



“A Study Of Factors Influencing The Customer Preference For Buying A Motorbike In Pune City.”

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ABSTRACT

Prior to globalization, TELCO, Bajaj Auto, Kinetic, and Mahindra established their operations in and around Pune. Following globalization, various multinational corporations (MNCs) such as Mercedes India Ltd, Ford, and India Kawasaki Motors established operations in and around Pune. These automobile industries have established producers of vehicle components in this area. Pune is home to the Automobile Research Association of India (ARAI).

The study paper's scenario centers on the subject of consumer desire for motorcycles in the Pune city market. Since the 1980s, motorcycle use has been expanding globally, owing to a mix of population increase and socioeconomic development. Global demand for motorcycles is predicted to continue growing at a similar rate through 2050. The survey is conducted at various distributor retail locations and service stations around Pune and the surrounding area to ascertain the elements that influence a customer's decision to purchase a motorbike.

Keywords: Preference, Customer, motorbike industry

INTRODUCTION:

Since the last decade, the Indian two-wheeler market has grown significantly (Shalini Priya, 2020). Numerous new automobile brands have entered the market, providing buyers with an abundance of options (Giulio Mattioli, Cameron Roberts, Julia K. Steinberger and Andrew Brown, 2020). This market is currently being disrupted by the covid -19 pandemic, and the accompanying table shows how the two-wheeler market has changed over the last seven years.

Two-wheeler domestic sales in India from the financial year 2015 to 2021
(In Million Units)

2015	2016	2017	2018	2019	2020	2021
15.98	16.46	17.59	20.2	21.18	17.42	15.12

Source: <https://www.statista.com/statistics/318023/two-wheeler-sales-in-india/Published>

By Statista Research Department, May 10, 2021

As can be observed from the following statistics, the sale of two-wheelers in India increased from 2015 to 2019, but then decreased in future years. In both 2020 and 2021, the impact of the Covid -19 epidemic and the ensuing lengthy lockdown had a significant negative influence on the Indian economy and the purchasing power of the populace.

The distinction between a scooter and a motorcycle is the clutch used in motorcycles (**koshal, 2011**). Motorbikes have traditionally had larger engines than scooters. As a result, they are able to traverse greater distances (**Nitin Kadian, 2021**). The most obvious and significant advantage of biking is the opportunity to move faster and avoid traffic in congested places (**Vencataya, Lomendra & Pudaruth, Sharmila & Dirpal, Ganess & Narain, Vandisha, 2018**). Additionally, bikes are incredibly fuel-efficient, which means you'll spend significantly less money on gasoline (**Mostofa Kamal Nasir, Rafidah Md Noor, M. A. Kalam, and B. M. Masum, 2014**). These are the reasons why people purchase motorcycles; in Pune, motorcycle sales are increasing, making it vital to understand the elements affecting motorcycle sales.

OBJECTIVES

1. To Find out the factors on basis of which customers decide to buy a particular motorbike.
2. To Find out the most significant factor which appeals across all age groups while buying a motorbike

The study is done by surveying the different company distributor outlets as well as service stations, located at Pune and nearby areas. The study is then tabulated, analyzed, and resultsextracted.

MOTORBIKE INDUSTRY

Indian motorbikes market is mainly dominated by the following 3 manufacturers:

1. Hero MotoCorp
2. Bajaj Auto
3. TVS Motor

Hero MotoCorp-Honda and TVS-Suzuki were joint ventures wherein equity was shared (**Saha, Aritra & Chattopadhyay and Utpal (2015)**). Bajaj Auto-Kawasaki had a tie-up in equity and technology. Hero and Honda separated in 2011. So far as the world market share of motorbikes is concerned India accounts for the largest share of about 40 percent of the global volume (**Shangliao Sun, 2021**). Honda as an individual entity accounts for 14 percent. Original Equipment Manufacturers (OEMs) from India account for 77 percent market. The three Indian two-wheeler OEMs can be attributed to the internal capabilities they have developed in manufacturing, technology development, and a deep understanding of the Indian consumer psyche (**Rshiksha T Krishnan, 3791 | Mr. Amit Deshmukh** “A Study Of Factors Influencing The Customer Preference For Buying A Motorbike In Pune City.”

2020). The Indian manufacturers are self-reliant. The three Indian OEMs are heavily spending on Research and Development and have achieved greater success. Indian motorbikes OEMs should now strive for securing a global position in times to come **(MCD Team, 2021).**

TOP 10 SELLING BIKES IN INDIA:

The Two-wheeler motorbike segment in India is quite large **(Malyaban Ghosh, 2021).** Traditionally Indians prefer entry-level models. The performance of each brand is measured in terms of the number of units sold. The organization motoroctane.com publishes a list of the top 10 motorbikes sold in the previous month. More or less the same brand figure in the list only the position changes. The list of the top 10 motorbike units sold in January 2021 has been presented herein below.

Rank	Name of the brand
1	Hero Splendour
2	Honda Activa
3	Hero HF Deluxe
4	Bajaj Pulsar
5	CB Shine
6	Hero Passion Pro
7	TVS Apache
8	Bajaj Platina
9	Royal Enfield Classic 350
10	Hero Glamour

Source: <https://motoroctane.com/news/215481-top-10-selling-bikes>

RESEARCH METHODOLOGY

- Research Design: Descriptive
- Data Collection Method: Questionnaire
- Research Problem: Analyzing the factors influencing the motorbike buying decision.
- Data source: Primary data questionnaire (structured) and Personal interview(unstructured)
- Total sample size No. – 421
- Type of sampling – Non- Probability (Convenience Sampling)
- Sample Area – Pune City
- Respondents – Customers visiting distributor outlets and service stations

HYPOTHESES OF STUDY

H1 “There is a significant relationship between customer preference for motorbike and brand name of that motorbike”

H2 “Brand name of a motorbike is a most significant factor across all age groups”

DATA ANALYSIS

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Table 1.1: Age-wise Classification Respondents

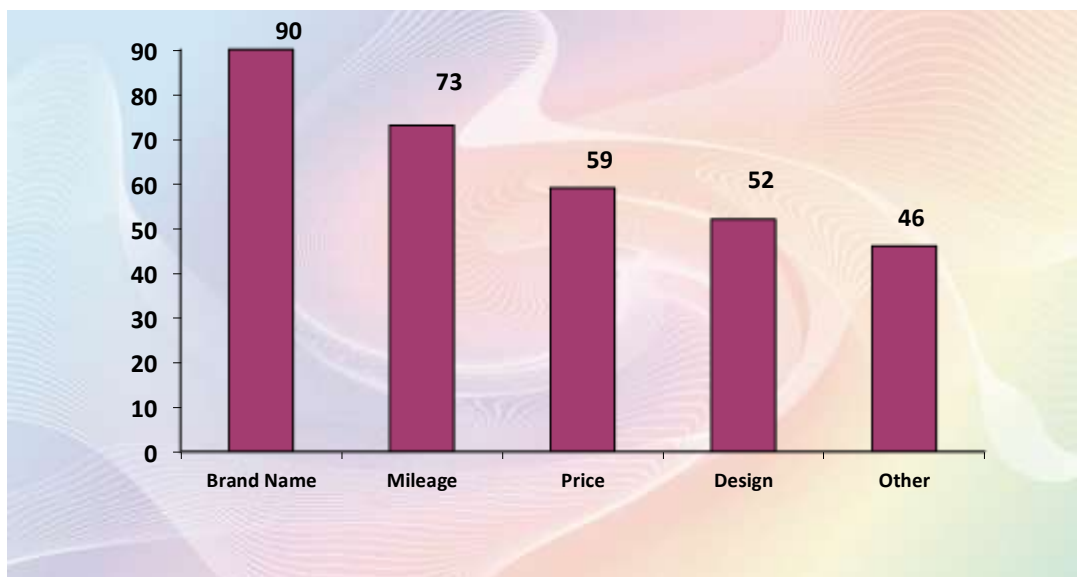
	Between 18 to 25	Between 26 to 30	Between 31 to 35	Over 35 years	Total
No. of Respondents	64	76	98	82	320
Percentage to total	20	23.75	30.63	25.62	100

The above data indicates that there is a more or less equal size of respondents from all age groups and the majority of the users of motorbikes accounting for 30.63% are in the age group 31 to 35 years.

Table 1.2

	Brand Name	Mileage	Price	Design	Other	Total
Respondents	90	73	59	52	46	320
Percentage to total respondents	28.13	22.82	18.43	16.25	14.37	100

Fig. 1.1



Interpretation:

The above data reveals that 28.13% of the respondents have given more weightage brand Name while buying a motorbike, and they have also considered price as well as the design of bike as important factors, rest other factors are having very low preference value.

CONCLUSION

1. The data collected in the study shows that respondents from age 18 to 35 and above 35 have given significance to brand name while buying a motorbike and hence there is a significant relationship between the brand name of the motorbike and customer preference which shows that hypothesis 1 has been proved positive.
2. The data shows that 'brand name' is the most significant factor among other factors like mileage, design, and price. Hence hypothesis 2 has been proved positive.

SUGGESTIONS

1. Brand name is the driving factor for motorbike manufacturing companies and hence it should be highlighted in the majority of company communications.
2. As the motorbike is a very essential product in day-to-day life, the manufacturers should focus on increasing the mileage of their motorbike so that it will be more cost-effective.
3. The aspect of price has been always the influencing factor while purchasing motorbike company should focus more on developing low-cost fuel-efficient product

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