

MANAGEMENT THESIS ON

“Customer Purchase behavior with special reference to Bajaj Pulsar 150cc in pimpri chinchwad region”

By

(Name)

(Student ID)

MBA (20 -20)

(Institute Name)

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Gems Auto

(Exclusive Dealership of Bajaj Auto)

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An interim report submitted in partial fulfillment of the
requirements for

MBA
(Institute Name)

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I take immense pleasure in completing this project and submitting the final project report.

I would like to thank Gems Automobile Pvt. Ltd for giving me an opportunity of learning and contributing through this project. I also take this opportunity to thank all those people who made this experience a memorable one

A successful project can never be prepared by the single effort of the person to whom the project is assigned, but it also demands the help and guidance of some conversant person. (Institute) College, I would first of all like to express my gratitude to Mr. _____ for assigning me such a worthwhile topic to work upon.

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SUMMARY

This thesis has been carried out to study the consumer buying behavior of two wheeler Bajaj Pulsar 150cc and first gives an overview of consumer behavior. The thesis considers the influence of various marketing and demographic factors on consumer buying behavior towards particular brand; then analysis, the main problem and sub problems such as factors responsible for a particular consumer behavior, influences, customer preferences, planning and satisfaction. The main objective of this thesis is to know common buying behavior towards a particular brand with reference to consumer as an individual and in social context.

A questionnaire composed of close-ended questions helps to know the reasons for buying particular brand. The study tries to reflect the influence of various marketing factors such as brand awareness, perceived quality channel convenience and price. Meanwhile some interviews were made in order to analyze the information in more detail.

This study will help company to select effective models for targeting customers with an aim to retain them. Based on findings, conclusion and suggestions are given which can help to add more value to thesis.

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INTRODUCTION

Due to fierce competition exacerbated by the rising costs of attracting new customers, most firms endeavor to retain existing customers. Since all companies depend on repeat business, there is a growing need for a greater understanding of the factors determining customer loyalty. In case of repeat purchases of low-involvement products, the consumers have neither the time, the resources nor the motivation to engage in a complex decision-making process, or Extended Problem Solving (EPS) processes and so they usually engage in the process of habitual buying.

Defining Consumer Behavior

Consumer behavior has been defined as “the acquisition, consumption and disposition of products, services, time and ideas by decision-making units.” In other words, it is the body of knowledge which studies various aspects of purchase and consumption of products and services by individuals with various social and psychological variables at play.

The Need to Study Consumer Behavior

The field of consumer behavior is interdisciplinary, i.e., it uses concepts from a large variety of fields like anthropology, sociology, marketing, psychology, etc. The belief that consumer behavior could be predicted and consumers influence gave an added impetus to the study of consumer behavior. There are, thus, four underlying principles on which the field of consumer behavior is based.

- Sovereignty of the consumers
- Consumer research facilitates an in-depth understanding of the consumers
- It is possible to influence consumers
- It is socially acceptable to influence consumers.

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OBJECTIVES

- To study the Consumer behavior of Customers of Bajaj pulsar 150 cc in pcmc region.
- To study the key parameters required while making purchase.
- A Survey analysis of customers of Bajaj pulsar 150 cc, to analyze factors responsible for customer's decision.

LIMITATIONS

- Inconvenience in getting filled questionnaire due to time constraint.
- Less support from the Company.
- It was very difficult to obtain the list of Client of Bajaj pulsar 150 cc bike.
- The scope of the research was limited to Bajaj pulsar 150 cc customers only.
- The score allotted by the different respondents on different parameter might not be with the same yardstick, as individuals are subjective in nature as well as the environment round them differs, which play a critical role in building up a perception.

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METHODOLOGY

Primary data collection

- Through Questionnaire.

Tools

- Questionnaire

Type of Questionnaire.

- Ranking questions
- Checklist

Population considered for research

Geographic Segmentation

- Chinchwad
- Akurdi

Sample Size: - 100

Sampling used

The thesis studies the determinants of consumer behavior of two-wheeler brand, using simple random sampling. **(All respondents chosen are male)**

LITERATURE REVIEW

To begin with, a consumer would decide on what he or she would like to consume. This decision is reached after comparing the satisfaction or utility that he or she expects to get from that particular commodity. This list of desired items is usually very long. Most of the things may not even be available. At this point a consumer prioritizes those items that would provide more satisfaction. Now the money factor comes in. A very important part of consumer behavior is the amount of money a person has to spend on a particular commodity. This fact leads to the decision on which commodities are required the most and in what quantities. Every consumer tries to attain a higher level of satisfaction from the purchase he or she makes. (*Dickson and Sawyer 1986*)

The behavior of the people in relation to selection, purchase and consumption of goods and services for satisfaction of their wants is called consumer behavior. According to the modern economic theory, all consumers follow a similar pattern of consumption. They would not for example; roam around the market buying whatever is available at any price. Before taking a decision to buy a commodity or service, a consumer would inevitably make the following considerations. (*Hoyer and Brown, 1990 and Keller, 1993*).

Consumers go through several cognitive and behavioral processes while making their purchase and consumption decisions. Consumer behavior, as a discipline, studies these processes to understand why, when, how consumers buy, and how often and what they buy. It also studies post-purchase behavior, which subsequently affects their future relationships with the products they buy, and their attitude toward the marketers of these products, consumption, and post-purchase behavior of the consumers and includes the disposal of the purchased products, keeping environmental and personal characteristics in mind.

ANALYSIS

1) Age wise distribution

Age	18-25	25-30	30-35	35-40	40-45
No. of respondents	45	20	15	10	10

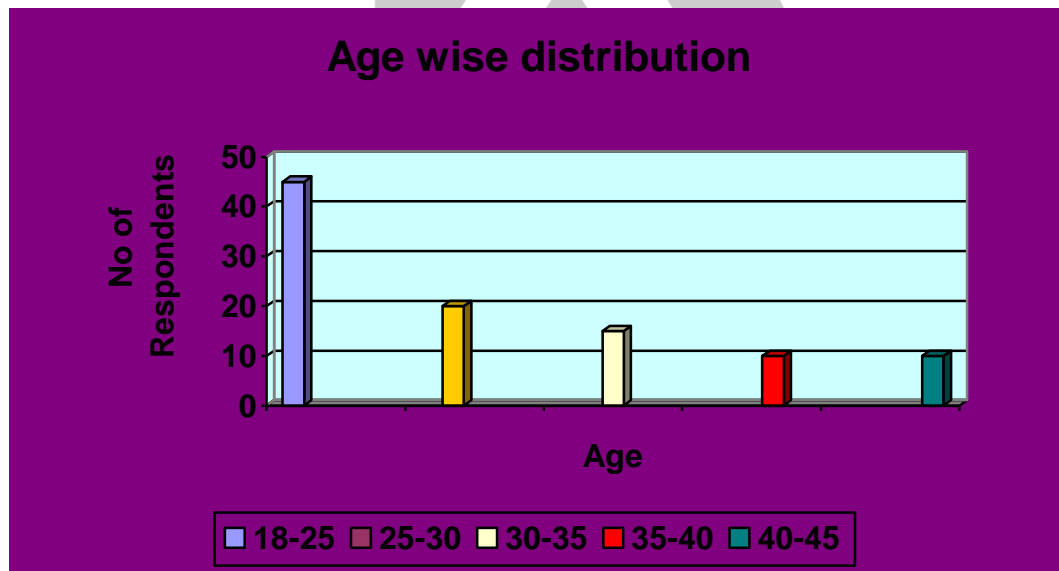


Fig 1.1

- Majority of the respondents are from the age group 18-25 and most of them are college students.

2) Occupation wise distribution

Occupation	Service	Business	Professionals	Students
No. of respondents	45	15	10	30

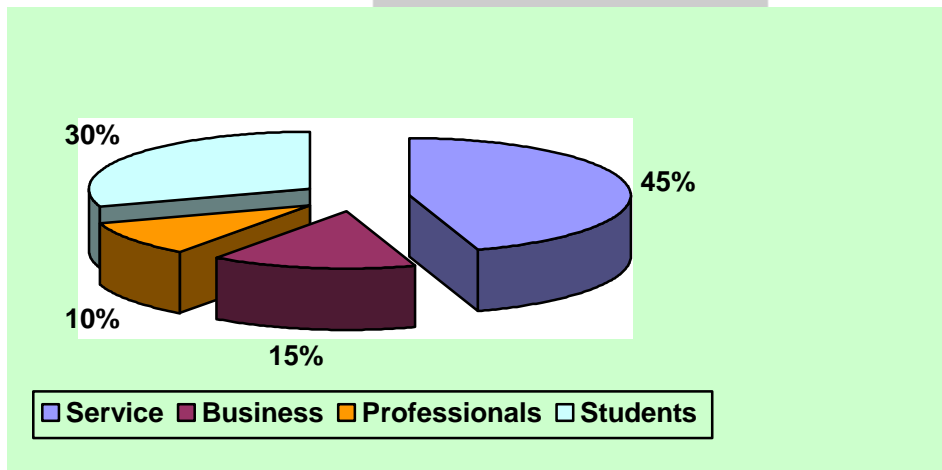


Fig 2.1

- 45% of respondents are from service which contributes major portion of the pie diagram
- 10% of respondents are professionals which contributes least portion of the pie diagram

3) Preference for Bajaj pulsar 150cc bike

Preference	Location	Brand name	Availability	Others
Preference of respondents	45	30	20	5

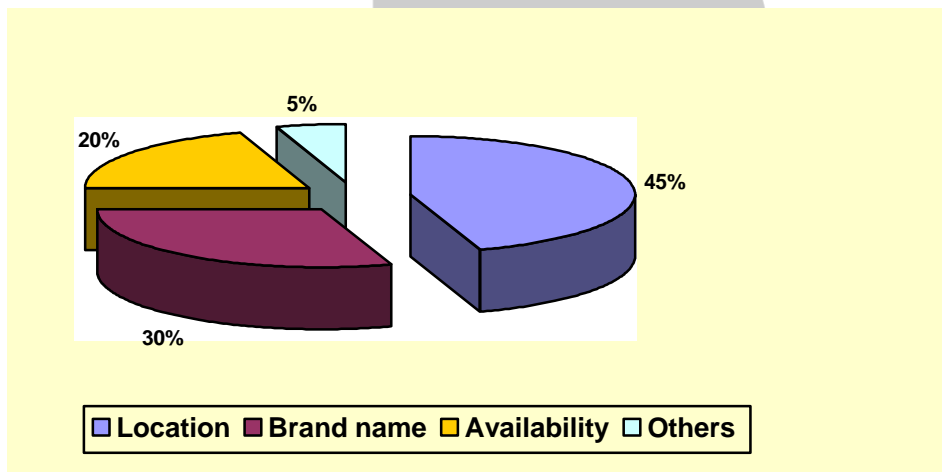


Fig 3.1

- 45% of respondents give preference to location of the showroom while purchasing the bike which contributes to major portion of the pie diagram.

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4) Responses as per factor responsible for decision making while purchasing Bajaj pulsar 150cc

(-1 Not at all important, 0- Not very important, 1- Somewhat important, 2- Very important, 3- Extremely important)

Factors	-1	0	1	2	3
Price	12	28	12	42	50
Brand name	14	8	30	32	28
Attractiveness	19	4	25	22	20
Additional features	15	10	15	21	39
Customer service	5	15	5	25	40
Durability	6	10	20	35	31
Need of product	4	12	5	19	25
Availability	3	5	3	16	24
Quality	4	10	11	20	15

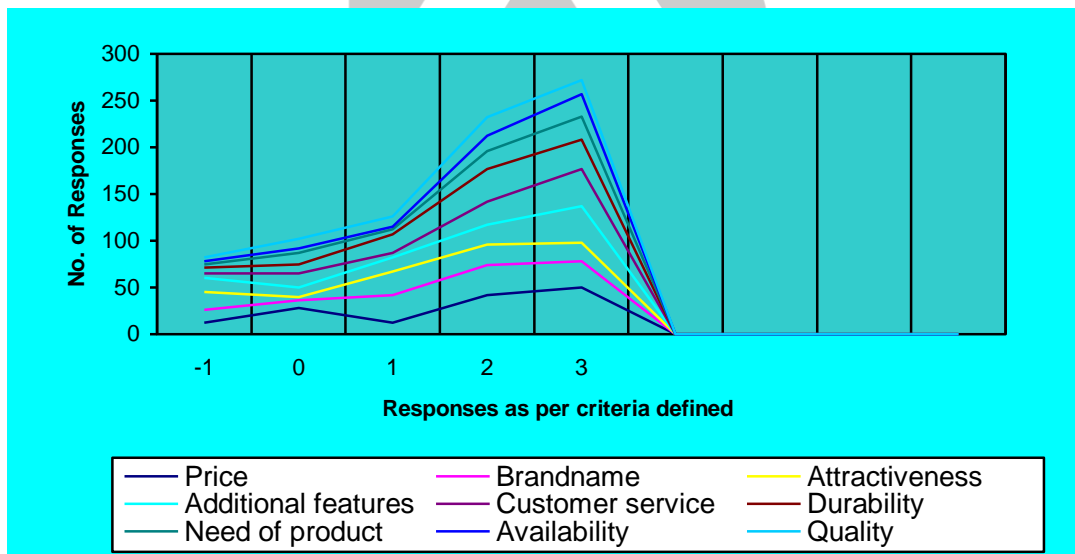


Fig 4.1

- Overall 50% of the respondents considered price as extremely important factor, 32% considered brand name as very important factor, 25% considered attractiveness as somewhat important factor, 39% considered additional features as extremely important factor
- Overall 40% of the respondents considered customer service as extremely important factor, 35% considered durability as very important factor, 25% considered need of product as extremely important factor, 24% considered

availability as extremely important factor, 20% considered quality as very important factor.

5) Responses as per direct and indirect contributor in decision-making

(-1 Not at all important, 0- Not very important, 1- Somewhat important, 2- Very important, 3- Extremely important)

Factors	-1	0	1	2	3
Friend	12	28	6	16	30
Family members	14	8	12	14	49
Situational arousal	5	1	4	8	28
Word of mouth	15	10	12	30	25
Advertisement	5	15	42	32	22

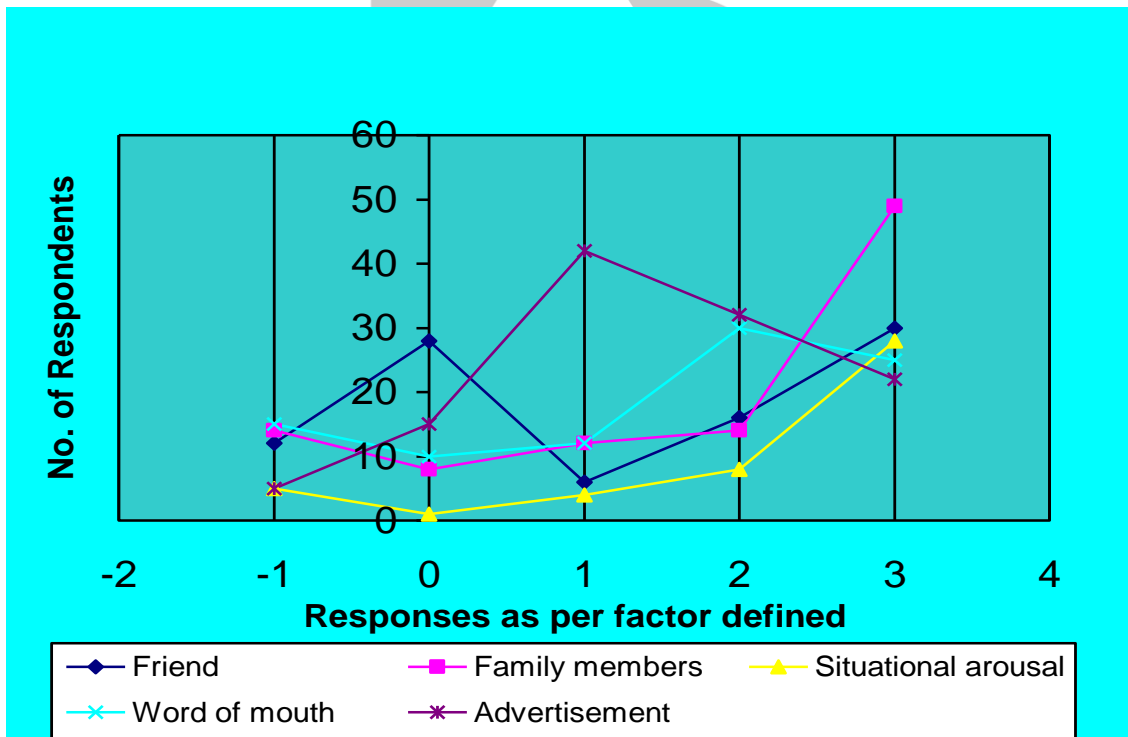


Fig 4.1

- Overall 30% of the respondents considered friend as extremely important factor, 49% considered family members as extremely important factor, 28% considered situational arousal as extremely important factor, 30% considered word of mouth as very important factor, 42% considered advertisement as somewhat important factor.

FINDINGS

- Majority of the respondents are from the age group 18-25 and most of them are college students.
- 45% of respondents are from service which contributes major portion of the pie diagram, 10% of correspondents are professionals which contributes least portion of the pie diagram.
- 45% of respondents give preference to location of the showroom while purchasing the bike which contributes to major portion of the pie diagram.
- Overall 50% of the respondents considered price as extremely important factor, 32% considered brand name as very important factor, 25% considered attractiveness as somewhat important factor, 39% considered additional features as extremely important factor,
- Overall 40% of the respondents considered customer service as extremely important factor, 35% considered durability as very important factor, 25% considered need of product as extremely important factor, 24% considered availability as extremely important factor, 20% considered quality as very important factor.
- Overall 30% of the respondents considered friend as extremely important factor, 49% considered family members as extremely important factor, 28% considered situational arousal as extremely important factor
- 30% of the respondents considered word of mouth as very important factor, 42% considered advertisement as somewhat important factor.

CONCLUSION

- For products like bike, the purchases are made between the ages 18 to 50, 50 being the maximum generally.
- Students mostly prefer for style and look while purchasing, whereas professionals like Medical representative etc, and businessman look for average while purchasing
- Consumer decision is not only affected by the product features or benefits, but also by various other factors which directly or indirectly influence their decision.
- Consumer buying behavior is not only influenced by only one factor, but is a collective decision, for each factor the perspective being the different
- Consumer decision is affected mainly by his needs, self image, demographic factors, internal environment (direct motives-friends, family members, opinion leaders etc) and external environment (indirect motives- media communication, Company brand name, product features and benefits etc, word of mouth etc.)

RECOMMENDATIONS

- For products like bikes, marketers should analyze the market and target the right market and right segment.
- As the consumer's decision varies from person to person, and the factors on which the decisions are based are also different, marketers should try to persuade by finding out the right factors contributing in decision making.

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by [Michael R. Solomon](#) (Author)

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APPENDIX

Questionnaire:

(Consumer Buying Behavior of Bajaj pulsar 150cc)

Name:

Gender:

Age:

Occupation:

1) What made you to buy Bajaj pulsar 150cc from Gems Auto?

- Location
- Availability
- Brand name
- Other

Please specify, if other _____

2) While purchasing “Bajaj Pulsar 150cc” which of the following criteria has you considered?

Extremely Very Somewhat Not very Not at all
important important important important important

Price

Brand Name

Attractiveness

Additional features

Customer Service

Durability

Need of the product

Convenience

Availability

Quality

3) Which of the following do you consider important that contributed to your decision-making?

	Extremely important	Very important	Somewhat important	Not very important	Not at all important
Friend					
Family members					
Situational arousal					
Word of mouth					
Advertisement					



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