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## **CHAPTER-1**

### **PROFILE OF INDUSTRY**

#### **INDUSTRY BACKGROUND OF THE STUDY**

In the old days people used to walk to go from one place to another place. So it takes more time to go from one place to another. Later animals like cows, buffaloes, horses, and donkey were used as transportation and also for carrying luggage. Since bicycle were invented to move from one place to another that is for very shorter distance within his surroundings.

In the field of personal transport, the development of two-wheelers is a major revolution. It is highly maneuverable in addition to being safe and easy to drive. It is extremely low operating cost and comfortable. They are the main economic transport for different purpose.

#### **HISTORY OF TWO-WHEELER**

Two-wheelers were first introduced by “The Bombing of the Piaggio Aircraft Works at Pontedeare, Italy during the second world war. The main of inventing of two-wheelers was the reason for the movement of staff from one end of this vast factory to other end as well as to different sections of the factory.

Piaggio decided to build a tiny run about powered by a 98cc two stroke engine placed along side the rear wheel. This tiny run about having modest amount of body work with an open frame and a platform for the rider to put his feet as well as small wheels and a front shield was the proto type of modern Vespa Scooters. Due to market this product

with certain modifications. The capacity was raised from 98cc to 125cc and styling was improved. First production version of the Vespa appeared in 1946.

Vespa and Lambretta designed by brilliant engineers applying original ideas to a set of required conditions were the original trend setters. Since their first appearance in the post war. Italy as a popular form of personal and low cost transport, they have been developed to a high degree of reliability and in a variety of forms and designs.

The post war period witnessed the development of various types of two-wheelers and appearance of different manufacturers in different countries from Italy, Europe, Britain, America, Asia and Russia. Although each country has its own models, specific operational requirement like price, regulations, road and weather condition. Yet the scooters of Italian origin met majority of the demand. But this scooter has certain advantages and dis-advantages in outside Italy. The original scooters being quite bare, to protect the riders against the weather had poor lighting and complete absence of parking lights. The vehicles were accepted by Italian but in France and other Countries, they are rarely used.

Reliability of a particular design of two-wheelers is assessed by experience. The drawback of old design leads to develop new product and new models.

In India the Industrialization was started in 1950 and on 1957 Late Shri H.K.Firodia remembered as the Doyen of Indian Automobile Industry.

In 1964 Shri H.K.Firodia was started the plant of Jay hind industries set up. In 1970, Bajaj Pulsar Engineering Limited was incorporated to manufacture two-wheelers and plant was started in Ahmed nagar.

Later many range of vehicles were existence by Bajaj Pulsar Company and succeeded in the market has a very good Global market around the country and has won many awards. It has done many records in the Guinness Book of world records.

## **GENERAL INTRODUCTION**

Every marketing activity revolves around the customer. He is the focal point. In the early stages of economic evolution the consumers had to accept what producer had produced but today the consumers dictates terms to the manufacturer to the products he wants consumer purchase a commodity as dictated by their mental and economic forces. Mental forces create desires and wants and the consumer feel that products offered by manufacturers can satisfy those wants. But economic force may come in way of satisfying the wants. Hence, he has to choose between the wants and select the product according to priority of consumer forces, before manufacturing the product. Product should consider the consumer's inner motives such fear, vanity, pride fashion, procession. The consumer behaviour is comparatively new field of study. It is the attempt to understand and predict human actions in buying role.

It has assumed growing important under market oriented or customer-oriented marketing planning and management. Buyer's market for legislation since 1960 have created special interest in buyer behavior and the formulation of marketing mixes to resound avoidably consumer behaviour in the market place.

### **The study of consumer behaviour:**

Consumer identifies with and got more involved emotionally with automobiles than with cereals. All consumer behaviours are motivated but actual chose made to satisfy motives might depend on other psychological variables.

Consumer behaviour are all psychological social and physical behaviour of potential customers as they become aware of evaluate, purchase, consumer and tell others about products and services.

In past management could arrive at a fair understanding of its customers through the daily experience of setting to them. But the growth in the size of firms and markets has removed much decisions market from direct contact with buyers.

Who buys / how do they buy? And why? The first two questions pertain to relatively overt aspects of consumer's behaviour and can be learn through direct observation and interviewing.

In marketing strategy, as in case of a rifle range, the target aimed at must be very clear of clear of specific. It is not generally advisable to make general appeal, which can be effective on all buyers or customers, buyer's product may not be appropriate for every one in general. Therefore become necessary to analyze "segments" known as "market segments" in terms of certain basis, characteristics.

The reason for the development in the study of consumer behaviour and importance as consumer behavior research to marketers and scholars are of the nation that consumer behaviour is a inter disciplinary science that investigates related activities of individuals and also it plays a role influence and affects their consumption decision.

## **THEORETICAL BACKGROUND OF STUDY**

### **Defination of Consumer Perception**

It refers to the actions and decisions processes of people who purchase goods and services for personal consumption.

Even in a particular product class, groups have different behaviour patterns consumer research is methodology used to study consumer behaviour. A marketing manager must understand the social and psychological determinates of consumer's behavior to enable him to plan his marketing strangely appropriately. The decisions consumers take in connection with purchases are influenced by various factors. These result in human beings in certain groups coming out with specific attitudes and harboring certain buying motives. These major factors which influence consumer behaviour are delineated as four variables, according to culture.

### **Culture:-**

The most fundamental determinant of a person wants and behaviour are naturally culture.

Whilst in case of animals, their behavior is generally triggered by instinct in case of human beings, behavior is normally learned when the child grows up he is influenced by various things, which happen around him.

### **Sub-culture:-**

With in a culture group there are smaller groups termed as sub-culture by Keller he gives as illustrations generally groups such as Trish, Polish, Italian's etc.

**Social class:-**

This social stratification refers to several homogenous groups within society.

**Personal factors:-**

Finally buyer's decisions are also affected by personal outward characteristics such as age, occupation, style and personality.

**Consumer Research process:-**

It includes many steps, which are supported to be followed to analyze the consumer behaviour.

- Refining the objectives of the research
- Collecting and evaluating secondary data
- Designing a primary research study
- Collecting primary data
- Analyzing the data
- Preparing a report on the findings

**Buying process:-**

For marketing management the most important behavior on the part of prospective buyers of consumer is the process of deciding whether to buy or not to buy.

Buying process represents a problem solving approach and includes the following steps:-

- a. Perceived want i.e. recognition of an unsatisfied data
- b. Search for relevant information
- c. Evaluation of alternatives
- d. Purchase decision
- e. Post-purchase experience and behavior

**Need recognition:-**

The starting point of a buying process is the perceived wants or desire. It refers to awareness of the want without satisfaction of which the consumers feel restless. Human being is a bundle of wants, however the most urgent ones are pushed to top as the purchasing power of his/her is limited.

### **Information search:-**

A need, which is recognized, can be satisfied when product is available as such consumer seeks for further information about the products. Since there are varieties of products and wants to have maximum satisfaction, the consumer search for relevant information from various sources such as friends, neighbors, salesmen, advertisement etc.

### **Evaluation and Intention:-**

This stage arises because of the immense interest of the consumer about the product. The consumer assigns relative values such as product characteristics, brand images, concession etc to different products based on such accumulated information judges the relative worth of alternative products and then he decides to accept or reject the product or service.

### **Purchase decision:-**

It refers to the positive intention of the consumers, particularly, it is the last stage in the buying process because it completed the exchange process and such a purchase may be a trial or adoption.

Trial purchase is done in the case of non durable items and adoption arises in case of durable items.

### **Post-purchase reaction:-**

It stands for the behavior of consumers after he makes a commitment to a product. The post purchase experience may give positive or negative feelings. Positive feelings result in repurchasing and recommends to others. Negative feelings create amenity and doubts.

### **Social and Cultural influence on buyer behavior:-**

External or inter personal influences on consumer behavior are:

#### **Family:-**

Most of the consumers belong to a family group. The family can exert considerable influences in shaping the pattern of consumption. Example indicating the decision-making roles. Personal value attitudes and buying habit have been shaped by family influence. Marketer is interested in four questions relating to family purchase:

Who influences buying?

Who does the family buying?

Who takes the buying decision?

Who uses the family buying?

Family life cycle also influences consumer expenditure patterns.

#### **Reference Group:-**

The concept of reference group is borrowed from sociology, psychology. The small groups to which the buyer belongs influence buyer behavior. Reference

groups are the social, economic or professional groups and a consumer uses to evaluate his or her opinions and beliefs. Buyer can get advice of guidance in his or her own throughout and actions from such small groups. Reference group is useful for self-evaluation and attitude formation.

### **Social class:-**

Sociology points out the relationship between social class consumption patterns. As a predictor of consumption patterns marketing management is failure with social classes. Consumers buying behavior is determined by the social class to which they belong or to which they aspire, rather than but their income alone. Broadly speaking, we have three distinct social classes:-

- I. Upper
- II. Middle
- III. Lower

Upper class consumers want products and brands that are clear symbols of their social status. Middle class consumer shops carefully and reads advertisements and compares prices before they buy. Lower class consumer's buy usually on impulse. Media like T.V are of great importance in communicating with them.

### **Culture:-**

Culture represents overall social heritages, a distinctive form of environmental adaptation by a whole society of people. It includes a set of learned beliefs, values, attitudes, morals, customs, habits and forms of behavior that are shared by a society and transmitted from generation to generation within that society.

### **Organizational Consumer Behavior**

The major difference between the behavior of consumers and the behavior of industrial and institutional buyers follows:-

Consumers seek need satisfaction in highly subjective manner and hence, consumer purchases are dominated by emotions and not always relational.

Organizational behavior is more objective as the buying behavior is influenced mainly by the multiple buying goals and objectives of the organization.

In individual buying behavior, we have no formalities to be performed in the actual buying. In organizational buying there is the influence of a formal organisation structure on the buying process.

In the buying task, we have given different roles played by user, purchaser, influence and initiator. In consumer markets, two or more of their roles are often played by the same person and the entire buying process involves a few persons. In organizational buying their five roles are played by several persons and the entire buying process is quite elaborate.

The buying process in organizational buying process is similar to that of consumer buying but it is elaborate and complex. In organizational buying, procedure in many stages is carried out consciously and in a more formalized manner. We may have many persons and agencies involved in the decision making process. There is considerable need for resolving conflicts.

Sales promotion, advertising and distribution will dominate in general marketing mix for consumer markets whereas settings; product design, service and price will play more important roles in the marketing mix for industrial.

### **Buying Power:**

Economic theory of buyer behavior is undisciplinary, if consumers are economic men and they follow the principle of maximization of utility based on the law diminishing marginal utility. Consumer behavior always involves choices. Economic model of consumer behavior is undimensional. According to this model, we have the following predictions about the buyer's behavior.

The lower the price product, the bigger the quantity that will be bought

The higher the purchasing power, the higher the quantity that will be bought

The lower the price of a substitute product, the lower the quantity that will be bought of the original product

The higher the promotional expenditure the higher the sales

Consumer behavior is complex and dynamic. The behavioral sciences including economics, sociology, psychology, social anthropology play a significant role as determinants of consumer behavior.

### **Consumer Psychology:-**

#### **Knowledge:-**

Knowledge is defined as “an individual's state of awareness &/or understanding of a person, group, object, institution or idea”.

#### **Attitude and Emotion:-**

Attitudes are a pre disposition to act in a given manner towards specific person, groups, object and institution of idea.

#### **Images and symbolism:-**

Product images and symbolism is also important to decide the distinctive image.

### **Intentions and Motives:-**

Intention refers to the anticipated future action of customers. A motive is an inner urge that moves prompt a person to action.

### **Branding:-**

The word brand is a comprehensive term. A brand is a name, term, symbol or design or a combination which is intended to identify the goods or services of one seller or group of sellers. The term brand is broadly applied to all identifying marks such as trade names, trade marks, trade symbol, picture, design of some attractive slogan.

### **Importance of Branding:-**

The market can build up a bright image of his organisation around the brand.

Branding enables the firm assured control over the market.

Branding by differentiating a product from its rival enables the brand owner to establish his own price which cannot be easily compared with the prices for competing goods.

If a firm has more lines of branded goods, it can add a new item to its list easily and the new item can enjoy all the advantages of branding immediately.

### **Visibility play an important role in setting the product:-**

Visibility is a vision, which makes your eyes attract along which rule and guide your mind and finally forces you to acquire knowledge of the product that what is this product? And finally you buy the product or brand.

Therefore visibility plays an important role in selling the product. No matter how good the company produces a high quality products good packaging. But until and unless if the product is not visible in the outlets, it loses its own value rather it is of no use.

Generally visibilities are of two types:-

- Paid visibility
- Unpaid visibility

### **Paid visibility:-**

When any consideration is paid by the company in any form so as to create visibility of the product at the outlets

Generally paid visibility is what? It is nothing but the company pays to the traders for displaying their products on their shelves. Therefore more the display is attractive more is the rate off-take.

### **Unpaid visibility:-**

Unpaid visibility means where the company does not pay anything in any form to the retailers. It only depends on the relationship between the company and the traders. Therefore it is very easy for any company to pay for the visibility of the product and cash down.

**Price:-**

Economist defines price as the exchange value of a product or service always expressed in money to the consumer the price is an agreement between seller and buyer concerning what each is to receive. Price is mechanism or device for translating into quantitative terms the perceived value of the product to the consumer at a point of time.

Price is matter of vital importance to both the seller and buyer in the market place. In money economy without prices there cannot be marketing.

Price denotes the values of a product or service expresses in money. In a competitive market economy, price is determined by free play of demand and supply. The price will move forward of backward with changing supply and demand conditions.

## **CHAPTER-2**

### **RESEARCH DESIGN:**

Research design provides the glue that holds the research project together. A design is used to structure the research, to show how all of the major parts of the research project -- the samples or groups, measures, treatments or programs, and methods of assignment -- work together to try to address the central research questions. The concept of research design is a critical step in the research process. The design of the study constitutes the research plan to be conducted and the blue print for the collection, measurement and analysis of the data. In other words, research design is a conceptual structure within which research is conducted.

### **TITLE OF THE PROJECT:**

**“A STUDY ON CONSUMER PERCEPTION TOWARDS BAJAJ PULSAR DTS-I IN BANGALORE CITY”**

### **STATEMENT OF THE PROBLEM:**

In the current competitive market, it is a benefit for the consumer to decide which product to buy from a varied range of available products in the market but it has become a quite tough job for the organizations to continuously explore new market opportunities in terms of increasing their consumer lists and to have a growth in their sales. Companies try to excel in the race of competition, by bringing changes in their marketing mix strategies and also to attract consumer towards them. Each consumer has different tastes, preferences, perception and buying motives about the product and service rendered to them by the organization. Consumer is the main focus of every marketing program the whole functioning of an organization depends on the consumer. Hence it is essential to study the needs and wants of our customer and also to know the means by which

he can be satisfied. It also becomes necessary to know about the consumer perception towards a particular product. The way the consumer perceives a product is very important marketing activity. A consumer may perceive a particular product wrongly contrary to what it actually is. This may be due to factor and will affect the sales and reputation of the company. to retain customers in order to compete with others in future.

### **OBJECTIVES OF THE STUDY:**

- To study the consumer perception towards Bajaj pulsar
- To study the consumer preferences towards Bajaj pulsar.
- To study the level of customer expectation .towards Bajaj pulsar
- To study the factors which influence in purchasing the bike

### **SCOPE OF THE STUDY:**

The study is conducted in Bangalore. The study covers only Bajaj Pulsar DTS – I, Study is confined to consumer preference, consumer perception, level of customer satisfaction and factors influencing the purchase of the Bajaj Pulsar DTS-I.

It will also help in analyzing the purchase decision for the consumer, buying behaviour of the consumer which helped in analyzing the factors for the actual purchase of the product by the consumer.

### **PLAN OF ANALYSIS:**

The plan for analysis of the data was through the help of questionnaire, interacting with the customers, then formulating the results through pictorial representation of graphs & charts, tables, etc. and is being divided into the following steps in a meaningful way :-

- Tabulation of the questionnaire
- Use of percentage method to represent the tabulated data.
- Presentation of the tables in numerical form. Graphical representation of the whole data in terms of bar graphs and to draw the inferences from the data

## **RESEARCH METHODOLOGY:**

1) **PRIMARY DATA:** Primary data are data freshly for a specific purpose or for a specific research project. The normal procedure is to interview some people individually or in groups, to get a sense of people feel about the topic in question, and then develop a formal research instrument, debug it, and carry it in to field.

Primary data has been collected in different ways. They are:

- Questionnaire
- Personal interaction with customers
- Observation

2) **SECONDARY DATA:** Secondary data are data that were collected for another purpose and already exists some where. Researchers usually start their investigation by examining secondary data to see whether the problem can be partly or wholly solved without collecting costly primary data. Secondary data provide a starting point for research and offer the advantages of low cost and ready availability. Secondary data has been collected in different means.

To support the analytical part of this project secondary data has also been collected by various sources like:

- Company manuals and journals
- Articles in magazines
- Newspapers
- internet

Sampling is the selection of some part of an aggregate or totality on the basis of which a judgment or inference about the aggregate or totality is made. In other words, it is the process of obtaining information about an entire population by examining only a part of it.

The **sampling universe** in this case consists of all those people who visit bajaj showroom.

The **sampling unit** in this case is the customer for the bajaj showroom and all other potential customers' needs.

The **sample size** for this study is 150 which gave an idea to get the solution for the objectives of this study.

The **sampling technique** used for this study is simple random sampling. The data collected for the analysis was not only from the premises of the showroom, petrol pumps, shopping malls, colleges.

### **Sampling Scheme:-**

A few people or a unit of population is called as sampling size. The questionnaire was given to 150 respondents from Bangalore city.

### **DESIGN OF THE STUDY:**

- Collection Of Data
- Suggestion
- Findings From Data
- Analysis Of Data

## **LIMITATIONS**

A perfect study is always backed by many problems, in other words, can be called as limitations, and is conducted in this study.

- Time and cost consideration.
- Respondents may be biased in providing the information
- The accuracy of information depends upon the information provided by the respondents.
- Study limited to Bangalore city.

## **CHAPTER SCHEME**

The proposed project report is presented in five chapters, they are discussed below:

### **Chapter 1: Introduction**

The first chapter covers the information about bajaj pulsar.

### **Chapter 2: Research Design**

The second chapter contains the design of study including statement of the problem, scope and objectives of the study, methodology of study, sources of data and method of analysis.

### **Chapter 3: Profile of bajaj**

The third chapter is focused on the complete information about bajaj pulsar.

### **Chapter 4: Analysis and Interpretation of Data**

The fourth chapter contains the data collected through the various records. it is compiled, tabulated, compared and analyzed in order to draw inferences.

### **Chapter 5: Summary of Findings, Suggestions and Conclusions**

The fifth chapter provides a summary of findings, conclusions drawn from the analysis conducted and suitable recommendations is given.

## **CHAPTER-3**

### **COMPANY PROFILE**

The Bajaj Group came into existence during the turmoil and the heady euphoria of India's freedom struggle. Jamnalal Bajaj, founder of the Bajaj Group, was a confidante and disciple of Mahatma Gandhi, and was deeply involved in the effort for freedom. The integrity, dedication, resourcefulness and determination to succeed which are characteristic of the Company today, are often traced back to its birth during those long days of relentless devotion to a common cause.

Kamalnayan, the eldest son of Jamnalal Bajaj, succeeded his father in 1942, at the age of twenty-seven. Putting the Nation before business, he devoted himself to the latter only after India achieved independence in 1947. But when he did so, he put his heart and soul into it. Within a short while, he not only consolidated the Group, but also diversified into various manufacturing activities, elevating the Group to the status it enjoys till this day.

Rahul Bajaj today heads the Group. He has been the Chief Executive Officer of Bajaj since 1968 and is recognised as one of the most outstanding business leaders in India. As dynamic and ambitious as his illustrious predecessors, he has been recognised for his achievements at various national and international forums

#### **About Bajaj**

The Bajaj Group is amongst the top 10 business houses in India. Its footprint stretches over a wide range of industries, spanning automobiles (two-wheelers and three-wheelers), home appliances, lighting, iron and steel, insurance, travel and finance.

The group's flagship company, Bajaj Auto, is ranked as the world's fourth largest two- and three- wheeler manufacturer and the Bajaj brand is well-known in over a dozen countries in Europe, Latin America, the US and Asia.

Founded in 1926, at the height of India's movement for independence from the British, the group has an illustrious history. The integrity, dedication, resourcefulness and determination to succeed which are characteristic of the group today, are often traced back to its birth during those days of relentless devotion to a common cause. Jamnalal Bajaj, founder of the group, was a close confidant and disciple of Mahatma Gandhi. In fact, Gandhiji had adopted him as his son. This close relationship and his deep involvement in the independence movement did not leave Jamnalal Bajaj with much time to spend on his newly launched business venture.

His son, Kamalnayan Bajaj, then 27, took over the reins of business in 1942. He too was close to Gandhiji and it was only after Independence in 1947, that he was able to give his full attention to the business. Kamalnayan Bajaj not only consolidated the group, but also diversified into various manufacturing activities.

The present Chairman and Managing Director of the group, Rahul Bajaj, took charge of the business in 1965. Under his leadership, the turnover of the Bajaj Auto the flagship company has gone up from Rs.72 million to Rs.46.16 billion (USD 936 million), its product portfolio has expanded from one to and the brand has found a global market. He is one of India's most distinguished business leaders and internationally respected for his business acumen and entrepreneurial spirit.

## Board of Directors

|                      |                                     |
|----------------------|-------------------------------------|
| Rahul Bajaj          | Chairman                            |
| Madhur Bajaj         | Vice Chairman & Whole-Time Director |
| Rajeev Bajaj         | Managing Director                   |
| Sanjiv Bajaj         | Executive Director                  |
| Kantikumar R. Podar  | Director                            |
| Shekhar Bajaj        | Director                            |
| D.J. Balaji Rao      | Director                            |
| D.S. Mehta           | Whole-Time Director                 |
| J.N. Godrej          | Director                            |
| S.H. Khan            | Director                            |
| Mrs. Suman Kirloskar | Director                            |
| Naresh Chandra       | Director                            |
| Nanoo Pamnani        | Director                            |
| Tarun Das            | Director                            |
| Manish Kejriwal      | Director                            |



It was during one lazy afternoon in January 2001 that they first got a chance to take the Pulsar out for a spin. For the journo who had assembled at Chakan, near Pune, the Pulsar was eye candy.

After seeing much tamer competing bikes, the Pulsar, at that time, looked like a seemingly oversized bike for the executive segment. But it was curiously attractive all the same.

The question uppermost in our minds then was will it succeed or will it go the way of some of the bikes of the past, such as the Enfield Explorer, the Fury 175 and the Hero Honda Sleek, which were probably ahead of their times in terms of design. But Bajaj had,

Of course, done its homework before designing and pricing the Pulsar and the rest, as they say, is history.

Bajaj's success story with the Pulsar began that day. The venue was its swank, new plant and the reason we were there was to witness the launch of the Kawasaki Eliminator, the

Cruiser bike from Bajaj's Japanese collaborator. The test ride on the Pulsar prototype was an unexpected bonus.

After a few lazy laps on the Eliminator at the test track, the Pulsar was almost prodding us to push it to its limits. Not surprising then, that in the hands of a few over-enthusiastic motoring journo, the prototype which we tested that day quickly came up with gearbox problems and had to be rolled off the track.

But Pulsar's ride in the market since has been pulsating. After a couple of upgrades down the line, with its smart headlamp and fairing combo and after infusing new technology in the form of Bajaj's in-house R&D's digital twin spark ignition and its much improved build quality, the Pulsar is riding pretty in the 150cc bike category.

## **CHRYSLIS, BAJAJ-STYLE**

While Bajaj has been making improvements and upgrades to a number of its other bikes too, the Pulsar has probably seen the most happen within just a span of three years. Each upgrade has only gone on to increase the appeal of the Pulsar. And so it was that as soon as new, worthy competition (read Honda Unicorn) emerged in the 150cc segment, Bajaj decided to give the Pulsar a few more features that will get our adrenalin pumping.

The new, reworked Pulsar is far ahead of its first avatar in terms of looks and performance. And yet, except for a couple of features that are noticeably new in the reworked Pulsar twins, the rest are discernable only to the keen eye or only when you get to ride on this 2005 version.

The most striking pair of features that the Pulsars have been given are of course the new 17-inch, six-spoke alloy wheels and the gas shock absorbers that have been bolted on to the rear of the bike, replacing the earlier, more mundane coil spring set-up.

Bajaj's intentions for giving the Pulsar a makeover seems to have been a three-pronged strategy, to tackle ride quality, stability and design. It has revolved around giving the Pulsar more up market features, for improving ride quality, to boost power without changing the current configurations of the two engines, for increasing stability to better the bike's cornering ability and to alter the bikes' dimensions (and even to some extent the design), without it being too evident.

So, park the new reworked Pulsar DTS-I next to the version that just preceded it and you may miss out on most of the subtle changes in features. But that does not mean that they are insignificant.

First off, let us look at the changes to the chassis and design. Bajaj engineers have increased the wheelbase of the Pulsar by another 10mm.

One of the beneficial by-products of the lengthening process seems to have been a slight lowering of the rider's saddle height. So much so that, Bajaj has increased the seat padding for the rider and yet managed to maintain the seating position at a comfortable level even for shorter riders, who may earlier have had to stand on their toes while being stationary and seated on the bike.

The increased wheelbase seems to have been achieved by pushing out both the front and rear wheels, which in turn means that the new Pulsar now has a longer box swing arm at the rear and a slightly more angled outward front forks.

Our immediate observations when we sat astride the test bike was that the riding position is now a little more crouched and that the bike's turning radius will now be a spot more.

While the improved stability factor did also pop up in our minds, it was only after we took the bike out onto the roads that the dramatic improvement in ride quality and stability hit us. The Pulsar feels that much more balanced now, despite its extra large fuel tank, which tended to make it front heavy. With the longer wheelbase and more centralised weight distribution, we felt emboldened to push the Pulsar through deep turns and tight corners.



|                |                                       |
|----------------|---------------------------------------|
| Engine         | 4 Stroke, Single Cylinder, Air Cooled |
| Cubic Capacity | 143.9cc                               |
| Max. Power     | 13.02 BHP @ 8500rpm                   |
| Gear Box       | 5 Speed                               |

|                  |             |
|------------------|-------------|
| Ignition         | CDI         |
| Front Brakes     | 240mm Disc  |
| Rear Brakes      | 130mm Drum  |
| Front Tyre       | 2.75 X 18   |
| Rear Tyre        | 100/90 X 18 |
| Wheelbase        | 1320mm      |
| Ground Clearance | 155mm       |
| Dry Weight       | 134 Kg      |
| Tank Capacity    | 18 Litres   |
| Price On Road    | Rs. 70,500  |

[Pulsar DTS- I: Suave but savage](#)



"It's a Boy!" Not so long ago that would have conjured up images of a nurse in a government hospital holding up a newborn, greeting the tired but expectant parents. That is not something which comes to mind for the biking generation now. The high voltage advertising for the Bajaj twins — the Pulsar 150 and the Pulsar 180 — changed all that.

After meeting with astronomical success for the Pulsar's first editions, the chunky, masculine, rugged-looking bikes went back to the shop floor and the design studio for a make over. And so, the restyled Pulsar DTSi was born, with a new face and a stronger, more powerful heart.

### **Deceptive looks**

The Pulsar was always a boy. Only, this so-to-say genetically-modified version has ensured that the "boy" gets a booster dose of testosterone! And so, from being just a boy, the new Pulsar DTSi is now definitely man: More powerful, huskier-voiced and built for more speed.

The restyled look, especially the new bikini fairing has added a bit of panache to the DTSi, but it has still robbed the Pulsar of its original looks: Simple, raw and ruggedly masculine. The new look is also a bit deceptive, beguiling the onlooker into thinking that it will behave like a gentleman. Deception that works, until he hits the throttle. If we can draw parallels from the world of Hollywood, the Pulsar DTSi has the blasé, urbane looks of Paul Newman and the build and raw power of Arnold Schwarzenegger.

### **The digital twist**

With a host of new technologies, the new versions have raised the bar for "digital biking" in India. Bajaj's introduction for the new Pulsar says that the new features include DTSi, TRICS III and digital CDI. Lots of abbreviations that sure must sound intimidating.

### **Let us try unraveling one acronym at a time.**

Current motorcycle and scooter engines have a single spark plug that ignites the air and fuel mixture inside the combustion chamber. As a result, the rectangular combustion chambers in most motorcycle engines have a certain degree of unburnt air-fuel mix, since the flame front arising from the sparkplug does not reach all the corners of the combustion chamber.

This loss of unburnt air-fuel mix leads to lower power and fuel efficiency. After Bajaj Auto perfected the technology for adding a second spark plug to the engine and the engine management systems to go with it, it decided to first put the new technology to work on the Pulsar.

### **What is DTSi?**

The DTSi (Digital Twin Spark ignition) technology from Bajaj could potentially revolutionize motorcycling in the country. The company may well want to replicate the technology in its other engines as well. This technology, which is also being patented by Bajaj Auto, boosts the performance of the engine, while simultaneously cutting emissions.

The DTSi technology incorporates twin sparkplugs at either ends of the combustion chamber for faster and better combustion. Single sparkplug meant slower burning of the air-fuel mixture and sub-optimal combustion chamber characteristics. This is the heart of the new technology from Bajaj. But, its benefits are fully realized only after it is combined with a computerized direct ignition (CDI) system and new generation throttle response system.

The digital CDI in the new Pulsar, which features an advanced eight-bit microprocessor, handles the spark delivery. The programmed chip's memory contains the optimum ignition timing for any given engine rpm, thereby squeezing out the best performance characteristics from the combustion chamber. Working together with the Throttle Responsive Ignition Control System (TRICS III) supposedly also delivers the optimum ignition timing for varying load conditions.

Bajaj has also developed a new third generation TRICS III to complement the new ignition system. The TRICS system controls the ignition based on throttle use. Depending on the needs of the motorcycle rider, whether for cruising or a burst of acceleration (such as for overtaking), the ignition requirements changes; especially useful in city riding conditions.

Based on the level of throttle opened, a magnetic field opens or closes the reed switch, which, in turn, is connected to the Digital CDI. The CDI then switches to the desired Ignition Advance Timing Maps (pre-programmed timing from the

eight-bit processor). This helps the engine achieve an ideal ignition spark advance for every throttle opening and engine rpm level.

### **More powerful features**

What all these technologies do to the bike's performance is increase its maximum power and torque by some 8 per cent. While the old Pulsar (which continues to be available only in the 150cc version as Pulsar 150 KS) engine put out a max power of 12 bhp, the new engine ups it to about 13.02 bhp.

Similarly the new Pulsar 180 DTSi takes the max power level to just over 16 bhp, from the sub-15 levels of the old engine. Torque levels are up from 10.8 Nm to 11.68 Nm in the 150cc.

Dimensionally, the new Pulsar's wheelbase has also been increased to 1,320mm from 1,265mm for the previous version.

The increase has largely come from the longer, telescopic front fork and suspension. Together with the new rectangular section swing arm, the longer wheelbase gives the new Pulsar DTSi more stability and better cornering ability.

The damper body in the DTSi's rear suspension has been increased in diameter to make it look more robust. A triple-rate spring with a larger wrap diameter gives a smoother ride. The suspension's stroke has been increased for more travel.

### **Bikini to the fore**

Getting back to Paul Newman and Arnie, the key highlight of the new Pulsar's looks is the front bikini fairing. The fairing incorporates an oval clear lens, multi-reflector headlamp and two pilot lamps — one on each side — mainly to add to the aura of the bike.

The auxiliary number plate lamp just below the new clear lens tail-lamp is a more functional add-on. Other cosmetic changes include a new satin tone finish surface plating for the handlebar and a rubber logo insert in the handle bar joint to prevent the ignition keys from scratching the handle bar finish.

For engines in the 150cc plus class, both twins come up with fairly attractive mileage numbers. An average of 50-55 kmpl for the DTSi 180cc and about 55-60 kmpl can be expected from the 150cc.

One final "statutory warning", though: For those who want to switch to the DTSi, riding it could be addictive!

### **Price for driving**

PRICES for the Pulsar DTSi 150 cc and the 180 cc range from about Rs 70,000 to Rs 75,000 plus ex-showroom. The old Pulsar 150 KS continues to be available at about Rs 60,000 (for disc brake and electric start) ex-showroom.

For the new technology that the DTSi incorporates and the gentlemanly looks (though we would have preferred the old raw and rugged looks), buyers will be better off paying that extra bit for the DTSi.

The DTSi's free-revving engine is a delight to ride. No wonder Bajaj has fitted rev-limiters to prevent damage to the engines from rev-hungry riders.

The new Pulsar is still a looker. Riding the DTSi amongst the informed bikers of Chennai proved quite a task, after being accosted at every turn.

Even if some of them missed the Pulsar's new styling, the echoing, deep-throated growl of the engine would give it away.

## **NEW ADDED FEATURES IN BAJAJ PULSAR DTS-I**

### **ENHANCED DTS- I ENGINE**

Digital biking is the next generation bike engine technology. It was introduced for the first time in India by bajaj on the pulsar dts-i. digital biking enables your bike to deliver rip- roaring power without sacrificing on mileage.

### **THE DTS-I TECHNOLOGY**

The revolutionary bajaj dts-i engine technology is the heart of the digital biking. It incorporates digital twin spark ignition, digital cdi and trics iii.

The legendary dts-i engine leads the pursuit of technology excellence. The returned power plant deliver crisper throttle response for consistent output. Even in varying load conditions and at different levels of acceleration. Completely new cam timing leads to broader spectrum of the torque effect that ensuring phenomenon ride even at low speed and high gear combination. The new engine thus propels you to the pole position whenever u desire.

### **DIGITAL CONSOLE – NEW DIGITAL SPEEDO METER**

The new bajaj pulsar dts-i sports an lcd speedo tachometer console. Its large, orange black – light display automatically brightens during the day and dims once the head lamp is powered. The digital cockpit displays vehicle speed, fuel level, neutral, high beam, turning lights and side stand warning.

The analog tachometer now comes fitted with a self – diagnostic feature. When the ignition key is turned, the tachometer needle wings from rest and thus a complete sweep up to its maximum position.

The cdi protects the engine by automatically cutting the sparks beyond 10000 rpm. However, as an additional over – rev warning, the tachometer has a red tripmatic light that links when the rider touches revolutions over 9000 rpm. This indicator has another function, too. It continuously glows red when there is less than two litres of fuel in the tank. Either way, it's time for the rider to take notice.

The fuel level is indicated by vertical bars on the lcd panel. A full tank is represented by 12 bars. As the fuel level goes down the bar starts diminishing.

On the extreme right of the console is the rubber – tipped meter, which can measure two trip readings. The trip meter values are displayed on the lower right hand corner of the panel and the odometer on the lower left hand corner.

### **ENHANCED RIDE FEEL**

Exhaustec – The unique exhaustic technology allows you to rev up when your heart feels like and the engine will pick you instantaneously irrespective of the gear you are in. To improve the engine torque even at low rpms and is optimized to get maximum

performance from the engine. Gives a feeling of abundant latent power at any stage of riding, which ensures effortless pulling for any load conditions.

Cylinder Head with roller rocker arms/ Improved clutch / Optimized intake and Exhaust Systems and new valve timings ; The result of all this minute attention to detail enables substantially improve reliability across all the gears and engines, with lesser gear changes. Drivability in top gear is improved phenomenally, which will help in rush hour city riding. This also ensures better fuel economy with enhanced ride feel.

## **ENHANCED CHASSIS**

### **Enhanced looks**

The new design seat cowl neatly integrates the LED tail lamp making it almost flush fitting. This gives a clean look to the rear- end of the bike unspoiled by the tail lamp protrubences. The mean muscular airo dynamic shape sport hi-performance light weight alloy over take your Imagination.

### **Enhanced Stability**

Smashing looks apart, lighter yet stronger alloy wheels help you to tackle the thickest of the traffic jams. The smaller radius wheels (17'') coupled with wheel base (1320mm) enables the nimblest of handling making the bike more agile and in control.

### **Enhanced Comfort**

Experience the power of Nitrox – nitrogen assisted rear gas shockers with the triple rated spring and anti – stiction Teflon coated front telescopic suspension which ensures air cushion feel even on extreme terrain. The plush comfort given in a turbulent world.

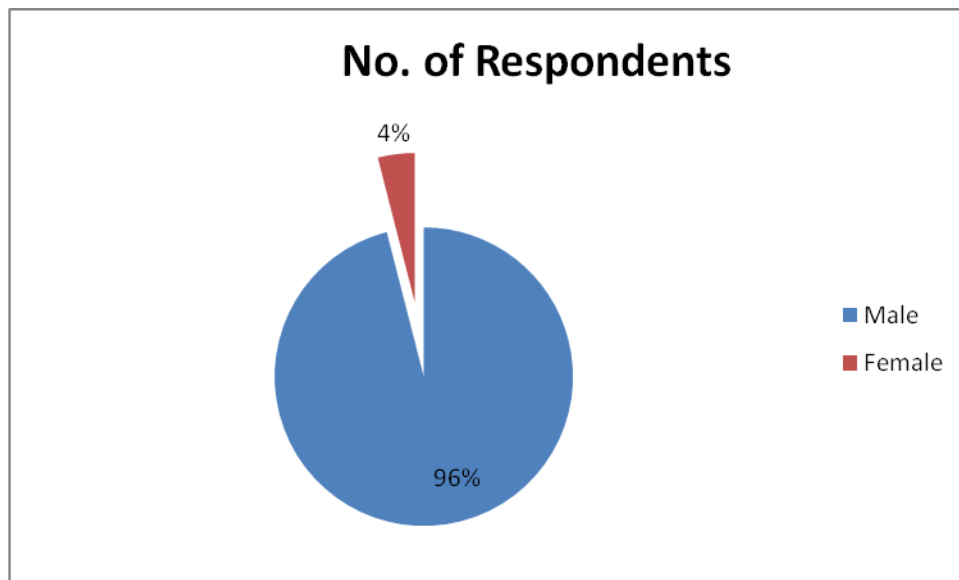
## CHAPTER-4

### ANALYSIS AND INTERPRETATION

Table 1: table showing gender of respondents

| Particulars  | No. of Respondents | Percentage |
|--------------|--------------------|------------|
| <b>Male</b>  | 144                | 96%        |
| Female       | 06                 | 4%         |
| <b>Total</b> | 150                | 100%       |

Graph 1 Graph showing gender of respondents



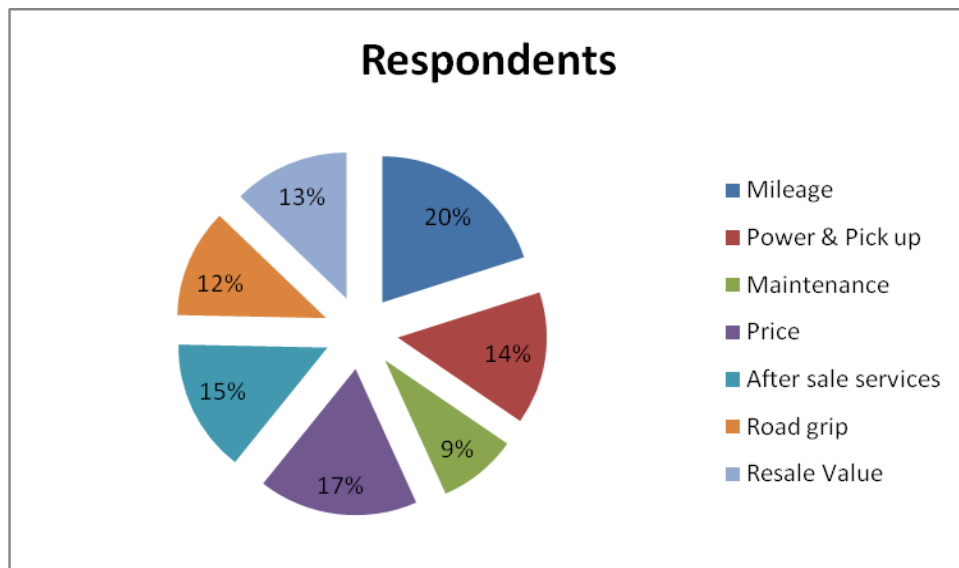
Analysis:- from the above table no of respondents 144 ie 96% male prefers bajaj pulsar more then female users ie 4% females are found to be less compare to

males From the above analysis it is clear that most of respondents are males from different fields living in Bangalore city.

Table 2 Table showing tributes of a two wheeler according to degree of importance

| Particulars         | Respondents | Percentage |
|---------------------|-------------|------------|
| Mileage             | 30          | 20         |
| Power & Pick up     | 22          | 14         |
| Maintenance         | 13          | 9          |
| Price               | 26          | 17         |
| After sale services | 22          | 15         |
| Road grip           | 18          | 12         |
| Resale Value        | 19          | 13         |
| Total               | 150         | 100        |

Graph 2 Graph showing following attributes of a two wheeler according to degree of importance



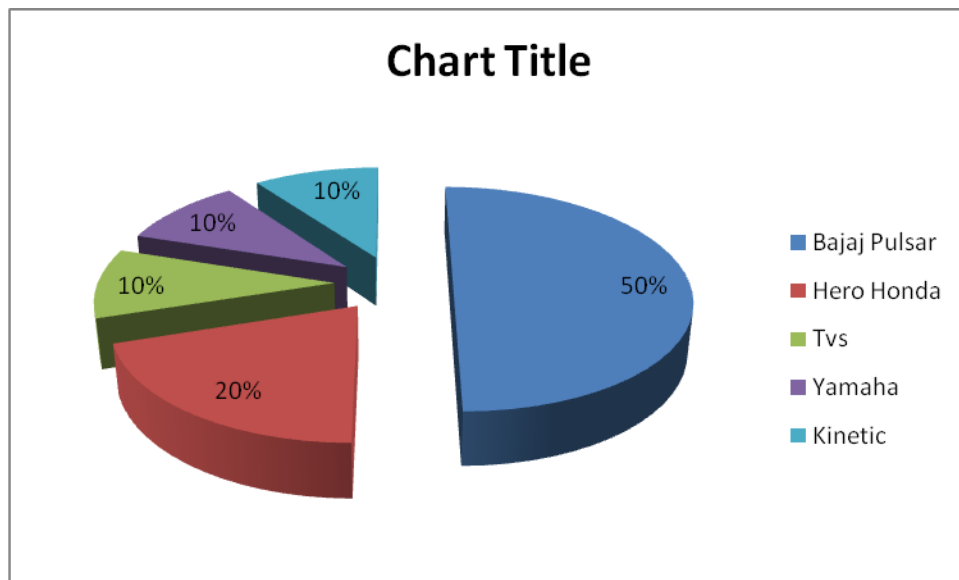
Analysis from the above table majority of the respondents prefer mileage ie 30 respondents (20%) , 26 respondents ie 17% rate for price ,22 respondents ie

15%& 14 % rate for after sales service and power and pick up, 13 % opted for resale vale and road grip respetively .

TABLE -3 Table showing the respondents preference to different Brand

| Particulars  | Respondents | Percentage |
|--------------|-------------|------------|
| Bajaj Pulsar | 75          | 50%        |
| Hero Honda   | 30          | 20%        |
| TVS          | 15          | 10%        |
| Yamaha       | 15          | 10%        |
| Kinetic      | 15          | 10%        |
| Total        | 150         | 100%       |

Graph 3 Graph showing the respondents preference to different Brand



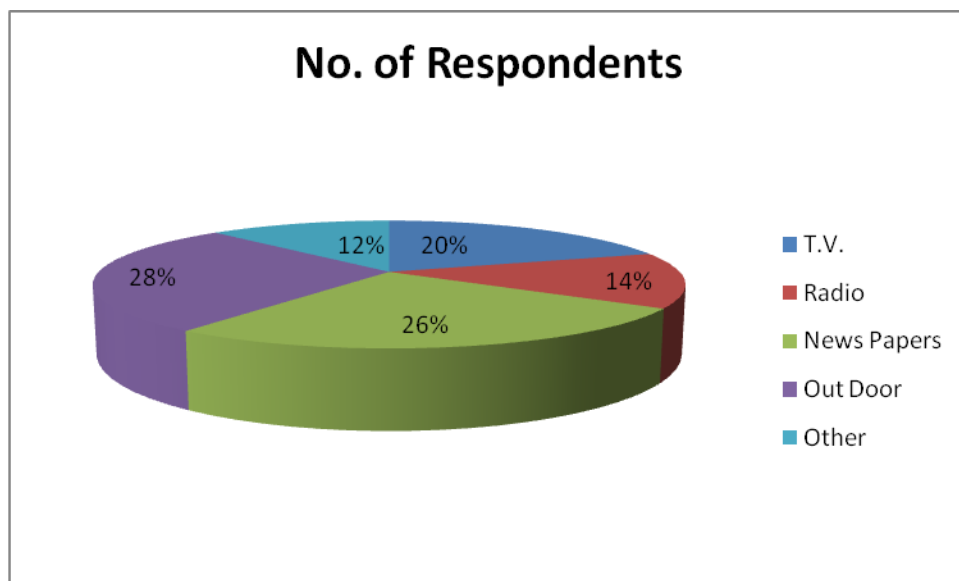
## Analysis

From the above table the preference of the respondents towards different brands of two- wheeler vehicles. 50% of respondents are preferring Bajaj Pulsar products, 20% are preferring hero Honda and other 10% are TVS, Yamaha, and kinetic hence we conclude that bajaj pulsar is given first preference as compared to other brands in a distributed proportion this bring out that all most are non users of Bajaj Pulsar brand.

Table 4 Table showing accessibility of different Medias by consumers.

| Particulars | Respondents | Percentage |
|-------------|-------------|------------|
| T.V.        | 30          | 20         |
| Radio       | 21          | 14         |
| News Papers | 39          | 26         |
| Out Door    | 42          | 28         |
| Other       | 18          | 12         |
| TOTAL       | 150         | 100        |

Graph 4 Graph showing accessibility of different Medias by consumers.



## Analysis

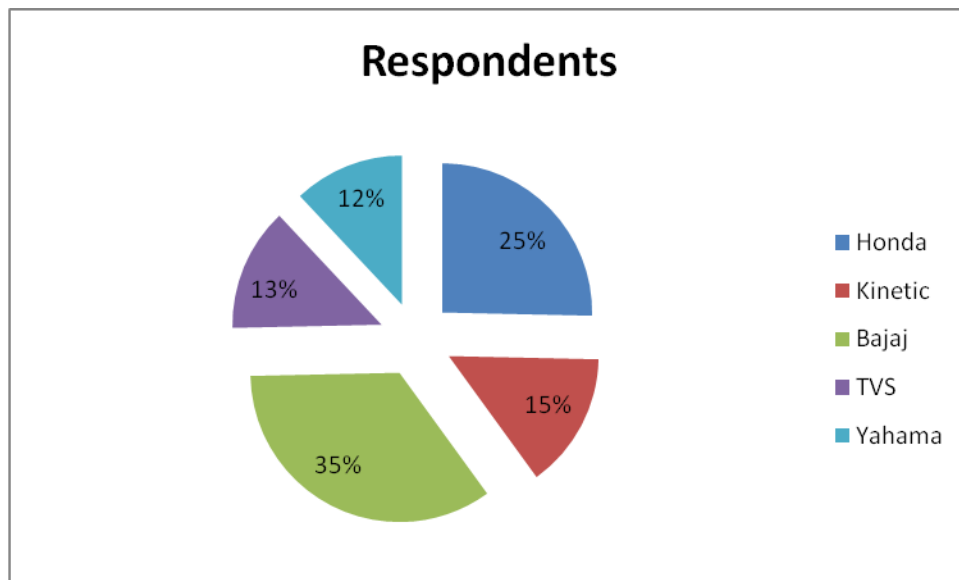
From the above table shows the accessibility of different Medias by consumers for buying Bajaj Pulsar. 30 respondents who constitute 20% of respondents are accessed for T.V media of which 16 are users & 14 are non users. 21 respondents who constitute 14% of respondents are accessed for Radio Media of which 3 are users and 18 are non users. 39 respondents which constitute 26% are accessed for News Papers of which 17 are users and 22 are non users. 42 respondents which constitute 28% are accessed for out door advertisement of which 18 are users and 24 are non users. 18 respondents which constitute 12% are accessed for other media of which 12 are users and 6 are non users of Bajaj Pulsar brand.

This shows that medias play vital role in accessing the knowledge about Bajaj Pulsar product amongst the customers. When awareness is created, customers can be pulled towards the particular brand.

Table 5 Table showing which two wheeler do you own

| Particulars  | Respondents | Percentage |
|--------------|-------------|------------|
| Hero Honda   | 38          | 25         |
| Kinetic      | 22          | 15         |
| Bajaj pulsar | 52          | 35         |
| TVS          | 20          | 13         |
| Yahama       | 18          | 12         |
| Total        | 150         | 100        |

Graph 5 Graph showing which two wheeler do you own

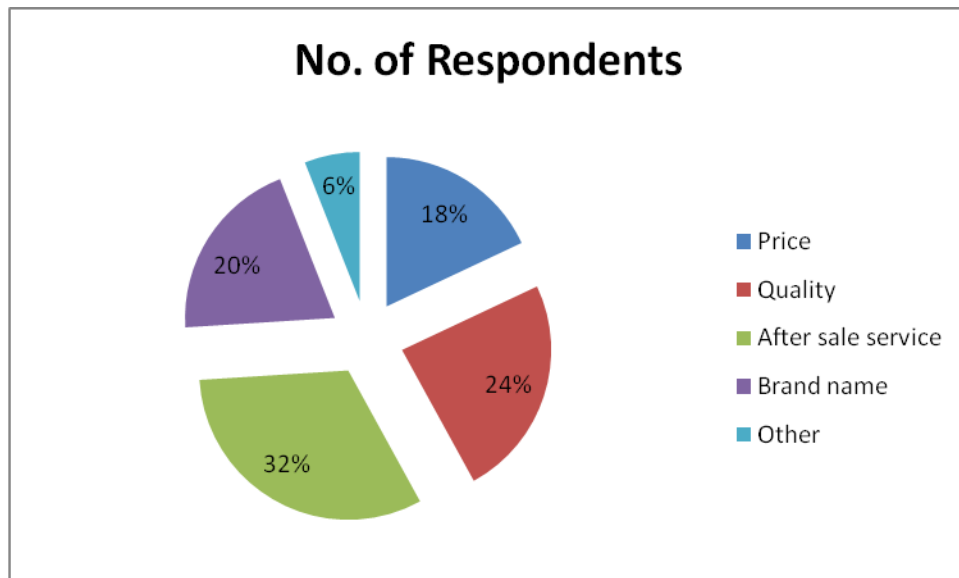


Analysis from the above table majority of them own bajaj pulsar ie 35% ,25% own hero Honda and rest of the respondents own kinetic(15%) TVS (13%) yahama (12%)

Table 6 Table showing Attributes considered important in Bajaj Pulsar Brand

| Particulars        | Respondents | Percentage |
|--------------------|-------------|------------|
| \Price             | 27          | 18         |
| Quality            | 36          | 24         |
| After sale service | 48          | 32         |
| Brand name         | 30          | 20         |
| Other              | 09          | 06         |
| TOTAL              | 150         | 100        |

Graph 6 Graph showing Attributes considered important in Bajaj Pulsar Brand



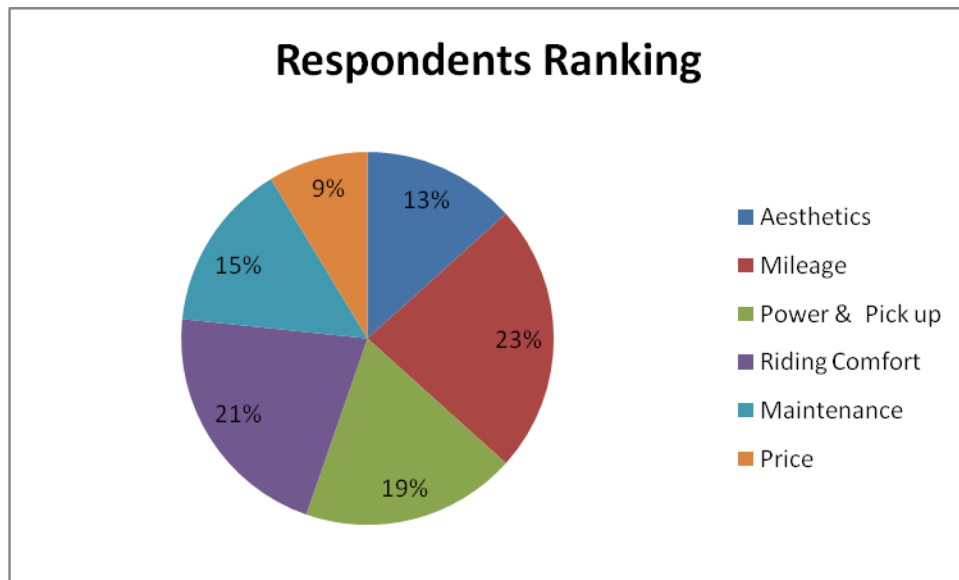
## Analysis

Hence the above table shows the attributes considered important in Bajaj Pulsar by consumers. 27 respondents which constitute 18% are attributed to price of which 10 are users and 17 are non users. 36 respondents which constitute 24% are attributed to quality of which 20 are users and 16 are non users.. This shows clearly that most of them respondents prefer that after sales service should be given to larger extent ,out of 48 respondents 32% preferred after sale service ., that leads to increase in sales, than any other attributes to after seller services. Brand name also plays a vital role in a purchase. Out of 30 respondents 20% preferred brand name .Consumers tend to purchase a particular vehicle because of its brand name in the market. As seen in the table, 30 of them consider brand name is important which can induce them to purchase a two-wheeler.and out of 9 respondents 6% preferred for other factors.

Table 7.table showing characteristics of bajaj pulsar DTS -I

| Particulars     | Respondents | Percentage |
|-----------------|-------------|------------|
| Aesthetics      | 20          | 13         |
| Mileage         | 35          | 25         |
| Power & Pick up | 28          | 19         |
| Riding Comfort  | 32          | 21         |
| Maintenance     | 22          | 15         |
| Price           | 13          | 9          |
| Total           | 150         | 100        |

Graph 7 Graph showing characteristics of bajaj pulsar DTS -I

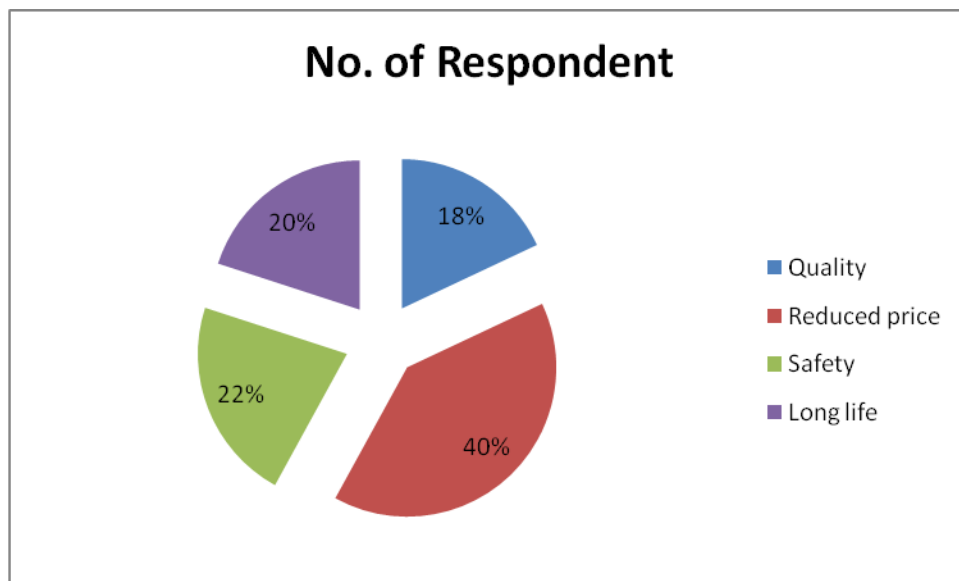


Analysis from the above table 25% Of respondents preferred mileage , 21% preferred riding comfort 19% preferred for power and pick up , 15% opted for maintenance , rest 9% opted for price respectively

Table 8 Table showing the expectation to be incorporated for improvement in Bajaj Pulsar.

| Particulars   | Respondents | Percentage |
|---------------|-------------|------------|
| Quality       | 27          | 18         |
| Reduced price | 60          | 40         |
| Safety        | 33          | 22         |
| Long life     | 30          | 20         |
| TOTAL         | 150         | 100        |

Graph 8 Graph showing the expectation to be incorporated for improvement in Bajaj Pulsar.



Analysis The above table shows the expectation of the consumers to be incorporated of Bajaj Pulsar vehicles. 27 respondents which constitute 18% expect the quality to be improved. 60 respondents which constitute 40% expect reduction

in prices of Bajaj Pulsar. 33 respondents expect an improvement in safety aspects of Bajaj Pulsar vehicle out of which 25 are users and 8 are non users.

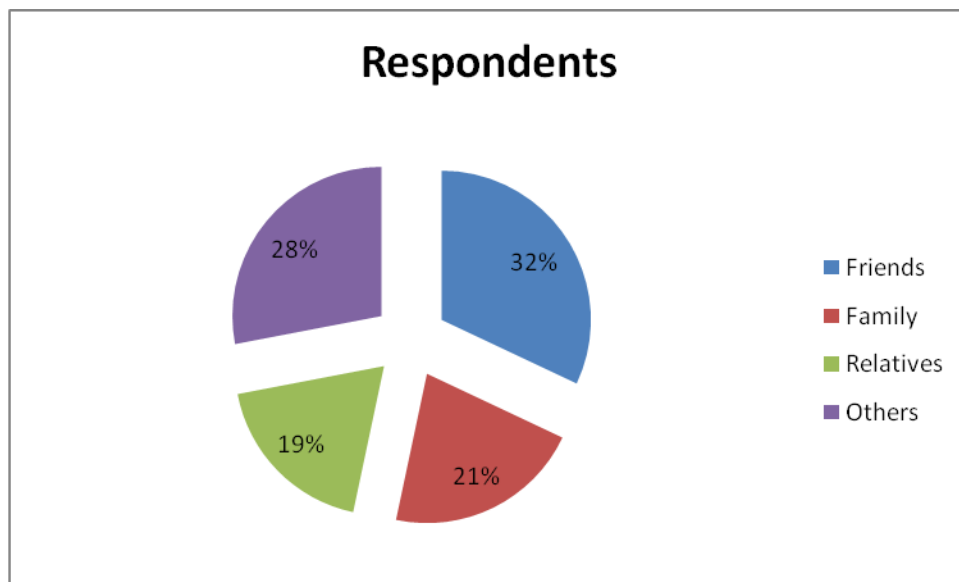
30 respondents which constitute 20 % expect long life of Bajaj Pulsar once they make a purchase.

Because of this drawback in quality, price and other factors customers as shown in the above response that there has been some improvement in quality, price and other factors which has to be considered by the company. So that they can retain and cover more number of customers

Table 9 Table showing the initiate to buy two wheeler

| Particulars | Respondents | percentage |
|-------------|-------------|------------|
| Friends     | 48          | 32         |
| Family      | 32          | 21         |
| Relatives   | 28          | 19         |
| Others      | 42          | 28         |
| Total       | 150         | 100        |

Graph 9 Graph showing the initiate to buy two wheeler

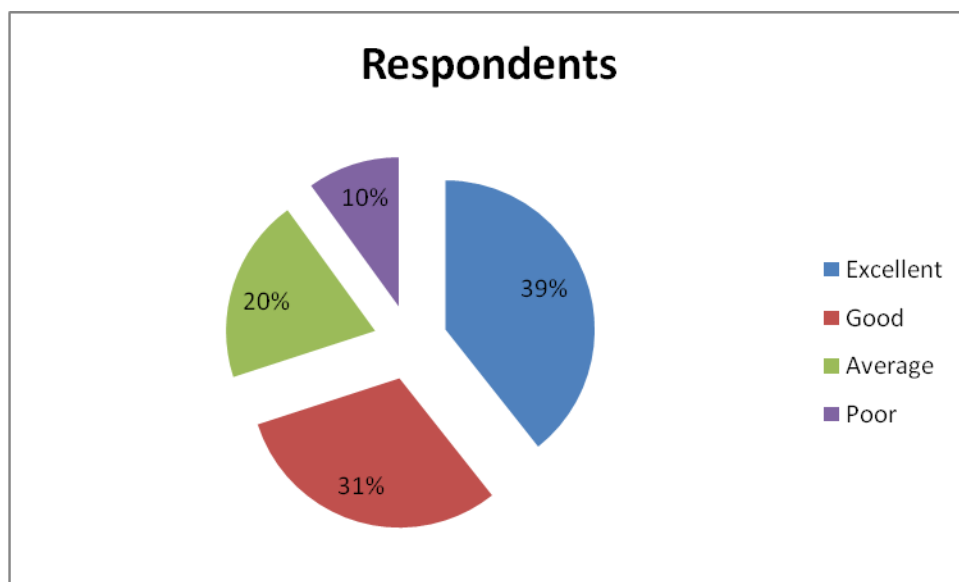


Analysis from the above table 32% of respondents initiated to buy two wheeler through friends consent , 28% opted by other reason , rest 21%& 19% opted because of family, relatives

Table 10 Table showing rating of Bajaj pulsar

| Particulars | Respondents | Percentage |
|-------------|-------------|------------|
| Excellent   | 59          | 39         |
| Good        | 46          | 31         |
| Average     | 30          | 20         |
| Poor        | 15          | 10         |
| Total       | 150         | 100        |

Graph 10 Graph showing rating of Bajaj pulsar

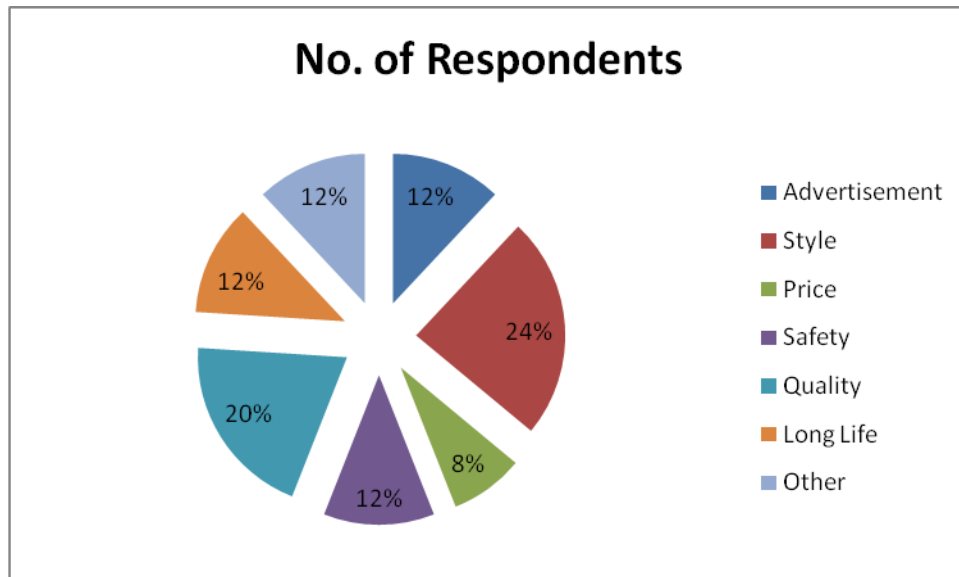


Analysis from the above table 39% of respondents rated bajaj pulsar as excellent , 31 rated as good ,rest 20% told average and 10% rated poor

Table 11 Table showing motivational factor to prefer this brand for consumers

| Particulars   | Respondents | Percentage |
|---------------|-------------|------------|
| Advertisement | 18          | 12         |
| Style         | 36          | 24         |
| Price         | 12          | 08         |
| Safety        | 18          | 12         |
| Quality       | 30          | 20         |
| Long Life     | 18          | 12         |
| Other         | 18          | 12         |
| TOTAL         | 150         | 100        |

Graph 11 Graph showing motivational factor to prefer this brand for consumers

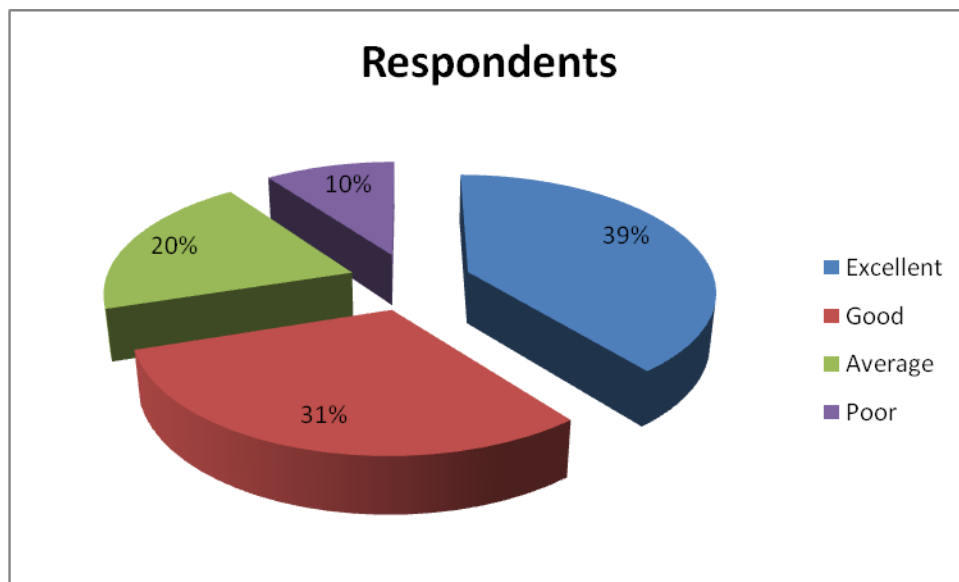


Analysis :for purchasing any vehicles there is need of motivational factor for buying vehicles. 18 respondents which constitute 12% prefer advertisement media, of which 6 are users and 12 is non users. 36 respondents which constitute 24% prefer for style, of which 16 users and 20 are non users. 12 respondents which 8% prefer for price. 18 respondents which constitute 12% prefer safety ness, of which 4 are users and 12 are non users. 30 which constitute 20% prefer for quality, of which 15 are users and 15 are non users. 18 respondents which constitute 12% are preferred for long life, of which 13 are users and 5 are non users. 18 respondents which constitute 12% are preferred for other factors of which are 11 are user and 7 are non users of Bajaj Pulsar brands.

Table 12 table showing the service provided by Bajaj pulsar DTS I

| Particulars | Respondents | Percentage |
|-------------|-------------|------------|
| Excellent   | 59          | 39         |
| Good        | 46          | 31         |
| Average     | 30          | 20         |
| Poor        | 15          | 10         |
| Total       | 150         | 100        |

Graph 12 Graph showing the service provided by Bajaj pulsar DTS I

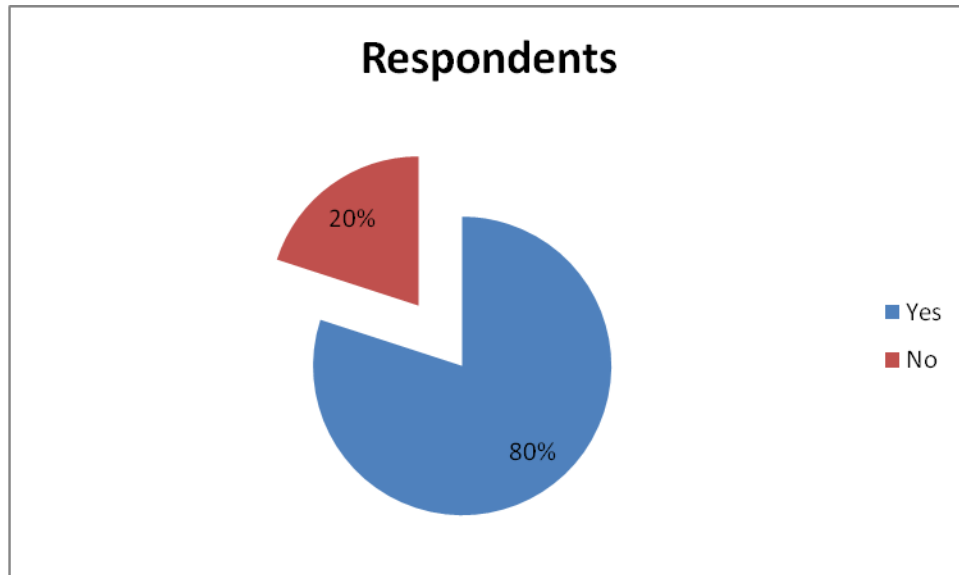


Analysis from the above table 39% of respondents rated bajaj pulsar as excellent, 31 rated as good, rest 20% told average and 10% rated poor

Table 13 Table showing satisfaction with the vehicle

| Particulars | Respondents | Percentage |
|-------------|-------------|------------|
| Yes         | 120         | 80         |
| No          | 30          | 20         |
| Total       | 150         | 100        |

Graph 13 Graph showing satisfaction with the vehicle

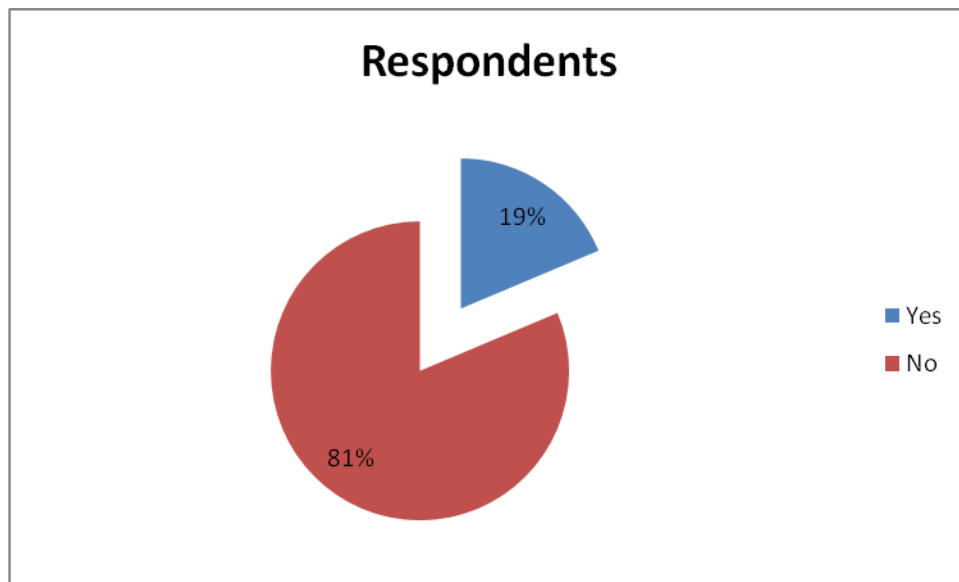


Analysis: from the above table 80% of the respondents told they are satisfied with the vehicle, and rest 20% told they are not satisfied with the vehicle.

Table 14 Table showing any problem faced with the vehicle

| Particulars | Respondents | Percentage |
|-------------|-------------|------------|
| Yes         | 28          | 19         |
| No          | 122         | 81         |
| Total       | 150         | 100        |

Graph 14 Graph showing any problem faced with the vehicle

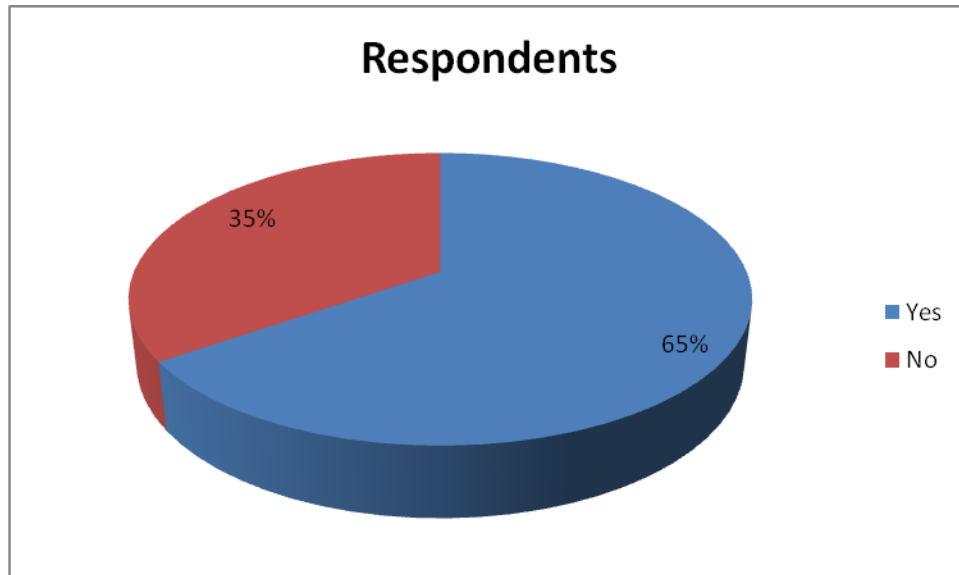


Analysis: from the above table 80% of the respondents faced problem with the vehicle, and 81% told they have not faced any problem with the vehicle.

Table 15 Table showing replacement for Bajaj Pulsar

| Particulars | Respondents | Percentage |
|-------------|-------------|------------|
| Yes         | 98          | 65         |
| No          | 52          | 35         |
| Total       | 150         | 100        |

Graph 15 Graph showing replacement for Bajaj Pulsar

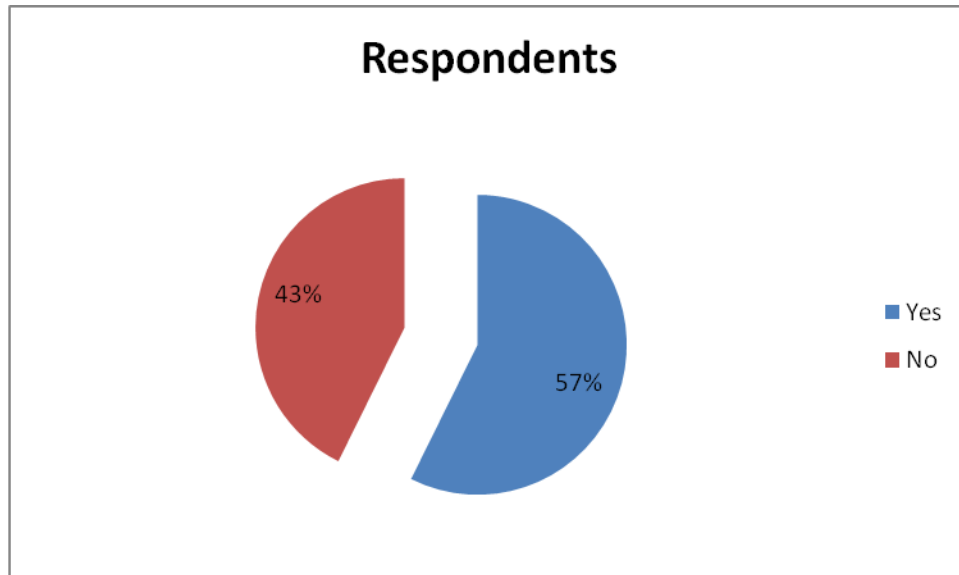


Analysis: from the above table 65% of the respondents told yes they will opt for bajaj pulsar , and rest 35% told no they will not go for bajaj pulsar if vehical is replaced

Table 16 Table showing recommendation of Bajaj pulsar for others

| Particulars | Respondents | Percentage |
|-------------|-------------|------------|
| Yes         | 86          | 57         |
| No          | 64          | 43         |
| Total       | 150         | 100        |

Graph 16 Graph showing recommendation of Bajaj pulsar for others



Analysis: from the above table 57% of the respondents told they will recommend bajaj pulsar for others , rest 43% told no they will not recommend bajaj pulsar for others

## **CHAPTER -5**

### **SUMMARY & FINDINGS**

**Through the survey the following findings are derived:**

- From the study made, it is observed that half of the consumers i.e., 50% prefer Bajaj Pulsar vehicle as having more advantage and unique features.
- Majority of students prefer Bajaj Pulsar as its adds style and fashionable of riding vehicle.
- The sale service provided by Bajaj Pulsar Company has satisfied the respondents.
- The respondents have purchased the vehicles, more in number through influence of friends.
- Most of the respondents are from matriculation and graduates.
- Through the survey it is found that most of the respondents belong to the age group 20-30 years using Bajaj Pulsar vehicle.
- Most of the respondents are responded that to some extent branded vehicles has to be purchased.
- Through the survey it is found that most of the respondents have known Bajaj brand from 5-10 years.

- Most of the respondents is influenced for buying Bajaj Pulsar for his style and safety.
- Most of the customers have very good impression on the Bajaj Pulsar brand.
- Through the analysis, it is found that most of the respondents are accessible for outdoor and newspaper medias for purchasing vehicles.
- Most of the customer attributes consider important is Bajaj Pulsar brand is after sale service provided by them and quality of the vehicles.
- According to the respondents, the life of Bajaj Pulsar is long.
- Through the analysis, it is found that most of the respondent's opinion is easy availability of spares parts, when they buy Bajaj Pulsar vehicles.
- Most of the customers prefer 4 wheelers if Bajaj goes for manufacturing of 4 wheelers.
- Through the analysis, it is found that other brands are also providing services better than Bajaj Pulsar.
- Most of the customers expect Bajaj to reduce prices of the New Bajaj Pulsar.
- Through the analysis, it is found that the brand name plays a very important role in consumer's purchase decision.

- Most of the respondents are influenced to purchase these brands from their personal factors.

## **SUGGESTION & RECOMMENDATIONS**

- The dealers have to provide more information to the customers about the vehicle.
- through the interview it is found that mileage of the vehicle is very less, so the company has to concentrate in increasing the mileage of the vehicle in future.
- The company has to provide free service to the consumers.
- The other companies are better than Bajaj Pulsar vehicle. So the company has to improve in their quality of the vehicles.
- Through the service, it is found that price of the vehicle is more, so the consumers expect reduction in price.
- The company has to open more Service Stations in order to provide service to the consumer.
- The advertisements aired are less in case of the Bajaj Pulsar brand. So the company needs to advertise effectively to improve the sales.

## CONCLUSION

Bajaj Pulsar has emerged with its mopeds as per the needs & desires of the customer. It came forward mainly in gearless mopeds with ease handling by all class of customer in economic ranges.

With the introduction of this, ladies became the largest purchasers of the mopeds due to the ease handling, style & physical appearances of the vehicle which is comfortable.

Finally to conclude Bajaj Pulsar is the first company to have introduced the gearless scooter on the Indian roads primarily targeted to urban consumers. The company is performing successfully mainly due to following strengths of the company;

- Most users are friendly.
- Excellent seat, road holding etc.
- Ease of use by female readers.

But the moped market is poised for some exciting action with several international players keenly waiting to operate in Indian market. If the company cater to the desiring customer raising customer's standardization from customer's satisfaction & its quality it can survive in the market for long period.

Though there are good many numbers of competitors for the Bajaj Pulsar, the mopeds are moving fairly in the market and earning good returns to the company. The customers have good regards towards Bajaj Pulsar. They are well aware of the presence of the vehicle and about the features of the vehicles also.

The company is providing good many numbers of services which in turn perceives the customers towards the company brand which is an good indication of the company's efficiency.

After studying in detail on "Consumer perception towards Bajaj Pulsar DTS-I". It is clear that consumer has given a favourable opinion in purchasing "BAJAJ PULSAR". I've come to know that most of the respondents are aware of Bajaj Pulsar Brand. Most of the users of the Bajaj Pulsar brand are students, this shows the users of Bajaj Pulsar are younger generation people. The respondents have concluded that their friends have influenced them to purchase the Bajaj Pulsar. In short it is fact to say that respondents have a very good opinion on Bajaj Pulsar. It is clear that the style of Bajaj Pulsar vehicle has influenced to purchase the Bajaj Pulsar in the minds of the customers. Table showing the awareness of Bajaj Pulsar Brand from the above analysis it is clear that most respondents are aware of Bajaj Pulsar brand, this shows the popularity of Bajaj Pulsar among the people that is it has hold a certain position in the minds of the customers.

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## **ANNEXURE**

## QUESTIONNAIRE

### DECLARATION

I ANNAPURNA. Studying MBA VI Semester at Al-Ameen Institute of Management Studies, Bangalore. I am doing a project work titled "**A STUDY ON CONSUMER PERCEPTION TOWARDS BAJAJ PULSAR DTS-I** Bangalore' I am collecting the following information for purely academic purpose and data will be kept confidential.

1. NAME:

2. ADDRESS:

3. AGE:

BELOW 20                      ( )                      20-30                      ( )

30-40                      ( )                      40-50                      ( )

50- AND ABOVE                      ( )

4.GENDAR      MALE                      ( )                      FEMALE      ( )

5. Please rate the following attributes of a two wheeler according to your degree of importance?

| Attributes          | Ranking |
|---------------------|---------|
| Mileage             |         |
| Power & Pick up     |         |
| Maintenance         |         |
| Price               |         |
| After sale services |         |
| Road grip           |         |
| Resale Value        |         |

6. Which are the brands of two wheelers are you aware of?

|              |              |             |
|--------------|--------------|-------------|
| Bajaj pulsar | Yes [      ] | No [      ] |
| Hero Honda   | Yes [      ] | No [      ] |
| TVS          | Yes [      ] | No [      ] |
| Yamaha       | Yes [      ] | No [      ] |
| Kinetic      | Yes [      ] | No [      ] |

7. How did you come to know about this brand?

|             |  |
|-------------|--|
| T.V.        |  |
| Radio       |  |
| News Papers |  |
| Out Door    |  |
| Other       |  |

8. Which two wheeler do you own?

|            |  |
|------------|--|
| Brands     |  |
| Hero Honda |  |
| Kinetic    |  |
| Bajaj      |  |
| TVS        |  |
| Yamaha     |  |

9. What are the important Attributes considered in Bajaj Pulsar

|                    |  |
|--------------------|--|
| Price              |  |
| Quality            |  |
| After sale service |  |
| Brand name         |  |
| Other              |  |

10. How do you characterize Bajaj pulsar DTS I?

| Attributes      | Ranking |
|-----------------|---------|
| Aesthetics      |         |
| Mileage         |         |
| Power & Pick up |         |
| Riding Comfort  |         |
| Maintenance     |         |
| Price           |         |

11. what is the expectation to be incorporated for improvement in Bajaj Pulsar

|               |  |
|---------------|--|
| Opinion       |  |
| Quality       |  |
| Reduced price |  |
| Safety        |  |
| Long life     |  |

12. Who initiate to buy two wheeler?

|           |  |
|-----------|--|
| Friends   |  |
| Family    |  |
| Relatives |  |
| Others    |  |

13. How do you rate Bajaj pulsar?

Excellent      [    ]      Good      [    ]

Average      [    ]      Poor      [    ]

14. What are the motivational factor to prefer this brand

|               |  |
|---------------|--|
| Advertisement |  |
| Style         |  |
| Price         |  |
| Safety        |  |
| Quality       |  |
| Long Life     |  |

15. How is the service provided by Bajaj pulsar DTS I

Excellent      [    ]      Good      [    ]

Average      [    ]      Poor      [    ]

16. Are you satisfied with your vehicle?

Yes      [    ]      No      [    ]

17. a Have you faced any problem with your vehicle?

Yes      [    ]      No      [    ]

18. Suppose your vehicle is replaced again you will opt for Bajaj Pulsar?

Yes      [    ]      No      [    ]

19. Do you recommend Bajaj pulsar for others?

Yes            [    ]            No            [    ]

20. Your suggestion for improving Bajaj pulsar DTS-I?

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