



A STUDY ON CONSUMER PREFERENCE TOWARDS SELECTED BIKE IN INDIA

S Harish Kumar¹, Dr S Chinnathambi²

Article History: Received: 19.02.2023

Revised: 07.04.2023

Accepted: 23.05.2023

Abstract

From last 50 years, Two Wheelers have ruled Indian automobile industry and has emerged as the most vibrant and transforming segment of the overall Indian automobile industry, witnessing an unprecedented growth. Demand for motor bikes has seen a spectacular increase mainly because of increasing traffic and ease of commuting on Indian roads. Among all the categories of motor bikes, Sports bikes are considered to be popular among youngsters. Sports bikes are differentiated by its acceleration, speed, brakes and its curves in crowded city roads.

In this research paper, various sports bikes are analyzed on different attributes. Multi Dimensional Scaling (MDS) is being used for comparative analysis of the following sports bikes in India: Bajaj Pulsar 200 NS, Hero Karizma ZMR, Honda CBR 150, Kawasaki Ninja, KTM 200 Duke, TVS Apache RTR 180, and Yamaha YZF R15 All the above brands are analysis

The research paper Consumer Satisfaction towards Two Wheelers between Hero and Bajaj – A Comparative Study to ascertain this consumer satisfaction towards two wheelers between Hero and Bajaj motors company. API manufactured the Lambrettas but, another company, Bajaj Auto Ltd. surpassed API and remained through the turn of the century from its association with Piaggio of Italy (manufacturer of Vespa). Royal Enfield made a 350cc Bullet with the only four stroke engine at that time and took the higher end of the market but, there was little competition for their customers. Ideal Jawa and Escorts took the middle and lower end of the market respectively. The entry of these foreign companies changed the Indian market dynamics from the supply side to the demand side. With a larger selection of two wheelers on the Indian market, consumers started to gain influence over the products they bought and raised higher customer expectations. The industry produced more models, styling options, prices, and different fuel efficiencies. The foreign companies new technologies helped make the products more reliable and with better quality. Indian companies had to change to keep up with their global counterparts.

Keywords: Two Wheelers, Hero, Bajaj, Consumer Satisfactions.

¹II-Year MBA School of Management Hindustan Institute of Technology and Science

²Associate Professor School of Management Hindustan Institute of Technology and Science

DOI: 10.31838/ecb/2023.12.s2.310

1. Introduction

In Indian, two wheeler markets are the second largest in the world and are continuously growing at an alarming rate of 25% annually. India stands next to Japan and China in terms of two wheelers produced and domestic sales figures. The Indian two-wheeler industry has been in the limelight recently because of its impressive performance. The last few years have also seen a large quantity of two-wheelers being exported. In neighboring countries like Bangladesh and Sri Lanka, the Indian two-wheeler manufacturers have captured the market. Even in Africa and South America Indian motorcycles have been well received. Some of the Indian manufacturers like TVS Motors and Bajaj Auto are in the process of setting up assembly and manufacturing plants. The number of models being introduced by Indian two-wheeler manufacturers every year is also high. It wasn't an easy year for the two wheeler industry. Rising interest rates and the economic slowdown resulted in delayed consumer decision making and a rise in loan defaults. Over the course of the year, banks withdrew financing facilities from satellite towns.

Two –Wheelers Definition

Two –wheeler is a multipurpose vehicle for the common man. The term "two-wheeler" includes motorcycles, scooters and mopeds. Selecting the right two-wheeler is in the hands of consumers.

Motorcycle

The term "motorcycle" usually refers to a self-propelled two-wheeled vehicle, most commonly powered by a gasoline fueled internal combustion engine. It is a heavier and more powerful vehicle than a moped or motor scooter.

Scooters

The "motor scooter" has two small wheels and a low –powered gasoline engine geared to rear wheel. It is produced in greatest number in Italy.

Moped

The moped (a contraction of motorized bicycle plus pedals) is a low –cost vehicle. It is a 50cc class of two- wheeler. It meets the basic requirement of personal transportation and mobility at the lowest cost. It is fuel efficient, giving about 50% more mileage than other categories.

Review of Literature

Dlip Bam (2003) in his article "The Ambition-A powerful Bike" has analysed the features of the popular brand Hero Honda ambition. He has concluded that, people looking for fuel efficiency prefer this bike.

Salient Features of Hero Honda

A.V. Chitale (1990) in his paper "Two Wheelers – Technology Upgradation Vital", has analysed the sales volume of motorcycles, scooters and mopeds. He has also mentioned that the foreign collaboration has to be limited to the purchase of technical know-how.

Statement of the Problem

The demand for two wheelers is increasing every year. Similarly, the preferences of the consumers are also changing from time to time. A number of companies are manufacturing two-wheelers of various kinds to suit the ever-changing consumers' preferences. In the paper proposed to make an attempt to find out the preference of the consumers.

Objectives of the Study

- To identify the factors influencing the consumers in the selection and use of a particular brand.
- To measure the level of satisfaction of the consumers.

Scope of the Study

The study area Hanamkonda is located in Warangal District. It has a large number of populations. More number of small scale industries and financial institutions are situated in this district. It is considered as a major business centre. Hence, the Hanamkonda town alone has been selected to study the preference of consumers.

Methodology of the Study

The present study is consumer-oriented in nature, pertaining to the preference of the consumers in Hanamkonda town. The study is based on certain objectives. This study is based on survey method. The purpose of the study is to know the preference of the consumers on select two wheelers in Hanamkonda town. This study is based on both primary and secondary data. The primary data have been collected from the owners of two –wheelers and dealers in Hanamkonda town by using questionnaire. The secondary data have been collected from the published reports, records, books, Journals, bulletins, magazines, internet and newspapers.

Frame work of Analysis

Both the primary data and secondary data have been analysed by using the SPSS package.

Limitations of the Study

- This study is confined to Hanamkonda town only.
- This study is limited to select two–wheelers only.

Technical specifications	Splendor	CD 100ss	Passion	Dawn	CBZ	Ambition
Engine	97.2/1	97.2/1	97.2/1	97.2/1	156.6/1	133/1
Stroke 2/4	4	4	4	4	4	4
Maximum power	7.5	7.5	7.5	7.5	12.6	11.0
No. of Gears	4	4	4	4	5	5
Electric (AC/DC)	12VDC	12VDC	12VDC	12VDC	12VDC	12VDC
Start (Kick/Electric)	K	K	K	K	K	K
Overall length (mm)	1950	1960	1950	1980	2090	2030
Height (mm)	1040	NA	1040	1060	1115	1100
Wheel base (mm)	1230	1220	1235	1235	1330	1285
Ground clearance	160	165	195	159	150	150
Kerb Weight (kg)	101	98	110	116	130	126.5

Yamaha Motor India Limited

The company made its initial foray into India in 1985. In 1996 the company Yamaha Motor India Limited entered into a 50:50 joint venture with Escorts Group. However, by mutual consent, Yamaha has recently acquired the remaining stake and the Motor India limited has become a 100 percent subsidiary of Yamaha Motor Company limited of Japan.

It manufactures 18 models of motorcycles both for urban and rural markets. It has two manufacturing units. One is located at Faridabad in Haryana and the other at Surajpur in Uttar Pradesh. Yamaha Motor India is also one of the largest exporters of motorcycles from India

The last year, eight models of Yamaha Motor India were exported to African, South American and Middle Eastern Countries. The company is functioning with a strong work force of 50,000 employees. It has a network of over 430 dealers throughout the country. Besides these, the company has a wide base of sales and service outlets to ensure optimum consumer servicing.

Realising the importance of the consumer needs, the company has also tied up with ICICI Bank to provide attractive and special finance schemes for its consumer. The vehicle is priced at Rs. 44,405. The different brands manufactured by the Yamaha Motor India limited include Crux, Crux R, Libero, Enticer, Rx 135, YBX.5

Salient Features of Yamaha

Technical specifications	Crux	Crux R	Libero	Enticer	Rx 135	YBX
Engine	105.6/1	105.6/1	105.6/1	123.7/1	132/1	123.7/1
Stroke 2/4	4	4	4	4	2	4
Maximum power	7.6	7.6	7.6	10.8	11.8	10.8
No.of Gears	4	4	4	4	4	4
Electric (AC/DC)	12VDC	12VDC	12VDC	12VDC	12VDC	12VDC
Start (Kick/Electric)	K	K	K	K	K	K
Overall length (mm)	1997	1997	2025	2090	1965	2020
Height (mm)	1055	1055	1050	1125	1040	1050
Wheel base (mm)	1247	1247	1290	1380	1245	1250
Ground clearance	150	150	173	140	136	145
Kerb Weight (kg)	105.5	105.5	109	116	108	100

Sources: Auto Cad
TVS Suzuki India Limited

The TVS Suzuki Limited is well known in India for superior quality bikes and mopeds for the need of

domestic, agriculture and Industry. The TVS Suzuki mopeds division was started in 1979 by Mr.T.V. Sundaram.

The Suzuki leadership in the moped segment is reinforced with a 49% market share in the 100cc segment with Scotty's 43% market share. TVS Suzuki is India's second largest motorcycle seller. They launched India's first high performance mopeds, the XL with a 70cc engine and India's first 5 speeds, motorcycle, the Suzuki shaolin.

TVS motor company has announced its tie-up with

the State Bank of India to expand its reach by using SBI's network of more than 9,000 branches across the country.

TVS motor company is the emerging gunner in the motorcycle industry. After severing ties with Japan's Suzuki Motor Corporation, the Chennai based firm is now on a song following the success of its 110cc victor.

The different brands manufactured by the TVS Suzuki India Limited include Scooty, Max 100, Max 100R, Scooty Pep, Victor, and Fiero.

Salient Features of TVS

Technical specifications	Scooty	Max 100	Max 100R	Scooty pep	Victor	Fiero
Engine	59.9/1	98/1	98/1	75/1	109.2/1	147.5/1
Stroke 2/4	2	2	2	4	4	4
Maximum power	3.5	7.8	7.8	4.0	8.1	12
No. of Gears	V	4	4	V	4	4
Electric (AC/DC)	12VDC	12VDC	12VDC	12VDC	12VDC	12VDC
Start (Kick/Electric)	K	K	K	E	K	K
Overall length (mm)	1685	1865	1865	1685	1975	1900
Height (mm)	NA	NA	NA	1060	1015	1090
Wheel base (mm)	1220	1217	1217	1230	1200	1230
Ground clearance	110	140	140	NA	162	154
Kerb Weight (kg)	74	96	96	88	113	115

Source: Auto cad Bajaj India Limited

The company was established in 1926. It was founded by Jamala Bajaj who was a close confidant and disciple of Mahadhma Gandhi. Bajaj Auto is ranked as the fourth largest two and three wheeler manufacturer and Bajaj brand is well-known in over a dozen countries in Europe, Latine America, the US and Asia. The Bajaj group is amongst the top ten business houses in India. Mr. Rahul Bajaj is the present Chairman and Managing Director of the group. He took charge of the business in 1965. Under his leadership the turnover of the Bajaj Auto the flagship company has gone up from Rs. 72 million to Rs. 46.16 billion (USD 936 million). During the past two years Bajaj Auto has consistently outperformed in the motorcycle segment. Bajaj Auto is currently the largest exporter of two wheelers in India with exports sales of 94133 in 2002-2003.

Salient Features of Bajaj

Technical specifications	Spirit	M80	Saffire	Caliber	Boxer	Pulsar 150
Engine	59.8/1	74/1	92.2/1	111.6/1	99.4/1	143.9/1
Stroke 2/4	2	2	4	4	4	4
Maximum power	3.6	4.5	5.9	7.5	7.0	12
No. of Gears	V	3	3	4	4	5
Electric (AC/DC)	12VDC	12VAC	12VDC	12VDC	12VAC	12VDC
Start (Kick/Electric)	E	K	E	K	K	E
Overall length (mm)	1685	1920	1790	1945	1925	1960
Height (mm)	1020	NA	1085	1060	NA	1065

Wheel base (mm)	1165	1170	1250	1245	1215	1265
Ground clearance	100	135	136	150	150	NA
Kerb Weight (kg)	76	83	92	115	107	132

Source: Auto Cad

Table 1 Age wise Classification of the Sample Respondents

Age	No. of Respondents	Percentage
20 –30 yrs	52	52
31-40 yrs	22	22
41 –50 yrs	14	14
Above –50 yrs	12	12
Total	100	100.00

Source: primary data.

The above table exhibits that 52% of the respondents are in the age group of 20 –30 years, 22% of the respondents are in the age group of 31-40, 14% of the respondents are in the age group of 41-50, and 12% of the respondents are in the age group of above 50. It is concluded that majority of the respondents are in the age group of 20-30 years.

Table 2 Distribution of Consumer on the Basis of Brand

Brand	No. of Respondents	Percentage
Hero Honda	22	22.00
Yamaha	18	18.00
Bajaj	15	15.00
TVS	45	45.00
Total	100	100.00

Source: Primary data.

The responses of the respondents given in the table reveal that more number of respondents i.e. 45(45%) possess TVS brands, 22 respondents (22%) possess Hero Honda brands. Similarly 15 respondents (15%) possess Bajaj brand and 18 respondents i.e. 18% possess Yamaha brand. Hence, it is concluded that the market potentiality is high for TVS brand.

Table 3 Number of Years Vehicle Used by the Consumer

Year	No. of Respondents	Percentage
Less than 1 year	37	37.00
Above 1 year	63	63.00
Total	100	100.00

Source: Primary data.

From the table it is very clear that out of the total respondents, 230 respondents are using the two wheelers for more than one year and 152 respondents are using for less than a year..

Table 4 Type of Media Created Awareness among the Consumers

Source	No. of Respondents	Percentage
Newspaper/ Magazine	21	21.00

T.V/Radio/Cinema Slide	14	14.00
Friends/ Relatives	21	21.00
Auto consultants	14	14.00
Road shows	09	09.00
Dealers	07	07.00
Internet	06	06.00
Others	08	08.00
Total	100	100.00

Source: Primary data.

The table reveals that 21% of the respondents have come to know about the brands through their friends and relatives, 14% of the respondents the product from T.V. / Radio/Cinema slide and dealers respectively. 21% respondents have stated that news paper/Magazine is the source which created awareness among them. Only a meager percentage i.e. less than 15% has revealed that they had got awareness through road shows and internet

Table 5 Distribution of Respondents on the Basis of Purchasing Two Wheeler During Festival/Offer Season

Offer	No. of Respondents	Percentage
Yes	41	41.00
No	59	59.00
Total	100	100.00

Source: Primary data.

Almost all the manufacturers reduce the cost of the two-wheelers during festive/offer seasons. The consumers, to some extent, may wait for the offer season and purchase the product at reduced cost. So the researcher had a doubt in her mind about whether the consumers waited for that season to purchase the product. The responses given in the table reveal that only 41% of the respondents have purchased the two wheelers during the festival/offer season. A major chunk (59%) of the respondents were least bothered about this festival offer and did not wait for that offer season. From this we can come to a conclusion that consumers are not quality conscious.

Table 6 Opinion about the Price

Price	No. of Respondents	Percentage
Costly	41	41.00
Reasonable one	32	32.00
Low price	27	27.00
Total	100	100.00

Source: Primary data.

Price is a matter of vital importance to the buyer and seller. It can decide the success or failure of a product. In other words it will affect the competitive position and even the share of the producers. Majority of the respondents (41%) have said that the price of their two wheelers is costly. 32% of the respondents said that the price of their two wheelers reasonable one. Only a meager percentage of the respondents have revealed that the price of their two wheelers is not a costlier one. They may not be price conscious.

Table 7 Factors Motivated to Purchase the Two-Wheeler

Factors	No. of Respondents	Percentage
Price	16	16.00
Fuel efficiency	11	11.00
Product quality	9	09.00
Gearless transmission	5	05.00
Exchange offer	5	05.00
Installment payment facilities	7	07.00
Comfort	6	06.00
Guarantee	5	05.00
Least problems	4	04.00
Performance and design	6	06.00
Resale value	-	-
After sales service	2	02.00
Smooth suspension	13	13.00
Brand image	11	11.00
Total	100	100.00

Source: Primary data.

The table shows that 16% of the respondents are motivated by price, 11% of them are motivated by fuel efficiency, 9% of them are motivated by product quality, 5% of them are motivated by gearless transmission, 5% of them are motivated by exchange offer, 7% of them are motivated by installment payment facility, 6% of them are motivated by comfort, 5% of them are motivated by guarantee, and 4% of them are motivated by least problems. 6%, 2%, 13%, 11% of the total respondents have expressed that they are motivated by performance and design, After-sales service, smooth suspension and Brand image respectively.

Table 8 Level of Satisfaction about the Performance of Two-Wheeler

Satisfied	No. of Respondent	Percentage
Highly satisfied	24	24.00
Satisfied	35	35.00
Neither satisfied nor dissatisfied	23	23.00
Dissatisfied	18	18.00
Highly dissatisfied	-	-
Total	100	100.00

Source: Primary data.

A product is one which satisfies the needs of the consumers. It should have the ability to offer value satisfaction to the consumers. Hence, the researcher has made an attempt to assess the level of satisfaction of the consumers with regard to the two wheelers they own. The responses given by the consumers are tabulated in table 8. It is crystal clear from the table 8 that around 59% of the consumers (when the responses under highly satisfied and satisfied are put together) are satisfied with the two wheelers they own. 23% of the consumers have stated that they are neither satisfied nor dissatisfied. Only a negligible percentage of the sample respondents (18%) have mentioned that they are dissatisfied. Hence, it is concluded that majority of the consumers are satisfied with the performance of the two wheelers they own.

Table 9 Expectation of the Consumers

Facilities	No. of Respondents	Percentage
Discount	15	15.00
Better service	58	58.00
Reasonable delivery time	19	19.00
Any free gift	-	-
Others	8	08.00
Total	100	100.00

Source: Primary data.

Now-a-days manufacturers/dealers offer discounts, free-gifts to attract the consumers. Hence, the consumers were asked to mention what type of facility/facilities they expect from the dealer/ manufacturer. The responses of the consumers in the table 9 show that, 15.0% of the consumers expect discount, 58.0% of the consumers expect better service, 19.0% of them expect reasonable delivery time and 8.0% of them expect other facilities. So, majority of the respondents expect better service.

Table 10 Idea to Change the Two-Wheeler or Switch Over to any Brand

Brand loyalty	No. of respondents	Percentage
Yes	23	23.00
No	77	77.00
Total	100	100.00

Source: Primary data.

Now-a-days more and more brands of two wheelers are coming to the market. To win the market the three global Japanese giants (Honda, Suzuki and Yamaha) and domestic manufacturers (Bajaj, TVS)) are introducing new features in their product. For example Hero Honda's is Karizma has new features such as digital fuel guage, disc brake, etc. Suzuki's brands do not have these features. Even the Hero Honda's sub- brands/family brands do not have these features. So, the researcher raised a question.

For that question around 23.0% i.e. majority of the sample respondents have replied that they have no plan to switch over to any other brand. Only a 77.0% of the respondents are interested in switching over to other brands. New features such as more mileage per kilometer, introduction of disc brakes might have attracted the respondents.

Table 11 Reminding of the Insurance Premium Every Year

Insurance premium	No. of respondents	Percentage
-------------------	--------------------	------------

Yes	61	61.00
No	39	39.00
Total	100	100.00

Source: Primary data.

Every year the insurance premium for the two-wheeler should be paid in time. If it is not paid in time and two-wheeler meets with an accident then the two-wheeler owner cannot claim any amount from the insurance company. Similarly if the two-wheeler causes any injury/death to any person, then the insurance company will not take responsibility. The two-wheeler owner has to compensate that loss. Hence, the researcher asked the sample respondents whether they should be reminded of the insurance premium. For this question a majority of them i.e. 100 respondents constituting 61.0% have said 'Yes' and the remaining i.e. 39 respondents (39.0%) have stated 'No'.

Findings:

- ❖ Majority of the consumers (52.00%) are in the group of 20-30 years.
- ❖ It is found that the consumers possess TVS brand two wheelers.
- ❖ Majority of the consumers are satisfied with after sales service.
- ❖ All the two wheelers have good brand image among the consumers.

Suggestion

The present study is an attempt to know the preference of the consumers to select two wheelers. The survey reports some useful findings. On the basis of the findings, the following suggestions are arrived at.

The consumers are expecting quality and fuel efficiency. So, the companies have to take steps to improve fuel efficiency. Fuel efficiency is a very important factor for two-wheelers. Majority of the consumers are more aware of this one. Therefore, regarding this aspect, companies design fuel-efficient vehicles. This will create positive attitude to the consumers. From that, companies have to increase their market potential. So, this is also one of the factors, the companies have to concentrate. Majority of the consumers prefer comfort, good after sales service, and smooth suspension. Based on these factors, consumers prefer the two wheelers. So, it is suggested from the research survey that the companies should often conduct a research survey to know the consumers' preferences. If the companies identify the preference factors, they can easily compete, and also improve their sales.

2. Conclusion

Transportation needs are becoming more and more acute. With the mounting pressure on the public transportation system, the best available solution is to have personal transportation for which two wheelers are ideal. Therefore the two wheeler manufacturers should manufacturer their products suited to the needs/preferences of the consumers. In simple terms the fortunes of many a producer will be decided by the emerging consumer preferences for vehicles offering high fuel economy and low maintenance. The suggestions given in the paper would help the manufacturers to produce the two wheelers in accordance with the preferences of the consumers.

3. Reference

1. ANON "A hand book of Transport", (1999) Calcutta.
2. ANON "Car & Bike", January 2000.
3. Arch G. Wood side and Elizabeth J. Wilson (Aug Sep 1985), "Effect of Consumer Awareness of Brand Advertising on preference", Journal of Advertising Research, vol 25, No.4.
4. Brown, W.F. "The Determination of factors influencing Brand choice" Journal of marketing – vol.19, 1950.
5. Bullock, H.A (1961), "Consumer Motivating in Black and white; part I." Harvard Business Review. Vol. 29, No. 3.
6. Bullock. H.A. (1961) "Consumer motivations in Black and white; part II." Harvard Business Review, vol. 39 No.4.
7. Glenn Walters "Consumer Behaviour Theory and Practice", 1974.
8. James F. Angel /Roger D. Black well/David, "Consumer Behaviour", The Dryden Phers, Hindall Illinots U.S.A, 1978.
9. James L. Heskelt, "Marketing A Behavioural Analysis", MC Craw Hill Book Company, England, 1975.
10. John A. Howard and Jagdish N, "The Theory of Buyer Behaviour", New York, 1969.
11. Kotler Philp, "Marketing Management", Analysis planning control practice Hall of India Pvt. Ltd., 1986.
12. Sherlekar S.A, "Modern Marketing Principles and Practices", Himalaya Publishing House, Bombay, 1997.