



A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS BAJAJ PULSAR NS200 IN MADURAI CITY

JEYA KUMAR.G

III B.COM(CA)MANNAR THIRUMALAI NAICKER COLLGE, MADURAI.

SATHISH KUMAR.G

III B.COM(CA)MANNAR THIRUMALAI NAICKER COLLGE, MADURAI.

MRS.E. BOBBY

M.COM(CA), M.PHIL., M.B.A., P.G.D.C.A., ASSISTANT PROFESSOR, PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATION, MANNAR THIRUMALAI NAICKER COLLEGE, MADURAI.

ABSTRACT:

This research investigates the consumer buying behaviour surrounding the Bajaj Pulsar NS200 motorcycle in Madurai City. The study aims to provide valuable insights into the factors influencing purchasing decisions and the overall satisfaction of consumers with the Bajaj Pulsar NS200 in this specific market. The research employs a mixed-methods approach, combining qualitative and quantitative methodologies to gather comprehensive data. Qualitative methods involve in-depth interviews and focus group discussions with motorcycle enthusiasts and current owners of the Bajaj Pulsar NS200, while quantitative methods include surveys distributed among a representative sample of potential buyers in Madurai City.

KEYWORDS:

BAJAJ PULSAR NS200, CUSTOMER BUYING BEHAVIOUR, MADURAI CITY, PURCHASING DECISION, OVERALL SATISFACTION.

1.1 INTRODUCTION

In recent years, the Indian two-wheeler market has witnessed a surge in demand for performance-oriented motorcycles, reflecting a shift in consumer preferences towards not just utilitarian vehicles, but those that offer a blend of power, style, and advanced features. Among the contenders in this evolving landscape, the Bajaj Pulsar NS200 has emerged as a noteworthy player, garnering attention for its sporty design, technological innovations, and dynamic performance. This study delves into the intriguing realm of consumer buying behaviour, focusing specifically on the Bajaj Pulsar NS200, within the vibrant city of Madurai. Madurai, a cultural and economic hub in the southern state of Tamil Nadu, boasts a diverse demographic that plays a pivotal role in shaping the local market dynamics. The city's motorcycle enthusiasts, influenced by a confluence of urban and traditional values, present a unique consumer landscape. Understanding the factors that drive consumers in Madurai to choose the Bajaj Pulsar NS200 over other alternatives is not only crucial for the manufacturer, Bajaj Auto Limited, but also for local dealerships and marketers seeking to align their strategies with the specific preferences of this market. This study aims to unravel the intricate web of influences that guide consumers in Madurai when making purchasing decisions related to the Bajaj Pulsar NS200. By exploring the interplay of brand perception, product features, pricing, promotional strategies, and after-sales services, this research seeks to provide a nuanced understanding of the forces that shape the consumer's journey from consideration to ownership. Furthermore, in a market where social and cultural factors wield significant

influence, we endeavour to uncover the impact of peer recommendations, cultural preferences, and societal trends on the choices made by prospective buyers. As we embark on this exploration, the insights garnered will not only benefit Bajaj Auto Limited but will also contribute to the broader understanding of consumer behaviour within the automotive industry, particularly in regional markets characterized by unique socio-cultural dynamics. Ultimately, this study endeavours to serve as a valuable resource for industry practitioners, academics, and policymakers alike, shedding light on the intricacies of consumer decision-making in the context of the Bajaj Pulsar NS200 in Madurai City.

1.2 STATEMENT OF PROBLEM:

This study aims to investigate the factors influencing consumers in their decision-making process when purchasing the Bajaj Pulsar NS200. The research will delve into aspects such as brand perception, product features, marketing strategies, and customer preferences to provide valuable insights for manufacturers, marketers, and policymakers in the motorcycle industry. By identifying and analyzing these factors, the study seeks to contribute to a comprehensive understanding of the dynamics shaping consumer choices in the context of the Bajaj Pulsar NS200, ultimately facilitating more informed business strategies and improved customer satisfaction.

1.3 REVIEW OF LITERATURE:

The Bajaj pulsar NS200 is no less a legend in the Pulsar family. Sharp styling, sporty handling and free-revving performance made it an almost instant hit when it was

first launched in 2012. Over the years, the NS200 kick-started a strong fan following, achieving almost legendary status as a performance-oriented and sharp handling Pulsar.

In fact, barring a two-year absence when Bajaj discontinued the model, the NS200 once again was re-launched with minor cosmetic updates in 2017. Now, in 2023, the Pulsar NS200 gets its most significant update, with the introduction of upside down (USD) front forks, new lighter wheels, new brakes with standard dual-channel ABS.

1.4 OBJECTIVES:

- To understand the consumer preference towards Bajaj Pulsar NS200.
- To understand customer attitude towards Bajaj pulsar.
- To estimate the attitude of the young generation towards Bajaj Pulsar.
- To know customer opinion for a particular product.

1.5 RESEARCH DESIGN:

Research methodology is a systematic way to solve the research problem. The research methodology includes the various method and techniques for conduction research. The logic behind taking research methodology into consideration is that one can have knowledge about the method and procedure adopted for achievement of objects of the projects.

SAMPLE SIZE:

The study is conducted on the basis of 50 selected sample and findings are drawn based on their response.

SAMPLING TECHNIQUE:

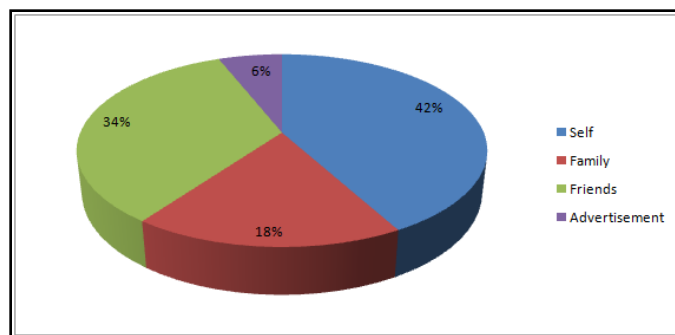
The technique used for selecting the sample is non-random or non-probability sampling techniques. Convenient sampling is used for collecting data in this study.

1.6 DATA ANALYSIS:

CLASSIFICATION OF RESPONDENTS ACCORDING TO DEMOGRAPHIC PROFILE

TABLE 1: WHAT FACTORS INFLUENCED YOUR DECISION TO PURCHASE THE BAJAJ PULSAR NS200?

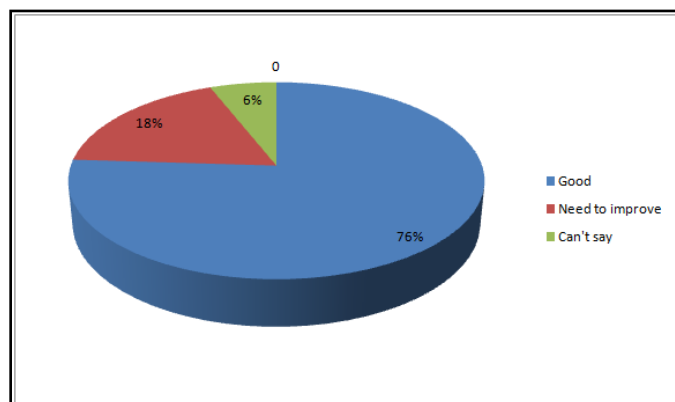
SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGES
1	SELF	21	42%
2	FAMILY	9	18%
3.	FRIENDS	17	34%
4	ADVERTISEMENT	3	6%
TOTAL		50	100%



In the above table data indicates that 42% of respondents were Self, 18% of respondents were family, 34% of respondents were friends and 6% were advertisement.

TABLE2: WHILE COMPARING TO OTHER BIKE THE MODEL OF BAJAJ PULSAR NS200 IS?

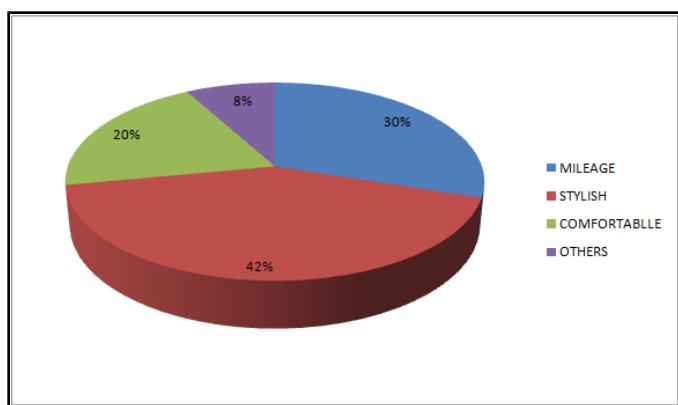
SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGES
1	GOOD	38	76%
2	NEED TO IMPROVE	9	18%
3	CAN'T SAY	3	6%
TOTAL		50	100%



In the above table data indicates that 76% of respondents were good, 18% of respondents were Need to improve, and 6% were can't say.

TABLE 3: IN WHAT WAY BAJAJ PULSAR NS200 IS SUITABLE TO YOU?

SI NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGES
1	MILEAGE	15	30%
2	STYLISH	21	42%
3	COMFORTABLE	10	20%
4	OTHERS	4	8%
TOTAL		50	100%



In the above table data indicates that 30%% of respondents were Mileage, 42%% of respondents were Stylish, 20% of respondents were Comfortable and 8% were Others.

1.7 FINDINGS

1. It shows the friends are influenced to buy Bajaj Pulsar Ns 200
2. While comparing to other bike the model of bajaj pulsar NS200 is Good.
3. Bajaj pulsar NS200 is stylish its because suitable to all the customers.

1.8 CONCLUSION:

This study has provided valuable insights into the intricate dynamics of consumer buying behaviour surrounding the Bajaj Pulsar NS200. The motorcycle's blend of performance, style, and features has positioned it favourably in the market. Understanding factors influencing purchase decisions is essential for

manufacturers and marketers to craft targeted strategies and enhance customer satisfaction, ultimately ensuring sustained success in the competitive two-wheeler industry.

REFERENCES

1. "Bajaj Presentation-September 2011"
(<http://www.bajajauto.com/images/Investor/Results-20th-October-2011.pdf>)
(PDF). Bajaj Auto. Retrieved 2 February 2012
2. "Pulsar becomes a 5 million brand"
(<http://www.bajajauto.com/press-release/PRESS-RELEASE-MAR-2012.pdf>)
(PDF) Bajaj Auto. Retrieved 4 April 2012.
3. "Pulsar design"
(https://web.archive.org/web/20061116175354/http://www.bsmotoring.com/oldsite/2001/01feb10_1.htm). Archived from the original
(http://www.bsmotoring.com/oldsite/2001/01feb10_1.htm) on 16 November 2006. Retrieved 6 April 2007.

WEBSITE:

1. <https://www.bajajauto.com/bikes/pulsar/pulsar-ns200>
2. https://en.wikipedia.org/wiki/Bajaj_Pulsar_200NS