

A Study on Consumer Buying Behaviour Towards Bajaj Pulsar in Coimbatore City

Dr M.K. Senthil Kumar¹, Mr Yogaraj.P²

¹Assistant Professor, Department of B.Com CA, Sri Ramakrishna College of Arts & Science, Coimbatore -641006.

²III B.Com CA, Sri Ramakrishna College of Arts & Science, Coimbatore -641006.

ABSTRACT

The two-wheeler sector is essential to the Indian automotive industry and makes a substantial contribution to job creation and economic expansion. Two-wheelers are now the most popular form of transportation in India because of the country's fast urbanisation, growing population, rising fuel prices, and need for reasonably priced personal transportation. Due to its attractive appearance, dependable performance, affordable price, and positive brand perception, particularly among younger customers, Bajaj Pulsar has solidified its place in the market among other motorcycle brands. Analysing consumer preferences and satisfaction is crucial for retaining customer loyalty and market share in a highly competitive market. Understanding consumer behaviour helps businesses design better products, improve service quality, and develop effective promotional strategies. The analysis of consumer purchasing patterns for Bajaj Pulsar motorcycles in Coimbatore is the main objective of this study. The study seeks to comprehend consumer demographics, awareness sources, factors influencing purchase decisions, user satisfaction, and issues encountered. The study made use of both primary and secondary data. A structured questionnaire was used to collect primary data from 100 respondents, and books, journals, corporate reports, and websites were used to collect secondary data. The study used a descriptive research design, and statistical methods for data analysis and interpretation included average score analysis, Chi-square test, ANOVA, and simple percentage analysis. The study's conclusions show that young consumers strongly favour the Bajaj Pulsar, especially when it comes to aspects like price, performance, mileage, and brand image. Word-of-mouth and advertising are recognised as important sources of awareness. The majority of respondents expressed satisfaction with the Bajaj Pulsar's overall performance and design, despite some complaints about mileage and maintenance costs. The study comes to the conclusion that Bajaj Pulsar's brand position in the cutthroat two-wheeler market can be strengthened and customer satisfaction increased through ongoing product innovation, better after-sales care, and successful marketing tactics.

Keywords: Brand Preference, Customer Satisfaction, Bajaj Pulsar, Two-Wheeler Industry, Consumer Purchasing Behaviour, Coimbatore City.

INTRODUCTION

The actions, attitudes, perceptions, and decision-making processes people use when making purchases of goods and services are referred to as consumer buying behaviour. Understanding consumer behaviour has become crucial for businesses to create successful products and marketing campaigns in today's marketing environment. Because information is easily accessible through digital platforms, consumers today are more knowledgeable and discriminating. Therefore, in order to stay competitive, businesses need to closely examine consumer preferences. Over the past 20 years, the Indian two-wheeler industry has grown significantly as a result of urbanisation, population growth, rising income levels, and shifting lifestyles. Because they are affordable, fuel-efficient, and appropriate for daily commuting, two-wheelers are frequently chosen. Because of their performance and style, motorcycles in particular have become more popular among younger consumers. One of India's top producers of two-wheelers is Bajaj Auto Limited. When the Bajaj Pulsar brand was introduced in 2001, it opened up a new market for sporty motorcycles at reasonable costs. Pulsar is well known for its strong brand image, attractive

design, and potent engine. Coimbatore offers an ideal setting for researching consumer purchasing behaviour about Bajaj Pulsar motorcycles because of its industrial development, educational institutions, and sizable youth population.

IMPORTANCE OF CONSUMER BUYING BEHAVIOUR IN THE AUTOMOBILE INDUSTRY

Understanding consumer purchasing behaviour is essential in the automotive industry because of fierce competition and quick technological advancements. Before buying a car, consumers weigh a number of options, taking into account things like cost, mileage, performance, safety, and brand reputation. Manufacturers can create cars that satisfy consumers and live up to their expectations by having a thorough understanding of consumer purchasing behaviour. Analysing consumer behaviour aids two-wheeler manufacturers like Bajaj Auto in spotting shifting trends, enhancing product features, and creating successful marketing plans. Additionally, it helps dealers better understand their customers' needs and provide better service, which helps them develop enduring relationships with their clients.

STATEMENT OF THE PROBLEM

Many brands in the fiercely competitive two-wheeler market offer comparable features. Due to social influences, promotional offers, and technological advancements, consumer preferences are constantly changing. Despite the popularity of Bajaj Pulsar, it is important to comprehend the factors that affect consumers' purchasing decisions, satisfaction levels, and problems. This study aims to analyse these factors among Coimbatore city's Bajaj Pulsar users.

SCOPE OF THE STUDY

- Helps to understand consumer preferences towards the Bajaj Pulsar.
- Identifies key factors influencing purchase decisions.
- Analyses the satisfaction level of consumers.
- Assists dealers in improving marketing and service strategies.
- Useful for future researchers and academicians.

OBJECTIVES OF THE STUDY

The main objectives of the study are:

- To analyse the demographic profile of the respondents.
- To identify the sources of awareness about the Bajaj Pulsar.
- To study the factors influencing consumer preference towards the Bajaj Pulsar.
- To examine the satisfaction level of consumers towards the Bajaj Pulsar.
- To identify the problems faced by consumers while using Bajaj Pulsar motorcycles.

INDUSTRY AND COMPANY PROFILE

INDIAN TWO-WHEELER INDUSTRY

One of the biggest and most significant sectors of the Indian automotive industry is the two-wheeler industry. Supporting the creation of jobs, the expansion of industry, and the need for transportation, it is vital to the nation's economic development. Particularly in urban and semi-urban areas, two-wheelers are popular because they are inexpensive, fuel-efficient, and simple to operate. The demand for two-wheelers in India has further increased due to rising fuel prices and worsening traffic.

Mopeds, scooters, and motorcycles make up the majority of the industry, with motorcycles holding the biggest market share. The two-wheeler industry has changed significantly over time as a result of both shifting consumer

preferences and technological advancements. These days, manufacturers prioritise environmental sustainability, increased mileage, safety features, and innovation. Companies have been encouraged to use fuel-efficient and environmentally friendly technologies by government regulations about emission standards.

COMPANY PROFILE – BAJAJ AUTO LIMITED AND BAJAJ PULSAR

Bajaj Auto Limited is one of the leading two-wheeler manufacturers in India with a strong presence in both domestic and international markets. The company is known for producing reliable, performance-oriented, and affordable motorcycles. Bajaj Auto has consistently focused on innovation, quality, and customer satisfaction. The Bajaj Pulsar brand was introduced in the year 2001 and marked a major turning point in the Indian motorcycle industry. It introduced a new category of sporty motorcycles targeted mainly at young consumers. Bajaj Pulsar gained popularity due to its powerful engine, attractive design, and competitive pricing. Over the years, the Pulsar range has been upgraded with advanced features such as improved engine performance, digital instrument clusters, enhanced braking systems, and better comfort. Today, Bajaj Pulsar continues to enjoy strong brand loyalty and remains one of the most preferred motorcycles in the Indian two-wheeler market.

REVIEW OF LITERATURE

Kumar and Rajesh (2024) conducted a study on consumer buying behaviour in the two-wheeler industry with special reference to branded motorcycles. The study aimed to identify the key factors influencing purchase decisions among consumers. The researchers found that mileage, price, and brand image play a major role in influencing consumer preferences. The study also revealed that young consumers prefer motorcycles that offer a combination of performance and fuel efficiency. The authors concluded that companies should focus on improving product features and promotional strategies to retain customers in a competitive market.

Sharma (2023) carried out a study on customer satisfaction towards two-wheelers, focusing on performance-oriented motorcycles. The research examined various factors such as engine performance, design, comfort, and after-sales service. The findings showed that customer satisfaction is highly influenced by vehicle performance and the quality of after-sales service provided by dealers. The study emphasised that timely service, availability of spare parts, and responsive customer care are essential for maintaining customer loyalty and long-term relationships.

Patel and Mehta (2022) analysed the factors affecting brand preference in the motorcycle segment. The study highlighted that price, fuel efficiency, and maintenance cost significantly influence consumer buying decisions. It was observed that consumers tend to compare multiple brands before making a purchase. The authors concluded that companies should adopt competitive pricing strategies and focus on cost efficiency to attract price-sensitive customers while maintaining product quality.

Ramesh (2021) conducted a study on consumer perception towards Bajaj motorcycles with special reference to branded two-wheelers. The research focused on the impact of advertising, peer influence, and brand image on consumer behaviour. The study found that advertisements and word-of-mouth communication play a significant role in creating brand awareness and influencing purchase decisions. The author suggested that companies should strengthen promotional activities and enhance brand visibility to remain competitive in the market.

Singh and Verma (2020) examined consumer behaviour in the automobile sector, with emphasis on demographic factors such as age, income, and occupation. The study revealed that demographic characteristics have a significant impact on consumer preferences and buying behaviour. Younger consumers were found to prefer stylish and performance-oriented motorcycles, while older consumers focused more on comfort and mileage. The authors concluded that manufacturers should segment their market based on demographic characteristics and design products that meet the specific needs of different consumer groups.

RESEARCH DESIGN

The study follows a descriptive research design to analyse consumer buying behaviour towards the Bajaj Pulsar.

SOURCES OF DATA

- Primary Data
- Secondary Data

DATA COLLECTION METHOD

Primary data were collected using a structured questionnaire.

AREA OF THE STUDY

The study was conducted in Coimbatore city.

SAMPLING TECHNIQUES

- Sampling Method: Non-probability sampling
- Sampling Technique: Convenience sampling
- Sample Size: 100 respondents

PERIOD OF STUDY

November 2025 to March 2026

STATISTICAL TOOLS USED

- Simple Percentage Analysis
- Chi-square Test
- ANOVA
- Average Score Analysis

LIMITATION OF THE STUDY

- The study is limited to Coimbatore city.
- The sample size is restricted to 100 respondents.
- Personal bias of respondents may affect results.
- Time constraints limited extensive data collection.
- Findings may not apply to other regions.

DATA ANALYSIS AND INTERPRETATION

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Particulars	Category	No. of Respondents	Percentage
Gender	Male	78	78%
	Female	22	22%
Age	Below 20	18	18%
	21–30	42	42%
	31–40	25	25%
	Above 40	15	15%
Educational Qualification	Higher Secondary	20	20%

	Undergraduate	54	54%
	Postgraduate	26	26%
Occupation	Student	30	30%
	Employee	46	46%
	Business	24	24%

TABLE NO: 5.1

Source: primary data

Interpretation: The above table shows that the majority of respondents are male (78%). Most respondents belong to the age group of 21-30 years (42%), indicating a higher preference among youth. A majority are undergraduates and salaried employees, showing that bajaj pulsar is popular among young working individuals.

SOURCES OF AWARENESS ABOUT BAJAJ PULSAR

Source of awareness	No of respondents	Percentage
Advertisement	40	40%
Friends/relative	32	32%
Social media	18	18%
Showroom visit	10	10%
Total	100	100%

Table No. 5.2

Interpretation: The table indicates that advertisements (40%) are the major source of awareness, followed by friends and relatives (32%). Social media also plays a significant role in influencing buying behaviour.

FACTORS INFLUENCING PURCHASE DECISION

Factors	No .of respondents	Percentage
Price	24	24%
Mileage	30	30%
Brand image	20	20%
Design	14	14%
Performance	12	12%
Total	100	100%

Table No. 5.3

Interpretation: Mileage is the most influential factor (30%), followed by price(24%) and brand image (20%). This shows that consumers prefer economical motorcycles with good brand reputation.

AVERAGE SCORE ANALYSIS – SATISFACTION LEVEL

Satisfaction factors	Total score	Mean score	Rank
Mileage	380	3.8	II
Performance	400	4.0	I
Design	360	3.6	III
Maintenance cost	320	3.2	IV
After-sales service	300	3.0	V

Table No. 5.4

Interpretation: Performance ranks first with the highest mean score, indicating high satisfaction. Maintenance cost and after-sales service received lower scores, indicating an area for improvement.

ANOVA – AGE AND FACTORS INFLUENCING PURCHASE

Source of variation	Sum of square	Df	Mean square	F value
Between group	6.25	3	2.08	4.15
Within group	45.12	96	0.47	
total	51.37	99		

Table No. 5.5

Interpretation: Since the calculated F value is significant at 5% level, the null hypothesis is rejected; hence, age has a significant influence on factors affecting purchase decision.

FINDINGS

The study reveals that the majority of the respondents belong to the young age group, indicating that the Bajaj Pulsar is highly preferred among youth and working professionals. Most of the respondents are male, which shows that motorcycles are still largely preferred by male consumers in the study area. The analysis of educational qualification and occupation shows that students and private employees form a major share of Bajaj Pulsar users in Coimbatore city.

It is found that advertisements and word-of-mouth communication are the major sources of awareness about the Bajaj Pulsar. This indicates that promotional activities and peer influence play an important role in influencing consumer purchase decisions. The study further reveals that factors such as mileage, price, engine performance, and brand image are the key reasons for choosing the Bajaj Pulsar over other brands.

The satisfaction level of consumers towards Bajaj Pulsar is found to be high with regard to design, riding comfort, and overall performance. Most respondents expressed satisfaction with the brand image and the durability of the motorcycle. However, some respondents reported dissatisfaction related to maintenance costs and fuel efficiency. The statistical analysis using Chi-square and ANOVA indicates that there is a significant relationship between certain demographic factors and consumer satisfaction level. The average score analysis shows that mileage and performance are the most important factors influencing buying behaviour. Overall, the findings indicate that the Bajaj Pulsar enjoys a positive image among consumers in Coimbatore city.

SUGGESTIONS

Based on the findings of the study, the following suggestions are offered to improve consumer satisfaction and strengthen the market position of Bajaj Pulsar. Bajaj Auto Limited should focus on improving fuel efficiency to meet the expectations of cost-conscious consumers. Reducing maintenance costs and offering affordable service packages can help increase customer satisfaction. The company should strengthen its after-sales service by ensuring the timely availability of spare parts and improving service quality at authorised service centres. Promotional activities should be enhanced through digital marketing platforms and social media to effectively reach young consumers. Introducing more customer engagement programs, such as free service camps, exchange offers, and extended warranty schemes, may help in building long-term customer loyalty. Continuous innovation in design and technology will further help Bajaj Pulsar maintain its competitive advantage in the two-wheeler market.

CONCLUSION

The present study on consumer buying behaviour towards Bajaj Pulsar motorcycles in Coimbatore city provides valuable insights into the preferences, expectations, and satisfaction levels of consumers. The two-wheeler industry

is highly competitive, and understanding consumer behaviour plays a crucial role in sustaining market position and customer loyalty. The findings of the study reveal that Bajaj Pulsar has established a strong brand image and enjoys wide acceptance, particularly among young consumers and working professionals. The study shows that factors such as mileage, price, performance, and brand image are the major determinants influencing the purchase decision of consumers. Advertisement and word-of-mouth communication were identified as the most effective sources of awareness, indicating the importance of promotional activities in influencing consumer choices. The analysis also reveals that most consumers are satisfied with the overall performance, design, and riding comfort of Bajaj Pulsar motorcycles. However, the study also highlights certain areas of concern, such as maintenance cost and fuel efficiency, which require attention from the company. Addressing these issues can help improve customer satisfaction and strengthen brand loyalty. Effective after-sales service and timely availability of spare parts play a vital role in enhancing the overall ownership experience of consumers. In conclusion, Bajaj Pulsar continues to hold a strong position in the two-wheeler market of Coimbatore city. Continuous innovation, improved service quality, and customer-oriented marketing strategies will help the company maintain its competitive advantage. The study concludes that understanding consumer buying behaviour is essential for long-term success and growth in the dynamic automobile market.

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