, down and even off that scale with and without a vigilant brand management strategy. Pricing, promotional deals and product availability all have tremendous impact on the position of brand in the consumer’s preference set. If all things are equal, the best defense is to make the brand more relevant to consumers than the competition.

INTRODUCTION

The brands potential can only be fulfilled by continually reinforcing its perceived quality, upmarket identity and relevance to the consumer. The same branding activities that drive awareness also drive preference. And, while awareness alone will not sustain preference, it will improve the brand’s potential for building and maintaining preference.

With a great story and a large enough investment, awareness can be attained rather quickly. It takes time, however, and constant revaluation to build brand preference. Aristotle professed, “We are what we repeatedly do. Excellence then is not an act, but a habit.”

Attaining and sustaining preference is an important step on the road to gaining brand loyalty. The ability to generate more revenue, gain greater market share and beat off the competition is the reward given by consumer toward particular brand. Brand preference is the Selective demand for a company’s brand rather than a product; the degree to which consumers prefer one brand over another.

In an attempt to build brand preference advertising, the advertising must persuade a target audience to consider the advantages of a brand, often by building its reputation as a long-established and trusted name in the industry. If the advertising is successful, the target customer will choose the particular brand over other brands in any category. The frequency of repeat purchase in case of two wheeler market is very low. So, the measure of Loyalty is not easy. The brand loyalty of the customer can be identified with the help of how they promote the brand to others, i.e. Word of Mouth Communication.
Brand and branding defined

It is widely acknowledged amongst both practitioners and academics that branding has become a tool of strategic importance. Various definitions of branding appear in literature.

The American Marketing Association (1994) defines a brand as a “name, term, sign, symbol or design, or a combination of them intended to encourage prospective customers to differentiate a producer’s product(s) from those of competitors”.

A primary function of the brand is to provide convenience and clarity in decision making by providing a guarantee of performance and communicating a set of expectations thereby offering certainty and facilitating the buying process. On the emotional side, the function of a brand is to evoke a set of associations and furthermore symbolize the consumer’s persona through brand imagery.

Brand Awareness

Brand awareness refers to customers’ ability to recall and recognize the brand under different conditions and link to the brand name, logo, jingles and so on to certain associations in memory.

Brand Preference

Brand Preference is the measure of Brand Loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept substitutes if that brand is not available. Brand Loyalty refers to the extent of the faithfulness of consumers to a particular brand, expressed through their repeat purchases, irrespective of the marketing pressure generated by the competing brands.

Consumer Buying Behavior

Consumer behavior as a body of knowledge emphasizes on the study of both physical activities and decision-making processes that occur in the process of search, evaluation, acquiring, use and disposal of products. Consumer behavior encompasses vast areas of human activities that have direct interface with technology. Borrowing heavily from diverse sweep and come in handy to adapt technology to everyday needs of society.

Consumer behavior is the study of when, why, how, and where people do or do not buy a product. It blends elements from psychology, sociology, socialanthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Factors influencing Consumer Behavior

The starting point for understanding consumer buying behavior is the stimulus – response model. It is generally known as Black Box Model. As this model shows, both marketing and environmental stimuli enter the buyer’s consciousness. In turn, the buyer’s characteristics and decision process lead to certain purchase decisions. The marketer’s task is to understand what happens
in the buyer’s consciousness between the arrival of outside stimuli and the buyer’s purchase decisions. This model indicates, a consumer’s buying behavior is influenced by cultural, social, personal, and psychological factors. Knowledge of such factors that influence consumer behavior can help to predict how consumers will respond to their products.

<table>
<thead>
<tr>
<th>ENVIRONMENTAL FACTORS</th>
<th>BUYER'S BLACK BOX</th>
<th>BUYER'S RESPONSE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Marketing Stimuli</strong></td>
<td><strong>Environmental Stimuli</strong></td>
<td><strong>Decision Process</strong></td>
</tr>
<tr>
<td>Product</td>
<td>Economic</td>
<td>Attitudes</td>
</tr>
<tr>
<td>Price</td>
<td>Technological</td>
<td>Motivation</td>
</tr>
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<td>Place</td>
<td>Political</td>
<td>Perceptions</td>
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<td>Promotion</td>
<td>Cultural</td>
<td>Personality</td>
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<td></td>
<td>Demographic</td>
<td>Lifestyle</td>
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<tr>
<td></td>
<td>Natural</td>
<td>Knowledge</td>
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</tbody>
</table>

The black box model shows the interaction of stimuli, consumer characteristics, and decision process and consumer responses. It can be distinguished between interpersonal stimuli (between people) or intrapersonal stimuli (within people). The black box model is related to the black box theory of behaviorism, where the focus is not set on the processes inside a consumer, but the relation between the stimuli and the response of the consumer. The marketing stimuli are planned and processed by the companies, whereas the environmental stimulus is given by social factors, based on the economical, political and cultural circumstances of a society. The buyer’s black box contains the buyer characteristics and the decision process, which determines the buyer’s response.

**Culture**

Culture encompasses the values, arts, customs and skills of people in a given society. Cultural trends reflect the social values of the population and, as such, have important implications for market segmentation, product development, advertising and other aspects of marketing strategy. Social class categories can be identified by income, education level and occupation. The relationship between social class and purchasing patterns, nevertheless, provides an important link for marketers in strategy planning.

**Social Factors**

Social factors also influence a buyer’s behavior. A person’s reference groups such as, family, friends, social organizations, professional associations strongly affect product and brand choices. The person’s position within each group can be defined in terms of role and status. A buyer chooses products and brands that reflect his or her role and status.

**Demographic Factors**

The buyer’s age, life-cycle stage, occupation, economic circumstances, lifestyle, personality and other personal characteristic influence his or her buying decisions. Young consumers have different needs and wants from those who are old; consumers with higher incomes buy differently.
from those who have less to spend. Consumer lifestyles have also an important influence on buyer’s choices.

Types of Buying Behavior

The following are the several types of buying behavior that resides with everyone.

Dissonance-Reducing Buying Behavior, Habitual Buying Behavior, Variety Seeking Buyer Behavior, Impulse and Planned Buying

BUYING DECISIONS

Consumer buying behavior is influenced by the buyer’s decision making process. The buying situation can vary from one of routine-response behaviors to limited problem solving to extensive problem solving. Buying is not a single act but a multi-component decision on the need class, generic class, product class, product form, brand, vendor, quantity, timing and method of payment. The buyer goes through a process consisting of need arousal, information search, evaluation behavior, purchase decision and post-purchase feelings. At each decision stage, characteristics of the buyer, product, seller and selling situation interact to influence the buying outcome.

Need Recognition

The buyer senses a difference between his or her actual state and some desired state. The need can be triggered by internal stimuli when one of the person’s normal needs – hunger, thirst, sex, etc. rise to a high enough to become a drive. From previous experience, the person has learned how to cope with this drive and is motivated toward objects that he or she knows will satisfy it.

Information Search

The consumer can obtain information from any of several sources. These include: personal sources (family, friends, neighbors, and acquaintances), commercial sources (advertising, salespeople, dealers, packaging and displays), public sources (mass media, consumer-rating organizations) and experimental sources (handling, examining and using the product).

The relative influence of these information sources varies with the product and the buyer. The most effective sources, however, tend to be personal. Personal sources appear to be even more important in influencing the purchase of services. Commercial sources normally inform the buyer, but personal sources legitimize or evaluate products for the buyer. The marketer should carefully identify consumer’s sources of information and the importance of each source.

Consumers should be asked how they first heard about the brand, what information they received, and the information is critical in preparing effective communication strategies aimed at target markets. Word-of-mouth communication can have a significant impact on purchase decisions. The search for information usually leads to the establishment of criteria for choosing among specific brands. Consumers are usually aware of some brands and unaware of others. Those they are aware of fall into an inert set, an inept set or an evoked set. The final choice will be made from the latter. The costs involved in searching for information, sometimes outweigh the benefits.
Evaluation of Alternatives

The marketer needs to know about the alternative evaluation, that is, how the consumer processes information to arrive at brand choices. Each consumer is trying to satisfy some need and is looking for certain benefits that can be acquired by buying product or service. Further, each consumer sees a product as a bundle of attributes with varying capacities for delivering these benefits and satisfying the need. Marketers should be more concerned with attribute importance than attribute salience.

Purchase Decision

Purchase decisions often begin with trial purchases of limited quantities. Repeat purchases are closely related to brand loyalty. Store choice is an important factor in purchase decisions. The bulk of consumer spending occurs in stores, but catalog sales comprise an increasing percentage of retail sales. The purchase decision includes decisions on financing, installation, related products and services. The marketing implications of purchase decisions depend on whether a mass-marketing approach or market-segmentation approach is adopted. Generally, the consumer’s purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision. They are attitudes of others and unexpected situational factors.

Post-Purchase Behavior

In the post-purchase evaluation, consumers compare the product’s performance against their expectations. Cognitive dissonance occurs when consumers feel a discrepancy between their expectations of a product and its performance. Follow-up advertising can be designed to reassure consumers that they have made the right choice. Consumers base their expectations on messages they receive from sellers, friends and other information sources. If the seller exaggerates the product’s performance, consumer expectations will not be met, a situation that leads to dissatisfaction. The larger the gap between expectations and performance, the greater is the consumer’s dissatisfaction. On the other hand, every purchase involves compromise. Consumers feel uneasy about acquiring the drawbacks of the chosen brand and about losing the benefits of the brands not purchased. Thus, consumers feel at least some post-purchase dissonance for every purchase. A satisfied customer buys again, talks favorably to others about the product, pays less attention to competing brands and advertising and buys other products from the company.

INDUSTRY PROFILE

Indian Two wheeler industries

India is the second largest producer and manufacturer of two-wheelers in the world. Indian two-wheeler industry has got spectacular growth in the last few years. Indian two-wheeler industry had a small beginning in the early 50’s. The Automobile Products of India (API) started manufacturing scooters in the country.

Bikes are a major segment of Indian two wheeler industry, the other two being scooters and mopeds. Indian companies are among the largest two-wheeler manufacturers in the world. Hero Honda and Bajaj Auto are two of the Indian companies that top the list of world companies manufacturing two-wheelers.
The two-wheeler market was opened to foreign companies in the mid 1980s. The openness of Indian market to foreign companies lead to the arrival of new models of two-wheelers into India. Easy availability of loans from the banks, relatively low rate of interest and the discount of prices offered by the dealers and manufacturers lead to the increasing demand for two-wheeler vehicles in India. This lead to the strong growth of Indian automobile industry.

Kinetic Honda was introduced in the Indian market during the mid 80s. The main feature of Kinetic Honda is its ease of use. This helped the youngsters and the women to buy scooters.

Key players in the Two-wheeler Industry

Hero Honda Motors Ltd (HHML), Bajaj Auto Ltd (Bajaj Auto) and TVS Motor Company Ltd (TVS), Kinetic Motor Company Ltd (KMCL), Kinetic Engineering Ltd (KEL), LML Ltd (LML), Yamaha Motors India Ltd (Yamaha), Majestic Auto Ltd (Majestic Auto), Royal Enfield Ltd (REL) and Honda Motorcycle & Scooter India (P) Ltd (HMSI).

COMPANY PROFILE

Bajaj Auto is a major Indian auto mobile manufacturer started by a Rajasthani merchant. It is based in Pune, Maharashtra, with plants in Chakan (Pune), Waluj (near Aurangabad) and Pantnagar in Uttaranchal. The oldest plant at Akurdi (Pune) now houses the R&D centre ahead. Bajaj Auto makes and exports motor scooters, motorcycles and the auto rickshaw.

Over the last decade, the company has successfully changed its image from a scooter manufacturer to a two wheeler manufacturer. Its product range encompasses scooterettes, scooters and motorcycles. Its real growth in numbers has come in the last four years after successful introduction of a few models in the motorcycle segment.

The Bajaj Group is amongst the top 10 business houses in India. Its footprint stretches over a wide range of industries, spanning automobiles (two-wheelers and three-wheelers), home appliances, lighting, iron and steel, insurance, travel and finance. The group comprises of 34 companies. The group's flagship company, Bajaj Auto, is ranked as the world's fourth largest two- and three- wheeler manufacturer and the Bajaj brand is well-known across several countries in Latin America, Africa, Middle East, South and South East Asia. Founded in 1926, at the height of India's movement for independence from the British, the group has an illustrious history. Jamnalal Bajaj was the founder of the Bajaj group.

Bajaj Auto came into existence on November 29, 1945 as M/s Bachraj Trading CorporationPrivate Limited. It started off by selling imported two- and three-wheelers in India. In 1959, it obtained license from the Government of India to manufacture two- and three-wheelers and it went public in 1960. In 1970, it rolled out its 100,000th vehicle. In 1977, it managed to produce and sell 100,000 vehicles in a single financial year. In 1985, it started producing at Waluj near Aurangabad. In 1986, it managed to produce and sell 500,000 vehicles in a single financial year. In 1995, it rolled out its ten millionth vehicles and produced and sold 1 million vehicles in a year.

According to the authors of Globality: Competing with Everyone from Everywhere for Everything, Bajaj has grown operations in 50 countries by creating a line of value-for-money bikes targeted to the different preferences of entry-level buyers.
STATEMENT OF THE PROBLEM

The changing customer perception because of the availability of variety of products in two wheeler segment along with the growing number of competitors had a major impact in the preference of a particular brand. The customers decision making process also changes as their buying pattern changes.

The fast developing technology and the growing economic status of the people in the Dharmapuri city drive their preference decision. Bajaj held the most of the market share in the two wheeler segment in Dharmapuri after the launch of CT100model which gave good mileage and Pulsar which attracted most of the young customers. Later after the launch of TVS Apache, Yamaha FZ, the preference of brand among customers varied a lot with the availability of various options. So, this study was undertaken to analyze the above mentioned issues.

OBJECTIVE THE STUDY

- To Study on Brand Preference towards DNV Bajaj Agency, Dharmapuri.
- To identify the Brand influence & Brand Image in customer mindset.
- To identify media part to Improve the Brand building.
- To provide suitable suggestion to Improve the Brand Preference of customer.

SCOPE OF THE STUDY

The study is only on Brand Preference so the other aspects such as Brand Recognition, Brand Image, Brand Equity and other branding concepts are not covered. Brand Loyalty, Perception and Buying Behavior of respondents are also studied in this research.

This study covered only the area of the Dharmapuri city. So, the information and the conclusion derived from the study are only relevant to this area alone.

LIMITATIONS OF THE STUDY

- The duration of the project was one of the primary constraints for the project.
- This study is confined only among the Bajaj customers in the Dharmapuri city.
- It was an academic effort and limited to cost, time and geographical area.
- Numbers of respondents were restricted due to the time factor.

RESEARCH METHODOLOGY

Research methodology is a purely and simply the framework or a plans for the study that guides the collection and analysis of data. Research is the scientific way to solve the problems and it’s increasingly used to improve market potential. This involves exploring the possible methods, one by one, and arriving at the best solution, considering the resources at the disposal of research.

RESEARCH DESIGN

A research design is the specification of methods and procedure for acquiring the information needed. It is the over – all operation patterns or framework of the project that stipulates what information is to be collected from which source by what procedure. it is also refers to the blue print of the research process.
Primary data

It is a fresh data, which was collected from the employees and having discussions and interaction with employees.

Types of sampling

Types of sampling used in this survey were simple random sampling. In this method, the sampling units chosen randomly from the total employees at all the levels in the organization.

Sample size determination

Sample size restricted as the set of the sample is one organization. This sample size was determined as 150 as it is selected randomly in the organization.

STATISTICAL TOOLS

The collected data were classified and tabulated and analyzed with some of the statistical tools listed.

- Percentage analysis and line graph was used to explain the tabulation clearly
- Chi – square test helps to find out whether two or more attribute are associated or not.

Percentage method

Percentage Analysis

The number of responses of each category is summarized to percentage format for the convenience to use other statistical tools namely pie chart and bar diagrams.

Chi-square test

The $X^2$ test is one of the simplesst and most used non-Parametric tests in statistical work, it makes no assumption about the population being sampled. The Quantity $X^2$ describes the magnitude of discrepancy between theories and observation.

Where, $X^2 = \sum (O-E)^2/E$

O = Observed frequency
E = Expected (or) Theoretical frequency
$X^2$= Chi-square valued
o.f =degree of freedom (n-1)

REVIEW OF LITERATURE

Niedrich Ronald W. and Swain Scott D (2003), in their article titled, “The Influence of Pioneer Status and Experience Order on Consumer Brand Preference: A Mediated-Effects Model” found: Within the behavioral literature, two basic explanations of the pioneering advantage had been offered. Early work focused on order-based explanations. More recently, schema-based explanations had also been suggested. The authors proposed a mediated-effects model of the pioneering advantage
and test the model in two separate longitudinal studies. Both experiments support the proposed model. The authors found that experience order and pioneer-status have additive effects on brand preference such that perceptions of first-in-market and first-experienced brands are more favorable, suggesting that both explanations are operative. The authors also provide evidence that the effects of pioneer status on brand preference are mediated by attitude toward the brand and company credibility, while the effects of experience order on brand preference are mediated by attitude toward the brand and attribute recall. These data support the notion that the effect of pioneer status on brand preference was the result of both brand-level and company-level associations.

**Dr. Rajagopal (2009),** in his article titled, “Conational Drivers Influencing Brand Preference Among Consumers” discussed: Consumers recognize brands by building favorable attitude towards them and through the purchase decision process. Brand preference is understood as a measure of brand loyalty in which a consumer exercises his decision to choose a particular brand in presence of competing brands. The study aimed at discussing the cognitive factors that determine brand preference among consumers based on empirical research. Brand attributes including emotions, attitudes, personality, image, reputation and trust which influence consumer perceptions and temporal association with brands are critically examined in the study. The study revealed that higher brand relevance and trust build strong the association of consumers with brand in long-run.

**Purohit H.C (2008),** in his article titled, “Customer Relationship Management and Brand Loyalty Through Word Of Mouth (WOM) Communication” discussed: Customer loyalty is not a choice any longer with business; it is the only way of building a sustainable competitive advantage. Building loyalty with key customers had become a core marketing objective shared by key players in all industries catering to business customers. Communication with customer partners is a necessary process of relationship marketing. It helps in relationship development, forersters trust, and provides the information and knowledge needed to undertake cooperative and collaborative activities of relationship marketing. CRM refers to a conceptually broad phenomenon of business activity; if the phenomenon of cooperation and collaboration with customers become the dominant paradigm of marketing practice the satisfaction level of the consumers goes high up to the level of delight. The building of customer relationship was a fundamental business of every enterprise and it requires a holistic strategy and process to make it successful. The proposed study will focus on the issues related with customer satisfaction, repeat purchase behavior, building consumer relationship management through customer loyalty and suggest the measures to minimize the challenges of a highly competitive global market.

**DATA ANALYSIS AND INTERPRETATION**

**Chi-Square Test**

**Level of Brand Preference with respect to Educational Qualification**

To test the association between the educational qualification and the level of brand preference, Chi-Square test was applied.

**H₀**: There is no significant association between the Educational Qualification and the Level of Brand Preference
H1: There is a significant association between the Educational Qualification and the Level of Brand Preference

Crosstabs between Educational Qualification and Brand Preference Level

<table>
<thead>
<tr>
<th>S.No</th>
<th>Educational Qualification</th>
<th>Frequency</th>
<th>Level of Brand Preference</th>
<th>Total</th>
<th>Chi-Square Value</th>
<th>P value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Low</td>
<td>Moderate</td>
<td>High</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Below +2</td>
<td>Observed</td>
<td>5</td>
<td>15</td>
<td>5</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Expected</td>
<td>6.9</td>
<td>11.9</td>
<td>6.3</td>
<td>25</td>
</tr>
<tr>
<td>2</td>
<td>+2 or Diploma</td>
<td>Observed</td>
<td>12</td>
<td>13</td>
<td>10</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Expected</td>
<td>9.6</td>
<td>16.6</td>
<td>8.8</td>
<td>35</td>
</tr>
<tr>
<td>3</td>
<td>UG</td>
<td>Observed</td>
<td>8</td>
<td>17</td>
<td>10</td>
<td>35</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Expected</td>
<td>9.6</td>
<td>16.6</td>
<td>8.8</td>
<td>35</td>
</tr>
<tr>
<td>4</td>
<td>PG &amp; Professionals</td>
<td>Observed</td>
<td>8</td>
<td>12</td>
<td>5</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Expected</td>
<td>6.9</td>
<td>11.9</td>
<td>6.3</td>
<td>25</td>
</tr>
<tr>
<td>5</td>
<td>Total</td>
<td>Observed</td>
<td>33</td>
<td>57</td>
<td>30</td>
<td>120</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Expected</td>
<td>33</td>
<td>57</td>
<td>30</td>
<td>120</td>
</tr>
</tbody>
</table>

0 cells (.0%) have expected count less than 5. The minimum expected count is 6.25.

Since p value is greater than 0.05 the null hypothesis is accepted at 5% level of significance.

Hence, there is no significant association between the Educational Qualification and the Level of Brand Preference.

FINDINGS

- The majority 51.7% of respondents preferred to buy the bike by full cash and the minority 48.3% of respondents preferred EMI.
- The majority 75% of respondents was the final decision maker for purchasing the bike and the minority 0.8% of respondents’ opinion was Mother.
- The majority 36.7% of respondents took only one week to choose the Bajaj brand to buy the bike and the minority 15% of respondents took more than two months to choose the Bajaj brand.
- The Quality plays the major reason in preferring the Bajaj brand for 69.2% of customers followed by the Availability of the product (16.7%).
- The majority 51.7% of respondents’ opinions was high about the role of availability of product in the selection of brand and the no response in the last two rating shows that the importance of availability is always higher in the selection of brand.
- The majority 51.7% of respondents rated their overall service experience with regards to their bike was Good and the minority 4.2% of respondents rated their overall service experience with regard to their bike was Excellent.
- It was found that on an average 48.3% of respondents will promote the Bajaj brand to others and the minority 2.5% of respondents will never promote the brand to others.
- The majority 47.5% of respondents remains neutral in recommending their dealer to others and the minority 3.3% of respondents will never ever recommend the dealer to others.
Suggestions

- The study also revealed that the major factor which influences the preference of Bajaj brand is Mileage followed by Style and Price of the product. Bajaj brand is already famous for its mileage and the style of the product. But, the study shows that the price factor is only satisfied, not even with 50% of the respondents. It is because of the higher cost of the Bajaj two wheelers. The Sales of the Bajaj two wheelers can be increased by reducing the cost of the product which is the third major factor which influences the Brand Preference.

- Since, Style is the second major factor which influences the Brand Preference among the customers in Dharmapuri; Bajaj can launch its Probike ‘Ninja 250R’ in the Dharmapuri Showroom. The Sale of that particular product may increase in Dharmapuri because of its Style and the dominance of the youths in the market for the products of Bajaj brand.

- Apart from budget, two most important factors in a bike are Safety and Comfort. From the study it was discovered that more than 50% of the respondents are satisfied with the Safety and Comfort Level of the Bajaj bike. But there are still some issues which need to be look over in the Safety and Comfort aspects. From the open-ended suggestion also, most of the customer’s opinion was that the Bajaj two wheelers are lacking in those two aspects. The main aspects which the Bajaj has to concentrate are ‘Powerful Headlights’ and ‘Braking’.

Conclusion

After the completion of this project, I’ve gained some new experience in the Field Research. During survey, I’ve met a large number of people with different perception and behavior. It was a great opportunity for me to learn about the customer behavior and I utilized it properly to learn the same. From this study, it is concluded that the Brand Preference for Bajaj two wheelers among customers is higher in Dharmapuri. However, Bajaj may improve into a highly trustful and preferable brand if the suggestions are incorporated. It is difficult to acquire new customers and it is more difficult to retain the existing customers. In the case of two wheelers, purchase is an expensive and infrequent or risky purchase where customers will face a high-involvement decision. So, not only for the initial purchase but also to ensure the future purchase, it is advisable to implement the suggestions to retain the customers.

References:


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