

A Study on Consumer Perception and Brand Preference Towards Bajaj Pulsar Motorcycles in Bhilai City, Chhattisgarh

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Abstract

The two-wheeler industry in India has witnessed significant growth driven by rising income levels, changing lifestyles, urbanisation, and the growing need for personal mobility. Among the major motorcycle manufacturers, Bajaj Auto has established a strong market presence through its popular Pulsar range. The present study focuses on analysing customer preference towards Bajaj Pulsar motorcycles with special reference to Bhilai City, Chhattisgarh.

The primary objective of the study is to examine customer satisfaction levels and identify the key factors influencing customers' buying decisions. The study evaluates customer satisfaction with respect to price, mileage, availability of spare parts, maintenance cost, performance, style, and brand image. Customer satisfaction is largely determined by product performance—when performance falls below expectations, customers tend to be dissatisfied; when it meets expectations, customers are satisfied; and when it exceeds expectations, customers experience delight.

The research is based on both primary and secondary data. Primary data were collected through a structured questionnaire administered to selected respondents in Bhilai City. Appropriate sampling techniques were adopted to ensure the reliability and validity of the findings. The study also examines the influence of demographic variables such as age, income, occupation, and marital status on customer preference.

The findings reveal that brand image, performance, and stylish design are the major factors influencing customer preference towards Bajaj Pulsar motorcycles. A significant relationship was found between demographic factors and customer preference. Overall, Bajaj Pulsar holds a strong market position in Bhilai City due to its reliability, affordability, and high level of customer satisfaction. The study provides valuable insights for marketers and dealers to enhance strategic decision-making and improve market share.

Keywords: Customer Preference, Consumer Behaviour, Brand Image, Buying Decision, Customer Satisfaction, Market Share, Demographic Factors, Two-Wheeler Industry, Bajaj Pulsar

Introduction

In the modern fast-paced era, the Indian motorcycle industry has experienced remarkable growth and expansion. India is currently one of the largest producers of two-wheelers in the world, ranking next only to China and Japan in terms of production and sales. A significant portion of the Indian population,

particularly the youth, prefers motorcycles over cars due to affordability, convenience, fuel efficiency, and ease of mobility in congested urban areas.

Motorcycles in India are available in a wide range of models, offering advanced technology, innovative features, superior mileage, and stylish designs. For many consumers, especially young riders, bikes represent not only a mode of transportation but also a symbol of style, status, and personality.

With the expansion of privatisation and globalisation in the Indian economy, several multinational companies have entered the two-wheeler market. This has intensified competition within the industry. The increasing competition has benefited customers by providing them with a variety of brands, competitive pricing, improved quality standards, and technologically advanced products. As a result, consumers today have greater choice and better value in the motorcycle market than ever before.

Scope of the study

1. The study aims to identify the level of consumer perception towards two-wheelers and examine its effect on customers' buying behavior, particularly with reference to Bajaj Pulsar motorcycles manufactured by Bajaj Auto.
2. The study seeks to understand the position and image that Bajaj Pulsar holds in the minds of customers and how this perception influences their purchase decisions in Bhilai.

Objective of the Study

1. To identify the major factors that influence customers while purchasing Bajaj Pulsar motorcycles.
2. To assess the attitude of the younger generation towards Bajaj Pulsar bikes manufactured by Bajaj Auto.
3. To analyze students' perception and preference towards Bajaj Pulsar motorcycles in Bhilai.

Literature Review

- Philip Kotler and Kevin Lane Keller (2016), in their book *Marketing Management*, discussed consumer buying behaviour and factors influencing purchase decisions. The authors explained that cultural, social, personal, and psychological factors significantly affect consumer choices. Social factors such as peer groups, family influence, and reference groups were highlighted as powerful determinants, especially among youth. The study also emphasised that brand image, perceived quality, and promotional strategies play a crucial role in shaping customer preferences in competitive markets.
- This theoretical framework is highly relevant to the present research, as Bajaj Pulsar primarily targets young consumers who are strongly influenced by peer groups and brand perception. Understanding how psychological and social factors affect purchasing decisions provides a strong base for analysing consumer preference, awareness, and satisfaction toward Bajaj Pulsar motorcycles.
- **Dr. Col Tajammul Hoda (2015)** conducted a study focusing on the latest trends in the two-wheeler market among the younger generation. The research examined the preferences of youth while selecting motorcycles and scooters, analysing factors such as brand image, performance, mileage, style, price, and technological features. The study revealed that young consumers are highly influenced by brand reputation, stylish appearance, and performance efficiency while making purchase decisions. It further highlighted that motorcycles are often preferred over scooters among male youth due to power, speed, and status appeal, whereas convenience and mileage influence scooter preference. This study is significant for the present research as the Bajaj Pulsar primarily targets the youth segment with its

sporty design and performance-oriented features. Understanding the behavioural patterns and expectations of young consumers provides a strong foundation for analysing consumer perception and brand preference towards Bajaj Pulsar motorcycles in Bhilai, Chhattisgarh.

- **Choy Johnn Yee, Annie Ng Cheng San, and Ch'ng Huck Khoon** examined consumer buying behaviour by studying the relationship between perceived value, perceived risk, and purchase decisions in the automobile sector in Malaysia. The study emphasised that perceived value — which includes quality, price fairness, durability, and brand reliability — plays a crucial role in influencing consumer choice. At the same time, perceived risk, such as financial risk, performance risk, and after-sales service concerns, can significantly affect purchase intentions. The research concluded that consumers carefully evaluate benefits and risks before making high-involvement purchases like automobiles. Although the study was conducted in the car segment, its theoretical framework is highly relevant to motorcycle purchasing behaviour. In the context of Bajaj Pulsar, customers assess performance, fuel efficiency, maintenance cost, resale value, and brand trust before finalising their decision. Therefore, this study supports the present research by providing a conceptual base for analysing how perceived quality, reliability, and brand image influence consumer preference and satisfaction.
- **Faisal T (2014)** conducted a study to analyse the mindset of youth towards Royal Enfield motorcycles and evaluated the strengths and weaknesses of the brand compared to its competitors. The research adopted convenient sampling and applied statistical tools to assess customer satisfaction and brand perception. The findings revealed that users of Royal Enfield experience a strong emotional attachment to the brand and perceive it as a symbol of uniqueness, pride, and masculinity. Brand heritage, engine sound, design, and social status were found to significantly influence consumer satisfaction. However, areas such as fuel efficiency, service delays, and maintenance costs were identified as weaknesses. This study is relevant to the present research because it demonstrates how motorcycle brands build emotional connections and strong brand positioning among youth. Similarly, Bajaj Pulsar has positioned itself as a sporty and performance-driven motorcycle appealing to young riders. Comparing the perception of Royal Enfield with Bajaj Pulsar helps in understanding competitive positioning, consumer expectations, and factors influencing brand preference in the motorcycle market.
- **Chiffman and Kanuk (2010)** conducted extensive research on consumer behaviour, focusing on the decision-making process in high-involvement products such as automobiles and motorcycles. Their study explained that consumers go through five stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour. The authors highlighted that product attributes such as performance, price, fuel efficiency, durability, and after-sales service significantly influence final purchase decisions. The study further stated that post-purchase satisfaction leads to brand loyalty and positive word-of-mouth promotion. This is highly applicable to the present research on Bajaj Pulsar, as customers evaluate factors such as engine performance, mileage, maintenance cost, and resale value before purchasing. The theory helps in understanding how consumers in Bhilai, Chhattisgarh assess alternatives and develop brand preference toward Bajaj Pulsar motorcycle

Research Methodology

This study is highly relevant in the present business environment, as it aims to analyse customer perception and preferences systematically and scientifically. The study adopts a Descriptive Research Design, which

focuses on examining and describing the demographic profile of customers in order to provide clarity and direction to the research process. Understanding factors such as age, income, occupation, and education helps in interpreting consumer behaviour and identifying patterns in purchasing decisions more effectively.

For the purpose of data collection, both primary and secondary data sources are utilised. Primary data refers to the original and raw information collected directly from respondents through one-on-one interactions, personal interviews, observations, and structured questionnaires. Secondary data is gathered from various sources such as books, journals, websites, company reports, and other published materials. The use of both primary and secondary data enhances the reliability and validity of the research findings. With regard to the sample design, the study employs the Simple Random Sampling method to ensure that each respondent has an equal chance of being selected. The total sample size for the study consists of 52 respondents, which provides a reasonable basis for analysing customer perception and drawing meaningful conclusions.

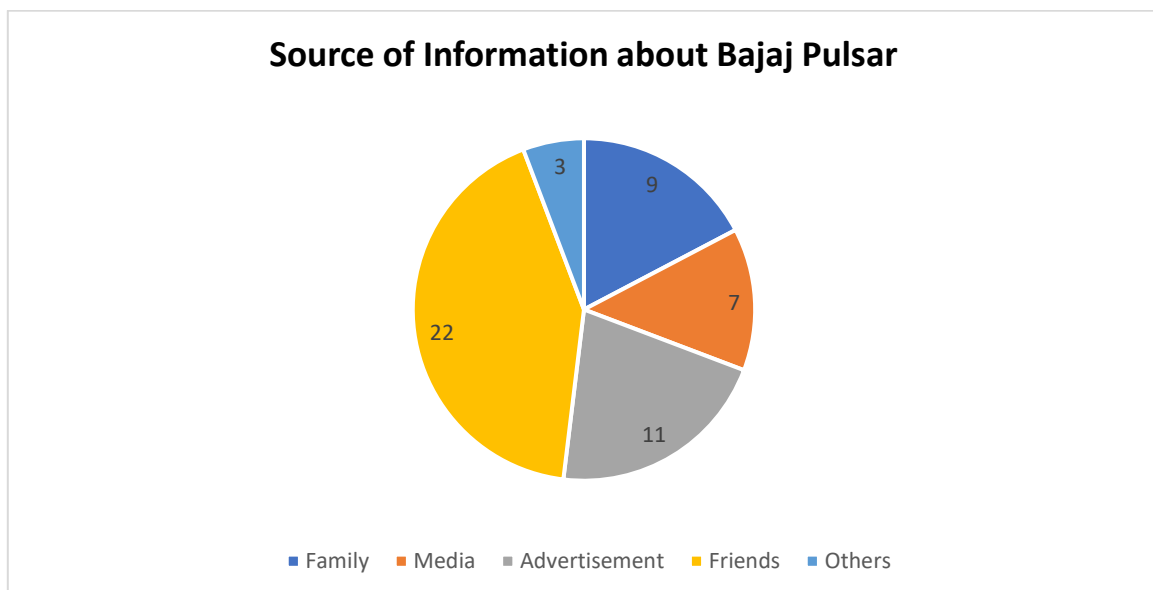
Limitations of the Study

- The study adopts a cross-sectional design, capturing consumer perception at a single point in time; therefore, the findings may not reflect long-term trends.
- The study relies on self-reported responses regarding Bajaj Pulsar motorcycles, which may be subject to response bias and affect the accuracy of the results.

Analysis And Interpretation

Table 1: Source of Information about Bajaj Pulsar

Options	No of Responder	Percentage
Family	9	17.30
Media	7	13.46
Advertisement	11	21.15
Friends	22	42.30
Others	3	5.76

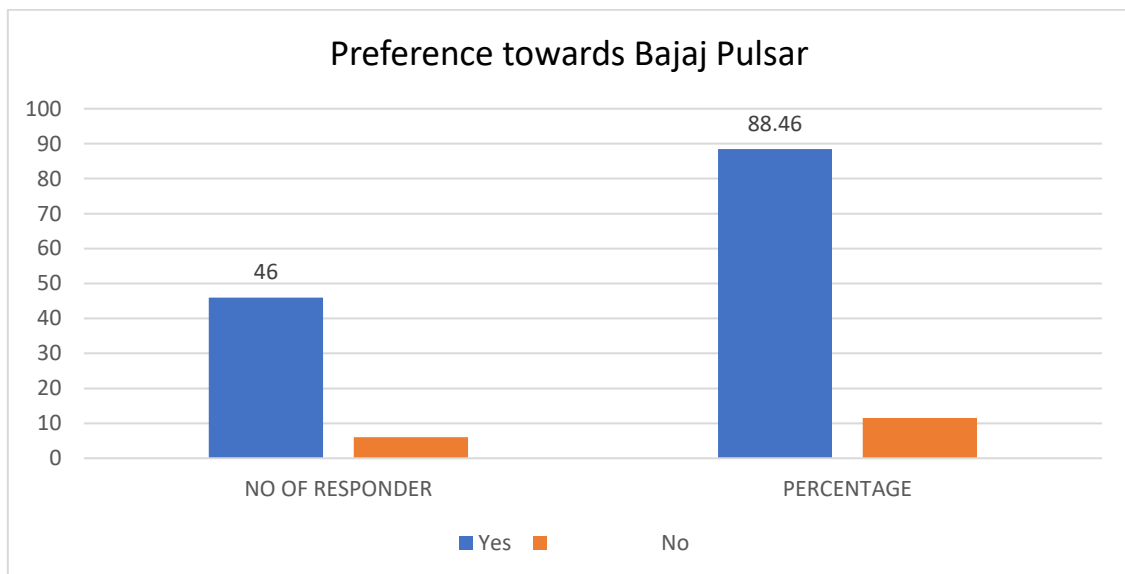


Interpretation

The above table shows the sources that influenced the respondents. Out of the total respondents, 42.30% (22 respondents) stated that friends are their main source of influence. This indicates that peer influence plays a major role in shaping opinions and decisions, suggesting that individuals rely more on personal recommendations and social circles rather than formal communication channels. Further, 21.15% (11 respondents) reported that advertisements influence them, showing that promotional strategies and marketing campaigns still have a significant impact, although they are less influential than peer groups. In addition, 17.30% (9 respondents) mentioned family as their source of influence, indicating that family members also contribute to decision-making but to a comparatively moderate extent. Moreover, 13.46% (7 respondents) stated that media influences them, which suggests that traditional or digital media platforms have a limited yet noticeable role in shaping awareness and preferences. Finally, 5.76% (3 respondents) selected others as their source of influence, representing only a very small proportion of the respondents.

Table 2: Showing Do You Like Bajaj Pulsar

Options	No of Responder	Percentage
Yes	46	88.46
No	6	11.54



Interpretation

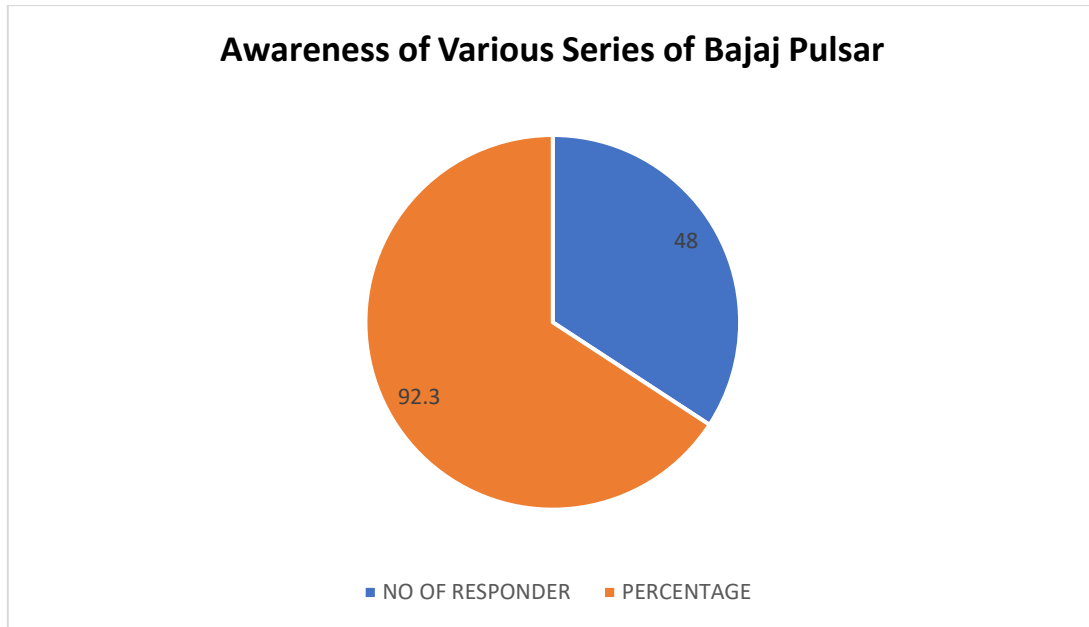
The above table shows the respondents’ opinions regarding whether they like Bajaj Pulsar. Out of the total respondents, 88.46% (46 respondents) answered “Yes”, while only 11.54% (6 respondents) answered “No.” This clearly indicates that a vast majority of the respondents have a positive preference toward Bajaj Pulsar motorcycles.

The high percentage of “Yes” responses reflects strong brand acceptance, popularity, and customer satisfaction among the respondents. It suggests that Bajaj Pulsar enjoys a favourable image, possibly due to factors such as performance, style, mileage, pricing, and brand reputation.

On the other hand, a small proportion of respondents expressed a negative opinion, which may be due to personal preferences, alternative brand choices, or specific concerns regarding the product.

Table Showing 3: Are you aware of the various series of Bajaj Pulsar

Options	No of Responder	Percentage
Yes	48	92.30
No	4	7.70



Interpretation:

The above table shows the respondents’ awareness regarding the various series of Bajaj Pulsar. Out of the total respondents, 92.30% (48 respondents) answered “Yes”, indicating that they are aware of the different series of Bajaj Pulsar. In contrast, only 7.70% (4 respondents) answered “No,” showing that a very small proportion of respondents are not aware of the various models available.

This clearly indicates a very high level of awareness among the respondents about the different Pulsar series. The strong awareness level may be attributed to effective advertising, brand popularity, social influence, and the long-standing presence of Bajaj Pulsar in the Indian two-wheeler market. The analysis reveals that the majority of respondents are well informed about the various series of Bajaj Pulsar, reflecting strong brand visibility and market penetration.

Findings

- A significant proportion of respondents prefer Bajaj Pulsar due to its strong brand image and stylish design, which positively influences their purchase decision.
- Most of the respondents consider performance and mileage as the key factors while selecting a motorcycle.
- A majority of customers are satisfied with the overall performance, engine efficiency, and road grip of Bajaj Pulsar motorcycles manufactured by Bajaj Auto.
- Price and maintenance costs are viewed as reasonable by most respondents, making the bike affordable for students and young professionals.
- Demographic factors such as age, income, and occupation have a noticeable impact on customer preference, especially among youth in Bhilai.

Suggestions

- Bajaj Pulsar may introduce more fuel-efficient and eco-friendly variants to meet the changing environmental expectations of customers.
- The company can enhance digital marketing strategies and social media engagement to strengthen brand connection with tech-savvy consumers.
- Introducing flexible financing options and exchange offers may attract a wider customer base.
- Periodic customer feedback programs and service camps can help in improving service quality and strengthening customer relationships.
- Expanding authorised service centres and ensuring quicker service delivery would further increase customer satisfaction and loyalty.

Conclusion

The Indian two-wheeler industry has witnessed remarkable growth in recent years, driven by technological innovation, improved fuel efficiency, stylish designs, and changing consumer preferences. Among the leading brands, Bajaj Auto has established a strong position in the market through its popular Pulsar range. The study focused on identifying the Bajaj Pulsar model with the strongest market image, analyzing its market share, and examining consumer preference levels.

The findings reveal that consumer perception towards Bajaj Pulsar is highly positive. Social, cultural, and psychological factors significantly influence customers' buying decisions and brand preference. These factors collectively contribute to shaping the brand image and strengthening customer loyalty. The research confirms that there is a significant relationship between these influencing factors and consumer perception.

The study concludes that Bajaj Pulsar enjoys a strong brand image and favorable market position in the Indian bike industry. Its combination of style, performance, mileage, and affordability makes it a preferred choice among consumers, especially the youth segment. Therefore, Bajaj Pulsar continues to maintain a competitive advantage and holds a prominent image in the market.

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