

Consumer Satisfaction towards Two Wheelers between Hero and Bajaj - A Comparative Study

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Introduction

India has the largest number of two wheelers in the world with 41.6 million vehicles. India has a mix of 30 percent automobiles and 70 percent two wheelers in the country. India was the second largest two-wheeler manufacturer in the world starting in the 1950's with the birth of Automobile Products of India (API) that manufactured scooters. 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). The license raj that existed between the 1940s to 1980s in India, did not allow foreign companies to enter the market and imports were tightly controlled. This regulatory maze, before the economic liberalization, made business easier for local players to have a seller's market. Customers in India were forced to wait 12 years to buy a scooter from Bajaj. The CEO of Bajaj commented that he did not need a marketing department, only a dispatch department. By the year 1990, Bajaj had a waiting list that was twenty-six times its annual output for scooters. The motorcycle segment had the same long wait times with three manufacturers; Royal Enfield, Ideal Jawa, and Escorts. 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. In the mid-1980s, the Indian government regulations changed and permitted foreign companies to enter the Indian market through minority joint ventures. The two-wheeler market changed with four Indo-Japanese joint ventures: Hero Honda, TVS Suzuki, Bajaj Kawasaki and Kinetic Honda. 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

Statement of the problem

Today when consumers are more educated and more capable to purchase the luxuries for themselves, and competition is very high in the market, then if any company wants to stand in the market it is mandatory to analyse the market and consumers time to time. Other wise It is not easy for the companies to cope up with the challenges of the market. And the two wheelers are playing the more important in every peoples life in India. Therefore the researcher had an attempt to analyze the consumer preference towards the Two Wheelers between Hero and Bajaj a comparative study in Madurai City.

Objectives

- To give the profile of the companies.
- To find the consumer preference towards the Bajaj motors and Hero motors.

Methodology

Methodology deals with sample size, sample design, methods of collection, period of study, tools used for analysis.

Sample Size: This research was carried in Madurai. Sample Size is 50 respondents.

Sample Technique: The convenient sampling method is used to select the sample.

Methods of Data Collection: In order to viewpoint various respondents, an Interview Schedule was developed and the researcher personally administered the same the researcher uses the method of both Primary Data and Secondary Data for Data Collection. Primary data is use for analysis and interpretation. The interview schedule is administered with major emphasis on gathering new ideas or insight to determine and find out solution to the problems.

Tools Used for Analysis

The analysis of data collection is completed and presented systematically with the use of percentage analysis and Weighted Average.

Percentage analysis

The researcher uses percentage analysis in order to convert the data in terms of percentage. Number of respondent rates / Total number of respondents * 100

Henry Garret Ranking Techniques

It is a ranking method. The Percentage Position of each rank obtained is converted into scores by referring the table given by Henry Garrett. Then for each factor the scores of individual respondents are added together and divided by the total number of respondents for whom the scores are added. These mean scores for all the factors are arranged in the order of their ranks and inferences are drawn.

$$\text{Percentage Position} = \frac{100(R_{ij}-0.5)}{N_j}$$

Results and discussion

Personal Profile of the Respondents

44% of the respondents are belongs to the age group of 21-40 years

80% of respondents are males

52 % of the respondents are unmarried

40% of the respondents are postgraduates

32% of the respondents are doing business

36% of the respondents are come under the income group of less than Rs 10000

84% of the respondents are comes from nuclear family

Customer preference between the Hero and Bajaj bikes

Equal numbers of respondents in both the companies

36% of the respondents use bikes for 9-12 years

30% of the respondents use particular brand of bikes for 1-2 years

44% of the respondents use bike for Office purpose

48% of the respondents get aware about the product through Television

100% of the respondents had knowledge about the particular brand of bike before buying it

I rank is given to the resale value is the major factor for buying the product

Suggestions

Hero Moto Corp has to reduce the price of their product to overcome in the market.

Bajaj had to make the products based on the customer needs.

Both the companies had to create the trustworthiness among their customers.

Conclusion

This research work is an earnest attempt to know the factors that which influence the public for their preference on using the Bike. All findings and suggestions made in the course of study are supported by the researches during the period of research. It is hoped that the study would highlight the fields of marketing strategy followed by the companies. If the suggestion is implemented, there will be great reward for the project as well as it will be helpful for the automobile industries for their further activities.

Bibliography

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www.bajajauto.com

www.hmsi.com

economic research(CIER),2011 Indian automobile industry, New Delhi

www.ijsr.com

Age wise classification

S.No	Age	No of respondents	Percentage
1	Below 20	11	22
2	21 -40	22	44
3	41-60	15	30
4	Above 60	2	4
	Total	50	100

Source: Primary Data

Gender wise classification

S.No	Gender	NO of respondents	Percentage
1	Male	40	80
2	Female	10	20
	Total	50	100

Source: Primary Data

Marital Status Wise Classification

S.No	Marital Status	No of Respondents	Percentage
1	Married	24	48
2	Unmarried	26	52
	Total	50	100

Source: Primary Data

Educational Qualification wise Classification

S.No	Educational Qualification	No of Respondents	Percentage
1	SSLC	6	12
2	Higher Secondary	6	12
3	Graduate	14	28
4	Post Graduate	20	40
5	Professional	4	8
	Total	50	100

Source: Primary Data

Occupation wise Classification

S.No	Occupation	No of Respondents	Percentage
1	Government Employee	8	16
2	Non-Government Employee	12	24
3	Business	16	32
4	Professional	4	8
5	Unemployed	10	20
	Total	50	100

Source: Primary Data

Income wise Classification

S.No	Income	No of Respondents	Percentage
1	Less than Rs 10000	18	36
2	Rs 10001-Rs 20000	8	16
3	Rs 20001-Rs 30000	11	22
4	RS 30001 –Rs 40000	8	16
5	More than Rs 40000	5	10
	Total	50	100

Source: Primary Data

Type of Family

S.No	Type of family	No of Respondents	Percentage
1	Nuclear Family	42	84
2	Joint Family	8	16
	Total	50	100

Source: Primary Data

Customer preference between the Hero and Bajaj bikes

Usage of Bikes

S.No	Brand	No of Respondents	Percentage
1	Hero	25	50
2	Bajaj	25	50
	Total	50	100

Source: Primary Data

Period of usage of Bikes

S.No	Period of usage	No of Respondents	Percentage
1	Less than 4 year	8	16
2	5-8 years	15	30
3	9-12 years	18	36
4	More than 12 years	9	18
	Total	50	100

Source: Primary Data

Period of usage of Particular brand of Bikes

S.No	Period of usage	No of Respondents	Percentage
1	Less than 1 year	12	24
2	1-2 years	15	30
3	3-4 years	13	26
4	More than 4 years	10	20
	Total	50	100

Source: Primary Data

Purpose for using the Bike

S.No	Purpose	No of Respondents	Percentage
1	Office Purpose	22	44
2	Personal purpose	18	36
3	Joy Purpose	6	12
4	Other	4	8
	Total	50	100

Source: Primary Data

Source of Awareness about the particular brand

S.No	Source	No of Respondents	Percentage
1	Newspaper	8	16
2	Television	24	48
3	Magazine	14	28
4	Friends & Relative	4	8
	Total	50	100

Source: Primary Data

Factors That Are Influence of Purchase the Bike

S.No	Factors	I	II	III	IV	V	VI	Garratt score	Rank
1	Price	8	10	6	8	10	8	50.04	IV
2	Resale Value	14	14	8	4	6	4	58.08	I
3	Mileage	3	12	16	13	3	3	52.82	II
4	Quality	7	8	14	8	7	6	51.44	III
5	Status symbol	2	2	4	12	14	16	38.72	VI
6	Company Name	16	4	2	5	10	13	49.9	V

Source: Primary Data