

To analyse the consumers buying behaviour towards the different models of Hero and Bajaj Two-Wheeler

Deepali¹, Dr. Santosh Bali², Ashutosh Sharma³

^{1,3}*Research Scholar, Rimt University Mandi Govindgarh, Punjab*

²*Assistant Professor, Rimt University Mandi Govindgarh, Punjab*

INTRODUCTION

Consumer behaviour is considered an important study in analysing activities or preferences of the individuals, groups and other organisations related to purchasing the products of goods and services. There are various aspects of change in consumer behaviour that need to be taken into consideration by the business organisations as the change in preferences can affect the buying behaviour of the consumers. The study of investigating different aspects, including demographics, lifestyles, and consumer patterns, is very helpful to make out the changing consumer behaviour.

In this current research study, this research topic has been chosen by the researchers as rapid changes in consumer preferences has brought radical changes in the business environment. This research is important as all small, medium, and leading business organisations have relied on customer relationship management (CRM) in order to analyse the change in consumer behaviour. In this current study, consumer buying behaviour towards purchasing different models of Hero and Bajaj Two-Wheeler has been critically evaluated. In the literature review section, comparison and contrast of the related current topic based on the secondary analysis have been critically discussed. In addition, the methodology section has focused on the methods that have been implemented in this current research, and overall finding from this study has also been highlighted in the finding section.

The mandatory aim of this research analysis is to critically analyse and put discussion over the consumers buying behaviour towards the different models of Hero and Bajaj Two- Wheeler. The important objective of this research is to forecast various preferences and requirements that utterly revolve around buying behaviour.

OBJECTIVE

The objectives of the research work are as follows:

- To assess the factors affecting consumer behaviour and purchase patterns.
- To assess the consumer behaviour towards brand preference.
- To understand whether the design of two-wheelers affects the purchasing decision of the buyers.

RESEARCH QUESTIONS

The research questions which can be aligned with the research objectives are discussed below:

- What factors affect consumer behaviour and purchase patterns?
- Are the consumers biased towards a particular brand?
- Is the purchasing decision affected by the design of the two-wheelers?

LITERATURE REVIEW

Factors Affecting Consumer Behaviour

Consumer behaviour is a large and thorough study of the variables that significantly influence a consumer's choice to buy a product, and it would be appropriate at this point to list many reputable and recognised sources that have voiced their opinions on this topic. Despite the fact that there is much research on the effect of the branding strategy on consumer behaviour, an effort has been made to provide the latest research. As noted by (KUMAR, BASHA, Pandurangarao, & Africa, 2015), numerous changes in marketing trends tend to narrow the gap between manufacturers and customers. Additionally, taking into account the market's futuristic trends and the market's potential for

reselling its products, the value of the product is dependent on the company's reliability, particularly if the above-mentioned brands of vehicles have a good reputation and very positive feedback in terms of market dependability and reliability. Additionally, the effect of pricing and brand reputation on customer behaviour was examined, as well as the quality adoption and performance, in relation to purchasing motivations and reasons, service loyalty, customer loyalty, and also the primary decision-making sense throughout the purchasing process also plays an essential role. Mani & Tripathy has studied A Consumer Perception Study on Two-Wheeler Bikes with the objective of studying the consumer perception on Two-Wheeler Bikes, researching and identifying the customers' information sources of the purchase of two wheels and identifying the information source that has a positive impact on the customers' decision. Moreover, the paper currently does not affect the consumer with TV advertisements in which businesses utilised excellent punch lines and celebrity endorsements because of advances in technology before attractive graphics. Customer access information on any product is now easy in only a few seconds. The consumer first collects information from numerous different sources, including the internet, magazines and journals, and then make a purchasing choice. The client depended on word-of-the-mouth evaluation from his family or friends and also received information from social media and expert opinion. The authors also stated that marketers need now shift their marketing tactics from a wide promotional idea to a more customised one.

Automobile Industry in India

Customer satisfaction is the emotional sensation of the item, like/disagreement with a person, as a consequence of comparing the performance of a product with the aspirations of his or her product against the perceptions of the customer, the product performance and the quality of service. Following a comprehensive examination of vehicle performance, it has been shown that the quality of services, the potential value, and perceived behaviour control are closely linked to customer satisfaction in the goods and services sector. In research conducted by Saraswathi S. on the ranking of respondents and satisfied post-sales Index, moderate mean values for certain aspects were observed (Nayak & Singh,

(2021). Hence, manufacturers/dealers have recommended investing extremely valuable service personnel in particular issue areas, i.e. specialised skills, testing satisfaction and service quality. This mean variable has a wide variation. Parameters including such age, occupancy, two-wheeler brand owned, two-wheeler type owned, two-wheeler ownership time, two-wheeler changeover time and the two-wheel purchase time. The authors further added that no significant differences exist in the mean of gender, education qualifications, family status, annual payment, number of dependents, nature of the family, regional basis, shopping location, price, mode, average monthly spending on two-wheels, distance journeyed per day, the intention to buy another two-wheeler and planning for exchange.

Literature gap

India's automobile industry has gone far. Initially, the government ignored the car sector and bikes sector as its policies were unfavourable. Recently, the Indian government's liberalisation strategy and numerous tax reliefs have impacted the Indian automobile industry. As the sector faces globalisation, individualisation, digitisation, and increased rivalry, Also, rising safety standards and industry-wide environmental obligations have led to major changes ahead (Pietzcker, 2019). Success no longer depends on the size. Companies that generate new value will thrive in the future. This presentation will provide a brief review of the automobile sector and highlight current issues. A strategic approach that enables them to change themselves for competitiveness. The Indian car business has developed and now caters to many social groups. Following its success in the urban and rural wealthy sectors, it is now targeting the rural middle class. The Indian automotive industry has seen a lot of investment recently. Every major global automaker is eyeing India (Vasveliya, & Vidani, 2019). The growing Indian automotive sector is also becoming a global outsourcing centre for automakers, as shown by rising exports. The Indian automotive industry's success storey is expected to continue due to fast economic development and rising disposable income. The essential issue is how a business can stay competitive in an industry undergoing rapid change (Khan, Ali, & Datrika, 2018)). Converting to an on-demand business allows you to be focused, responsive, flexible, and resilient. Adapting rapidly to an ever-

changing environment seems to have become a fundamental corporate need. Focused, responsive, flexible, and resilient behaviours are needed to adapt to the business goal.

METHODOLOGY

Strategy

Positivism emphasises that only factual information obtained by observation, especially measurement, is acceptable. In positivist investigations, the researcher's involvement is confined to data gathering and objective analysis. It asserts that the real phenomenon may be objectively comprehended (Basias & Pollalis, 2018). The research will be done based on objective analysis. The goal of descriptive research is to properly and thoroughly characterise a population, scenario, or event. Quantitative research approaches prioritise objective measurements and statistical or numerical assessment of information acquired through surveys, interviews, and studies or by altering pre-existing information and statistics using computing tools. The research follows a descriptive design and a quantitative research strategy for analysis.

Data collection

Sampling refers to the technique that aims to gather information regarding a population depending on data from a sample of the population rather than investigating every person (Moser & Korstjens, 2018). Primary data is information gathered by experts directly from sources, such as interviews, assessments, and experiments. It is often obtained from the base, where the information originated and is considered as the strongest set of information in research. The researcher used these methods for the data collection process.

Data analysis

Data analysis refers to the process of summarising the gathered information. It entails the evaluation of data obtained via the application of analytical and rational reasoning to discover patterns, connections, or developments. It involves the practice of methodically utilising statistical and analytical tools to describe and demonstrate, compress and recapitulate, and assess the collected data. The correct and proper interpretation of research findings is a major part of preserving data integrity. The data gathered from the responses to the

set of questions will be analysed with the help of statistical tools and methods.

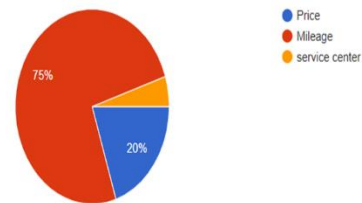
Ethical consideration

Ethical consideration comprises a set of ideas and objectives that should be maintained while dealing with others (Ngozwana, 2018). Ethical considerations are among the essential aspects of the study. Participants in investigations must not be exposed to any kind of damage in any form. Priority should be given to respecting the integrity of survey respondents (Nayak & Singh, 2021). The researcher ensured that the full permission of the participants would be acquired before participating in the research. The purpose of the study will be informed properly to the participants to make them understand the use of the data in the analysis. The researcher will take the responsibility of maintaining data confidentiality.

DATA ANALYSIS

1. Which factors do you consider while purchasing different models of Hero and Bajaj two wheeler?

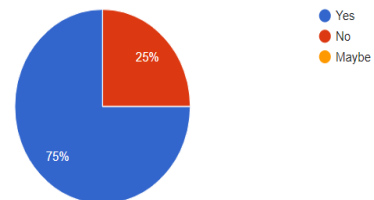
20 responses



As per the responses, about 75% of the participants focus on the mileage of the two-wheeler before purchasing. A few considered the price of the model, and the rest put preference on the service centre.

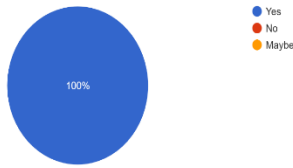
2. Do you have a brand preference while making purchasing decision?

20 responses



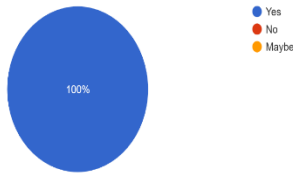
The majority of the participants emphasised the brand of the model, and about 25% of the responses stated that they do not put preference on the brand name before purchasing the model.

3. Does design of the model affect your purchasing decision?
20 responses



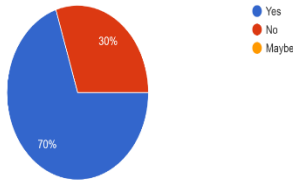
As per the responses, all the participants agreed that model design is crucial for them before making any decision regarding the purchase.

4. Is your purchasing decision dependent on the technology used in the two wheelers?
20 responses



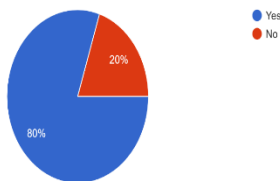
According to the survey data, all the responses show that the purchase decision of the participants is dependent on the technology used in the model.

5. In your opinion, does after sales service affect your buying behavior?
20 responses



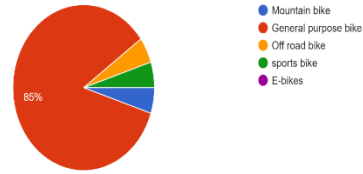
Almost 70% of the participants agreed that they put a lot of attention on the after-sales service. About 30% of the respondents do not emphasise the after-sales service before they purchase the model.

6. Does quality control management of the respective firms affect your purchasing decision?
20 responses



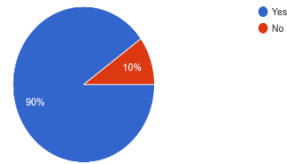
As per the responses, the majority agreed that management of quality control affects their decision before purchasing. About 20% of the responses showed that they do not think about it before their purchase.

7. As a purchaser which type of bike would you prefer?
20 responses



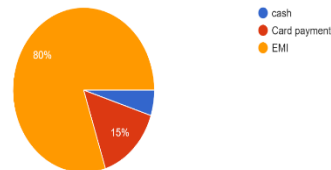
Almost 85% of the participants prefer to purchase a general-purpose bike. A few of the participants prefer to go for a mountain bike, and some like to purchase off-road and sports bikes. None of them showed interest in purchasing an E-bike.

8. Does payment method option affect your purchasing decision of bikes?
20 responses



According to the responses, almost 90% of them agreed that the payment method is important for them. About 10% did not agree with that.

9. which payment method would you prefer to make the purchase bikes?
20 responses



As per the data collected, the majority prefer to opt for the EMI option for purchasing bikes. 80% of the participants find the EMI option suitable for them. About 15% of the participants would prefer to pay using cards, and the rest would go for cash payments.

DISCUSSION

In this part of this current topic, comparison and contrast have been developed with the respondent's viewpoints based on the close-ended questionnaires and objectives of this current study. The overall discussions will be beneficial to make out to what extent the objectives of this current study have been met. In order to meet the objectives of this current study, respondents were asked questions about what they consider before purchasing Hero and Bajaj Two-

Wheeler. Most of the participants emphasised mileage. The remaining respondents remarked that pricing and service centres are also considered while purchasing Hero and Bajaj Two-Wheeler. As the main objective of this research study is to figure out the change in behaviour in purchasing Hero and Bajaj Two-Wheeler, hence it can be stated that the first questionnaire partly met the objective of this research work.

It is observed that the purchasing decisions highly hinge on brand preferences. Most of the consumers prefer to buy products or services from the branded companies. In response to this question, the participants highly saw eye to eye with the brand preferences. However, many participants also stated that they follow different aspects rather than brand values. It has also been identified from close-ended surveys that the preferences of the consumers can be derived from the design of the products. On the contrary, all respondents remarked that technologies used in the two-wheelers are also judged by the consumers. In addition, after-sale services are highly considered by the buyers, and around 70% of the participants replied that they look forward to a convenient servicing centre and effective post-sale support ensured by the manufacturer of two-wheelers. The respondents were also asked to what extent the design of the products can affect purchasing decisions. In response to this question, it has been observed that the preferences of consumers have dramatically changed over the last few decades. As a developing country, most Indian citizens show an inclination in purchasing general-purpose bikes. Hence, it can be stated that the objectives of this current research work have been met.

RECOMMENDATION

In this current research work, the change in buying behaviour of the consumers for Hero and Bajaj Two-Wheeler has been critically evaluated. In order to maximise profit, these two manufacturing companies need to be focused on several aspects:

- Market research should be conducted in effective ways for recognising the change in consumer behaviour.
- New models with attractive designs should be implemented in order to catch the attention of potential or targeted customers.

- In addition, an affordable pricing level should be set by those two-wheeler manufacturing companies as their large part of business operations are operated in India, where per capita income is lower as compared to other developed countries.

CONCLUSION

From the research, the different purchasing behaviour of customers has been identified. The significance of consumer purchasing behaviour originated from the concept that businesses may increase their sales numbers by studying their clients. With market insight, the business determines it needs to reconstruct itself to improve its reputation in the eyes of consumers, resulting in greater turnovers. The factors that play an important role in purchasing have been recognised from the study. Brand choice and brand loyalty are strongly linked. When confronted with a selection, buyers that have a brand preference will always select their brand. This type of recurring business develops client loyalty and brand preference. Technology, design, and payment methods are essential for consumers. The availability of service is another fact that the companies should focus on to attract more consumers. Customers are the primary source of all product consumption. The manufacturers of industrial products are all creating diverse items based on market demand. The outcomes of the research have been analysed, and recommendations have been made based on that. The research will aid in the development of the possible item or brand that fully meets the requirements and demands of customers, as well as in understanding the components that impact consumer purchasing decisions.

REFERENCE

- [1] KUMAR, M. V., BASHA, S. C., Pandurangarao, D., & Africa, E. E. (2015). Influence of Price on Consumer Behavior in Motorcycle Industry (With Special Reference to Hero Honda, Bajaj and TVS Companies, Andhra Pradesh, India). *Journal of Marketing and Consumer Research*, 9, 95-101. Retrieved 24 September 2021 from: <https://core.ac.uk/download/pdf/234693873.pdf>
- [2] Pietzcker, D. (2019). Promoting individual mobility in India (How advertising can influence consumer behaviour towards Bajaj motorcycle

- brand) in the master's degree Programme Media and Communication Management (Doctoral dissertation, University of Applied Sciences). Retrieved 24 September 2021 from: https://www.researchgate.net/profile/Sheikh-Qazzafi/publication/340916399_Promoting_individual_mobility_in_India_How_advertising_can_influence_consumer_behaviour_towards_Bajaj_motorcycle_brand/links/5ea3d02145851553faace25e/Promoting-individual-mobility-in-India-How-advertising-can-influence-consumer-behaviour-towards-Bajaj-motorcycle-brand.pdf
- [3] Khan, M., Ali, A., & Datrika, V. M. R. (2018). Two-Wheeler Consumers' Behaviour Towards Customer Satisfaction. Venkata Madhusudan Rao, Two-Wheeler Consumers' Behaviour Towards Customer Satisfaction (January 20, 2018). Retrieved 24 September 2021 https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3112798
- [4] Vasveliyya, M., & Vidani, J. (2019). A Study on Analyzing Gap between Expected and Actual Customer Satisfaction Regarding Royal Enfield's Features and Services. M. Vasveliyya & JN Vidani (2019), A study on analysing gap between expected and actual customer satisfaction regarding Royal Enfield's features and services, business. Economy and environment: Corporate Perspective, 1. Retrieved 24 September 2021 from: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3840161
- [5] Basias, N., & Pollalis, Y. (2018). Quantitative and qualitative research in business & technology: Justifying a suitable research methodology. Review of Integrative Business and Economics Research, 7, 91-105. Retrieved 24 September 2021 from: https://sibresearch.org/uploads/3/4/0/9/34097180/riber_7-s1_sp_h17-083_91-105.pdf
- [6] Moser, A., & Korstjens, I. (2018). Series: Practical guidance to qualitative research. Part 3: Sampling, data collection and analysis. European journal of general practice, 24(1), 9-18. Retrieved 24 September 2021 from: <https://www.tandfonline.com/doi/pdf/10.1080/13814788.2017.1375091?needAccess=true>
- [7] Ngozwana, N. (2018). Ethical Dilemmas in Qualitative Research Methodology: Researcher's Reflections. International Journal of Educational Methodology, 4(1), 19-28. Retrieved 24 September 2021 from: <https://files.eric.ed.gov/fulltext/EJ1170655.pdf>
- [8] Nayak, J. K., & Singh, P. (2021). Fundamentals of Research Methodology Problems and Prospects. SSDN Publishers & Distributors. Retrieved 24 September 2021 from: http://dspace.vnbrims.org:13000/jspui/bitstream/123456789/4653/1/Fundamentals%20of%20Research%20Methodology_Nayak.pdf