

Consumer Preferences for Motorcycle Features and Their Impact on Consumer Purchase Decisions in Pune

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Abstract:

This study explores the inclinations of shoppers in Pune with respect to different cruiser highlights and their effect on buy choices. The examination plans to recognize key factors like motor execution, eco-friendliness, tasteful plan, brand notoriety, and cost responsiveness that impact a purchaser's decision. By directing reviews among bike clients in Pune, the review analyzes how these inclinations contrast across different segment fragments, including age, pay, and occupation, and how they eventually shape buying choices. The examination uncovers which highlights are generally esteemed by customers and how they focus on these components while choosing a bike.

The discoveries give basic experiences into shopper conduct in Pune's bike market, offering important data for makers, advertisers, and retailers to all the more likely adjust their items and showcasing systems to customer needs. This information empowers organizations to fit their contributions to upgrade consumer loyalty and unwaveringness. Besides, the review gives a more extensive comprehension of the job cruisers play in metropolitan India, featuring their significance as a helpful and reasonable method of transportation. In doing as such, it highlights the meaning of cruiser use in Pune's metropolitan scene and its effect on versatility and day to day driving examples.

Keyword :

Engine performance, Brand reputation, Aesthetics/design, Advanced technology features, Fuel efficiency, Comfort and ergonomics

I. Introduction:

This project is crucial for understanding the motorcycle market in Pune, revealing motorcycles as aspirational symbols. Insights into consumer preferences highlight the importance of performance, design, technology, safety, and brand reputation. The study recognizes demographic variations, emphasizing the need for tailored offerings for different age groups. Strategic product development is underscored, allowing manufacturers to meet diverse consumer expectations and local conditions. Recognizing the significance of a well-balanced feature set, including powerful engines and advanced technology, enhances customer satisfaction and retention. Overall, the project equips manufacturers to navigate the competitive landscape, strategically position their motorcycles, and effectively meet the diverse demands of Pune's motorcycle enthusiasts.

II. Objectives:

- To determine which attributes of motorcycles would impact a customer's purchase choice.
- To assess the extent to which consumer demographics, such as age, income, and occupation, influence motorcycle feature prioritisation during the purchasing process.
- To gather in-depth data, going beyond surface-level preferences, to uncover critical factors such as design, features, and performance that drive purchasing choices.
- To give appropriate suggestions for improvements in design, style, and performance.

III. Research methodology:

1. Research Plan

The research will be founded on a descriptive cross-sectional plan, focusing on getting subjective and quantitative information through primary research method through surveys and interviews. The review will cover explicit regions in Pune, focusing on 10 respondents in each chosen region.

2. Concentrate on Region

The exploration will be directed in foreordained regions inside Pune, like Koregaon Park, Kothrud, Hinjewadi, Aundh, Vishal Nagar, Wakad, Baner, Shivajinagar, Viman Nagar, Hadapsar, Pimpri, and Pashan. These regions are chosen in view of their assorted segment and financial attributes.

3. Target Populace

The objective populace incorporates occupants Understudy

Self employed

IT Professional

Business man

living for more than 3 years in chose regions. The review will mean to grasp their discernments, ways of behaving, and meetings connected with the examination subject.

4. Testing Technique

A purposive testing procedure will be utilized to choose members who are generally pertinent to the review's goals. Ten respondents will be browsed every region, bringing about a complete example size of 120 members.

5. Information Assortment Techniques

5.1. Reviews

Instrument: An organized poll will be created, containing both shut and genuine inquiries. The survey will be intended to catch quantitative information and explicit subjective experiences.

Organization: Overviews will be controlled face to face, with respondents finishing up the poll on paper or through an electronic gadget, contingent upon their inclination.

Length: Each review is supposed to require around 35-40 minutes.

5.2. Interviews

Instrument: A semi-organized interview guide will be ready to work with top to bottom conversations with chose members. The aide will incorporate key subjects and inquiries while permitting adaptability for testing further into reactions.

Organization: Meetings will be directed eye to eye, contingent upon the comfort of the respondents.

Length: Each interview will endure between 35-45 minutes.

6. Information Obtaining

Review Information: Reactions will be recorded carefully and later went into a data set for investigation.

Interview Information: Meetings will be recorded (with members' assent) and interpreted word for word for subjective examination.

7. Information Investigation

Quantitative Information: Factual examination will be led utilizing programming like SPSS or Succeed. Elucidating insights (e.g., frequencies, rates, implies) will sum up the overview information.

Subjective Information: Topical examination will be utilized to distinguish and break down key subjects and examples rising up out of the meeting records.

8. Moral Contemplations

Informed Assent: All members will be educated about the review's motivation, techniques, and their entitlement to pull out whenever with next to no results. Composed assent will be gotten before information assortment.

Privacy: All information gathered will be kept secret and utilized exclusively for research purposes. Members' characters will be anonymized in the revealing of results.

IV. Questionnaire:

Q1 Hii, I am conducting survey on motorcycle and for that wants to conduct your interview for the same. Would you like to participate in the survey. Thank you for your time and effort.

- a) Yes
- b) No

Q2 What is your gender

- a) Male
- b) Female
- c) Prefer not to say

Q3. What is your age

- a) 18-25 yr
- b) 25-35 yr
- c) 35-45 yr
- d) 45 yr and above

Q4What is your occupation

- a) Student
- b) Self employed
- c) IT Professional
- d) Businessman

Q5 What is your monthly household income

- a) 50,000-80,000
- b) 80,000-1,00,000

- c) 1,00,000-1,50,000
- d) 1,50,000-2,00,000

Q6 Do, you own a motorcycle?

- a) Yes
- b) No

Q7 What is the engine capacity of your current motorcycle?

- a) 150-200cc
- b) 200-300cc
- c) 300-350cc
- d) 350cc and above

Q8 Engine Performance?

- 1 Not Important
- 5 Very important

Q9 Brand Reputation?

- 1 Not Important
- 5 Very important

Q10 Aesthetics/design of bike?

- 1 Not Important
- 5 Very Important

Q11 Advanced technology features? (e.g., ABS, traction control)

- 1 Not Important
- 5 Very Important

Q12 Comfort and ergonomics?

- 1 Not Important
- 5 Very Important

Q13 Fuel efficiency?

- 1 Not Important
- 5 Very Important

Q14 After-sales service and support?

- 1 Not Important
- 5 Very Important

Q15 What specific motorcycle features do you prioritize the most when making a purchase decision? (Select up to three)

- a) Engine performance
- b) Brand reputation
- c) Aesthetics/design
- d) Advanced technology features
- e) Fuel efficiency

f) After-sales service and support

Q16 Where do you usually gather information about motorcycles before making a purchase decision? (Select all that apply)

- a) Dealerships
- b) Online reviews and forums
- c) Recommendations from friends/family
- d) social media
- e) Print magazines
- f) Motorcycle events/expos

Q17 What is the maximum additional price, you would be willing to pay for features on a motorcycle? Please select one option?

- a) No additional price, I prefer a basic model.
- b) Up to 5% more than the base model price.
- c) Up to 10% more than the base model price.
- d) Up to 20% more than the base model price.

V. Analysis & Data Interpretation:

1. Age of Respondents

Age Group	Number of Respondents	Percentage
18 yr-25 yr.	34	28.33%
26yr-35yr	38	31.66%
36yr-45yr	27	22.55%
46yr and above	21	17.50%
Total	120	100%

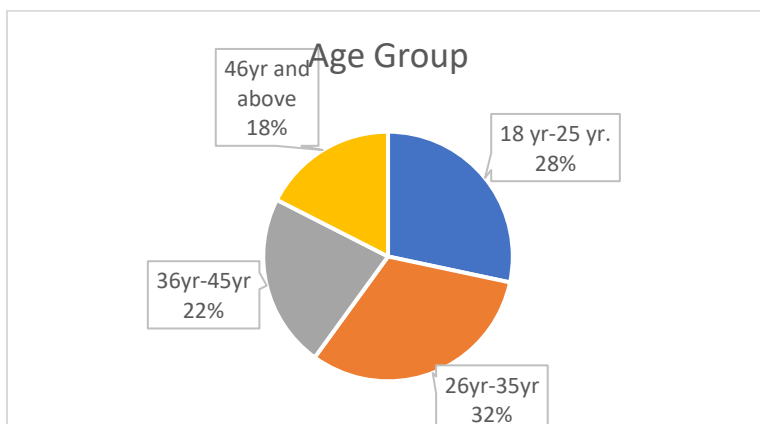


Fig. No. of respondents as per Age group

Data Interpretation

Sample size taken for this project is 120 and respondents taken from all age group is equal for to know their preferences and choices about the features in motorcycle also it provides valuable insights for this study as the different age group values different features.

2. Occupation of the respondents

Occupation of the respondents	Number of Respondents	Percentage
Student	26	22%
Self Employed	28	23%
IT Professional	36	30%
Businessman	30	25%
Total	120	100%

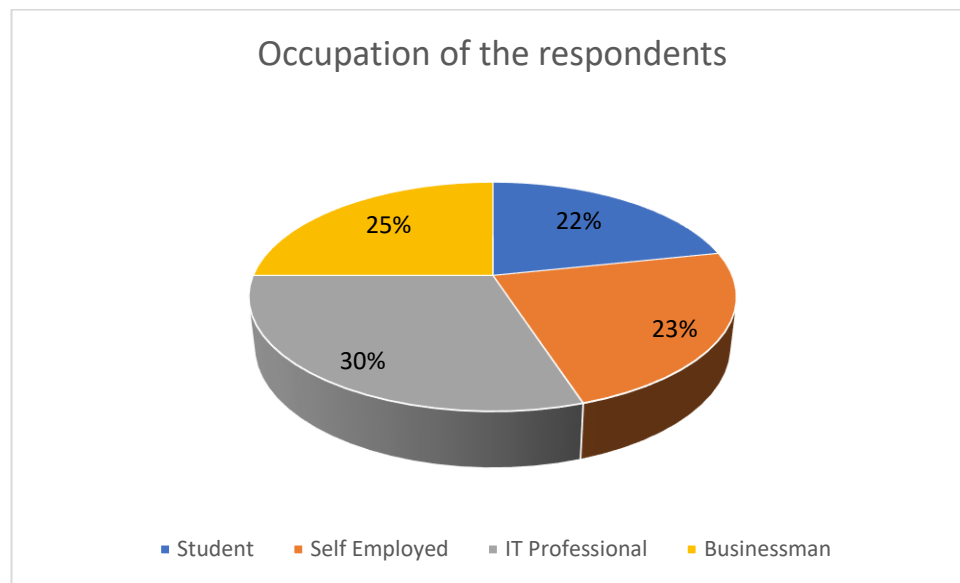


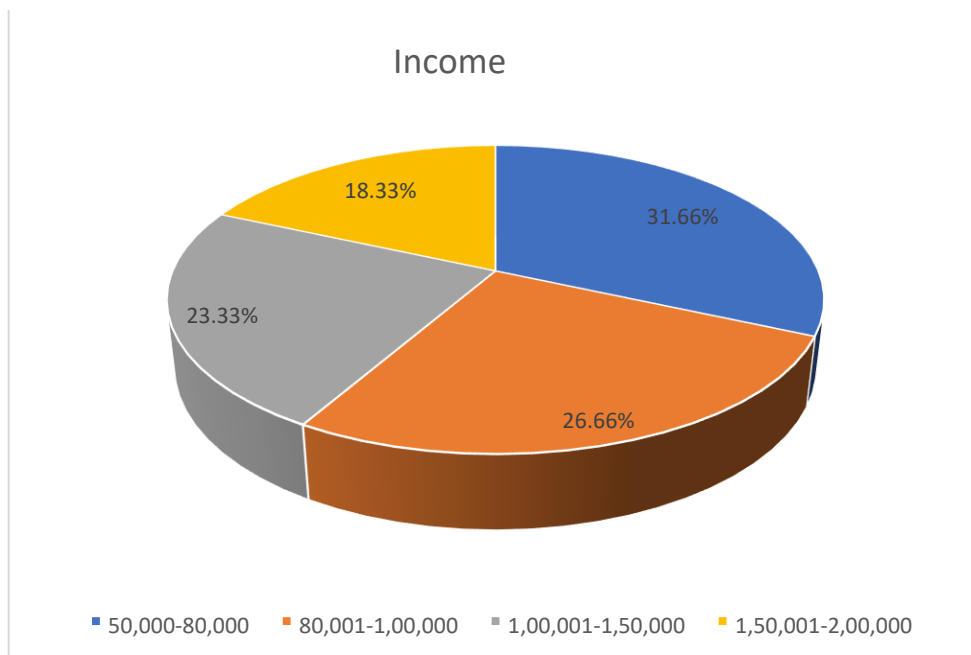
Fig. Occupation of the respondents

Data Interpretation

The responses are from different occupation, because it provides the valuable insights with preferences and choices of the respondent. It shows that how different sector people values different features in motorcycle, it also indicates their behaviour and standards of living.

3. Monthly Household Income

Income Range	No Of Respondents	Percentage
50,000-80,000	38	31.66%
80,001-1,00,000	32	26.66%
1,00,001-1,50,000	28	23.33%
1,50,001-2,00,000	22	18.33%
Total	120	100%

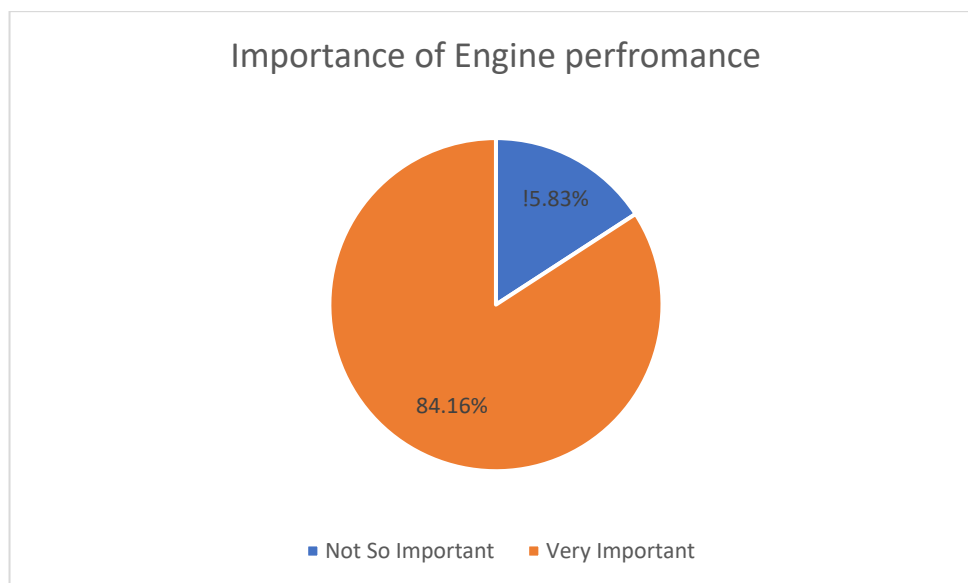


Data Interpretation

This data shows the monthly household income of the respondent. It is important to analyse this data because it directly impacts on the price willing to pay by respondents on motorcycle. It includes 31.66% peoples comes with an average monthly household income and lowest number of people i.e. 18.33% peoples come with a higher monthly household income hence it directly suggests that automobile manufacturer and dealers should focus on the prices of the motorcycle before launching in market hence it will be cost effective for the different income groups of people.

4. Importance of Engine performance

Engine Performance	No Of Respondents	Percentage
Not So Important	19	15.83%
Very Important	101	84.16%
Total	120	100%

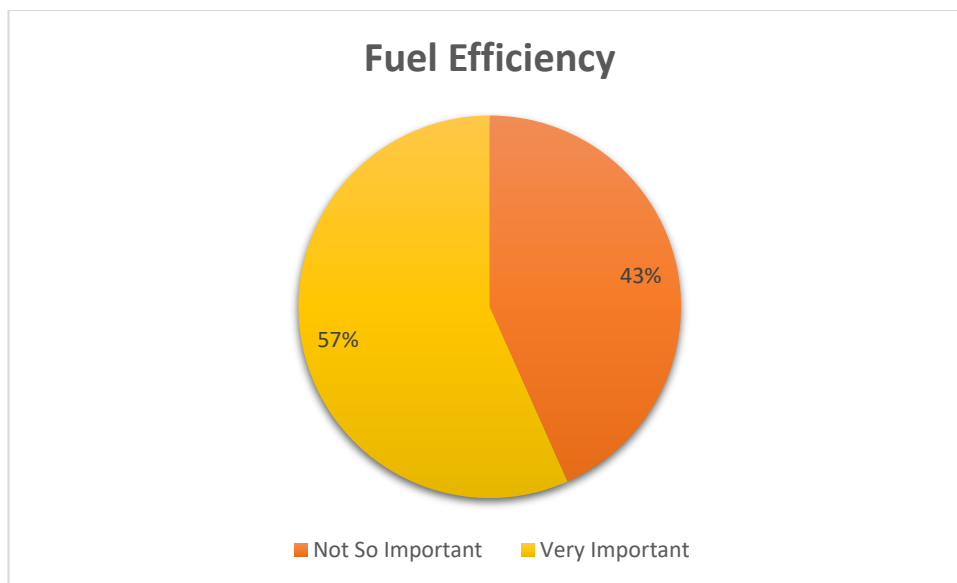


Data Interpretation

This data indicates the importance of engine performance when purchasing a motorcycle because it is one of the main features of any motorcycle. As this study is concerned with motorcycles, it is very important for bikers to have good engine performance with respect to the initial pickup of the bike, engine torque, and engine power, and to have better engine reliability with low maintenance. A higher number of respondents, i.e., 84.16%, voted for this as a very important feature.

5. Importance of Fuel efficiency

Fuel Efficiency	No of Respondents	Percentage
Not So Important	42	35%
Very Important	78	65%
Total	120	100%

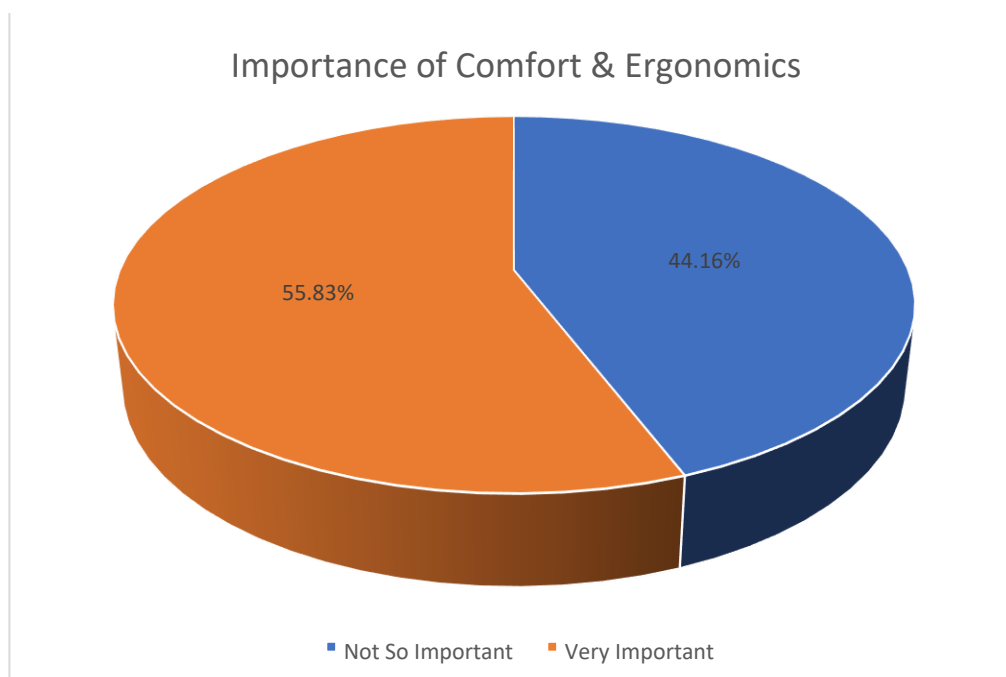


Data Interpretation

The data indicates that fuel efficiency is a crucial factor for 57% of respondents when purchasing a bike, while 43% consider it less important feature because as they are willing to purchase higher engine capacity bikes it directly affects the fuel efficiency of motorcycle, it generates more torque and power as compared to lower engine capacity bikes. Their expectation is that if motorcycle provides recommended mileage, they are satisfied with that.

6. Importance of Comfort and Ergonomics

Comfort and Ergonomics	No of Respondents	Percentage
Not So Important	53	44.16%
Very Important	67	55.83%
Total	120	100%

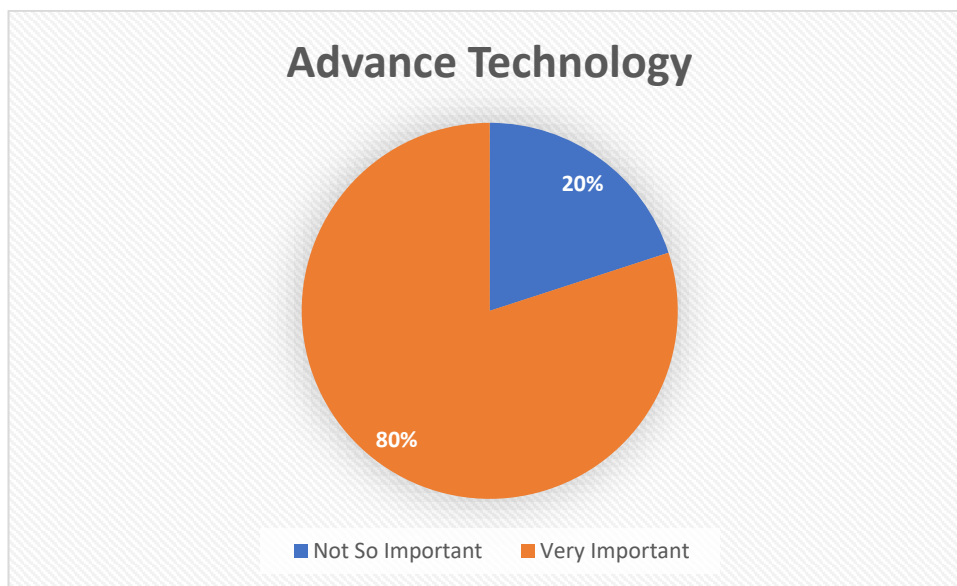


Data Interpretation

The data indicates that 55.83% of respondents require basic ergonomics and comfort in their bikes, while 44.16% view them as less important. These features are considered costlier and require timely maintenance, resulting in a high-maintenance bike.

7. Importance Of Advanced technology features (e.g., ABS, traction control)

Advance Technology Features	No of Respondents	Percentage
Not So Important	24	20%
Very Important	96	80%
Total	120	100%

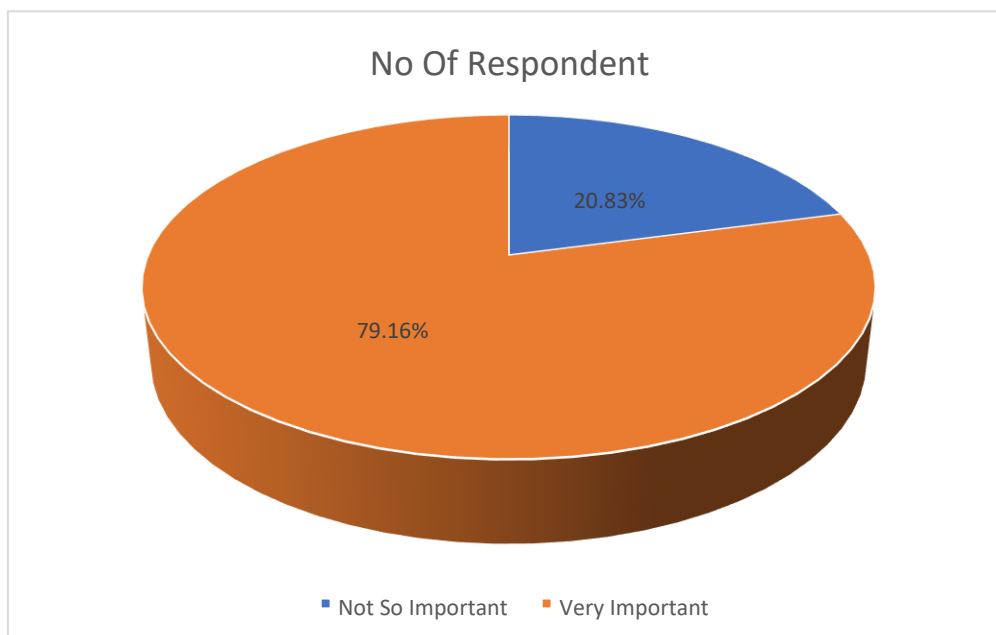


Data Interpretation

Advanced technology features like dual ABS, single channel ABS, traction control, cruise control, GPS tracking, and Bluetooth grid connectivity are crucial for purchasing a bike, according to 80% of respondents.

8. Importance of Aesthetics/design of bike

Aesthetics/design of bike	No Of Respondent	Percentage
Not So Important	25	20.83%
Very Important	95	79.16%
Total	120	100%

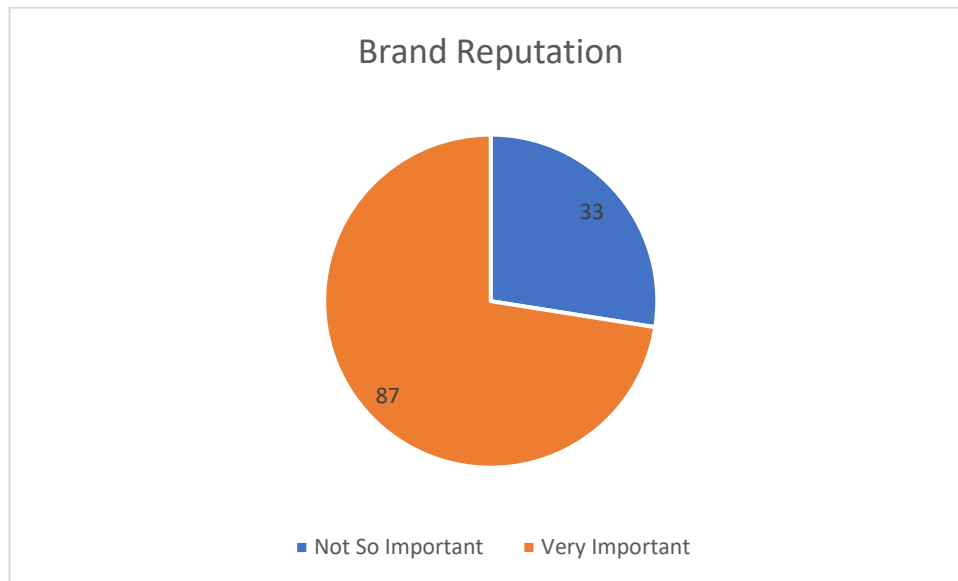


Data Interpretation

The aesthetic design of a motorcycle significantly influences its purchase decision, as it provides pleasure and a good road presence, with 79.16% of respondents rating the build quality as good and important feature.

9. Importance Of Brand Reputation

Brand Reputation	No Of Respondents	Percentage
Not So Important	33	27.5%
Very Important	87	72.5%
Total	120	100%

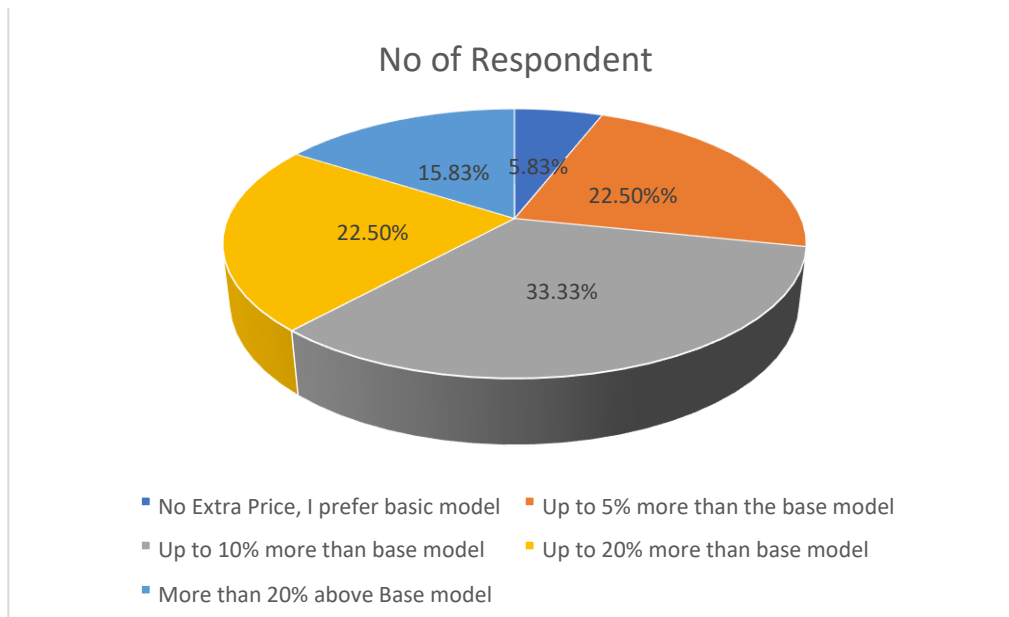


Data Interpretation

Brand reputation is crucial for purchasing motorcycles, as reputed brands offer quality service, after-sales support, and spare parts availability, with 87% of respondents stating this as a significant concern.

10. What is the maximum additional price, willing to pay for features on a motorcycle.

Price Range	No of Respondent	Percentage
No Extra Price, I prefer basic model	7	5.83%
Up to 5% more than the base model	27	22.5%
Up to 10% more than base model	40	33.33%
Up to 20% more than base model	27	22.5%
More than 20% above Base model	19	15.83%
Total	120	100%



Data Interpretation

Data analysis shows that customers are willing to pay extra money for their preferred features above the base price of a motorcycle, but only up to some extent, which means that 33.33% of people are willing to pay an extra 10% above the base price.

11) What specific premium motorcycle features are most prioritize by the customer when making a purchase decision (most rated features)

Table No 11

Most Rated Features	No of Respondent	Percentage
Engine Performance	36	30%
Advance Technology Features	32	26.66%
Design of The Bike	22	18.33%
Brand Reputation	12	10%
Fuel Efficiency	10	8.33%
After Sales Service	8	6.66%
Total	120	100%

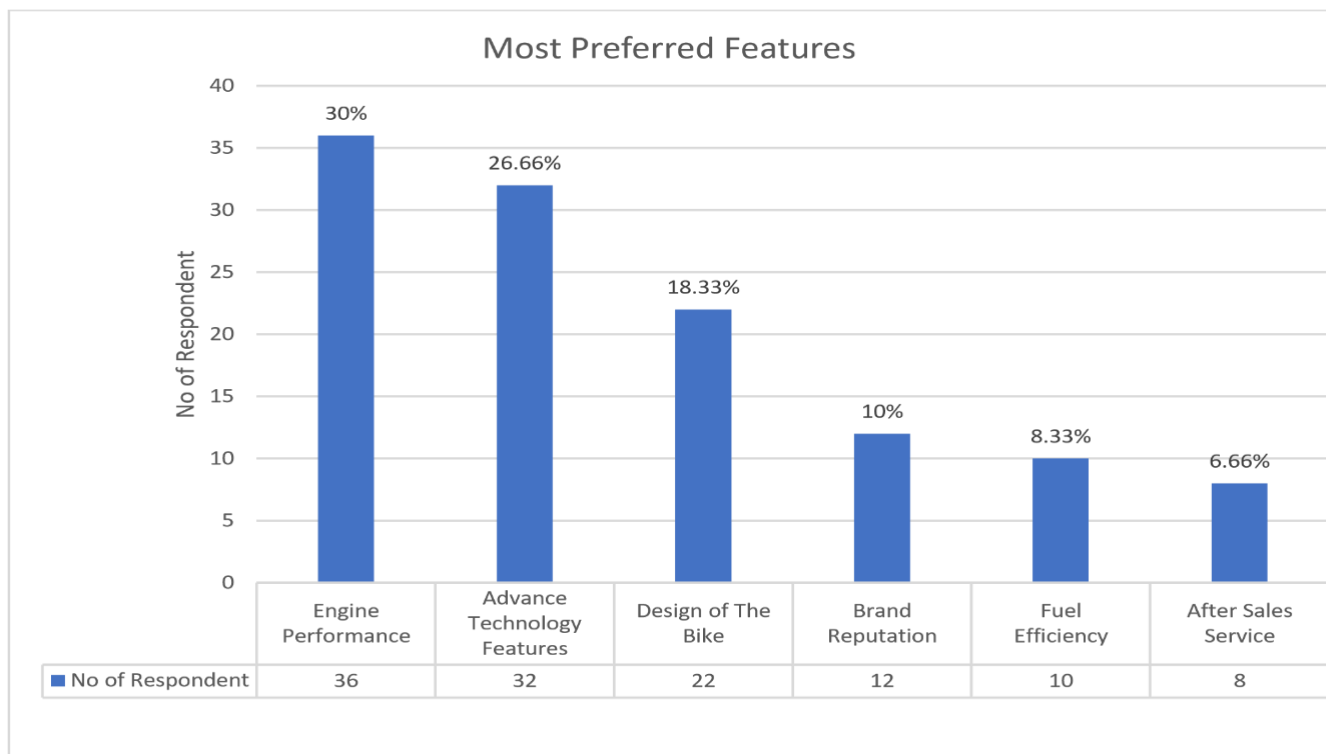


Fig. Most Preferred Features

Data Interpretation

The data indicates that respondents prioritize features like engine performance, advanced technology, and bike design, with less preference for brand reputation, fuel efficiency, and after-sales service.

The review's discoveries will be restricted to the particular areas of Pune chose for the exploration and may not be generalizable to different districts.

The purposive testing technique might present choice inclination, as the example may not completely address the more extensive populace.

VI. Findings:

1. **Performance Features:** Engine power, acceleration, and handling are crucial for buyers, especially younger riders seeking an exhilarating riding experience.
2. **Aesthetic Appeal:** Unique designs and distinctive styling are highly influential in motorcycle purchase decisions, reflecting motorcycles as symbols of style and aspiration.
3. **Technology Integration:** Advanced technology features like smartphone integration, digital instrument clusters, GPS navigation, and Bluetooth connectivity are increasingly important, particularly for younger buyers.
4. **Safety Features:** Safety components like ABS, traction control, and airbags are vital considerations due to the diverse road conditions in Pune.
5. **Brand Reputation:** Established and reputable motorcycle brands significantly influence purchase decisions, driving brand loyalty among customers.
6. **Customer Demographics Impact:** Younger Buyers prioritize performance and handling. Older Buyers value comfort and safety. Higher-Income Buyers are willing to invest in advanced features.
7. **Comfort and Ergonomics:** Comfortable seating, adjustable ergonomics, and wind protection are important, especially for older or more comfort-conscious riders.
8. **Targeted Offerings:** Manufacturers should tailor their offerings to different age groups, income levels, and local conditions to meet the nuanced demands of Pune's diverse motorcycle market

VII. Limitation:

- **Limited Generalizability:** The findings may not be applicable beyond the specific areas of Pune, as preferences and purchase decisions can vary significantly based on regional factors, cultural influences, and market dynamics.
- **Participant Recruitment Challenges:** There may be difficulties in accessing and recruiting participants who are willing to share their purchase decisions and preferences, with potential reluctance or incomplete/inaccurate information from some individuals.
- **Recall Bias:** The reliance on self-reported data may introduce recall bias, as participants might not accurately remember past purchase decisions or may provide biased recollections.
- **Market Evolution:** The study may not capture the rapidly changing nature of the motorcycle market, including technological advancements and trends. Longitudinal data collection could offer more insights into evolving customer preferences but may be logistically challenging.

VIII. Conclusion:

The study highlights that motorcycles in Pune are more than just transportation; they are symbols of performance and style. Key features influencing purchase decisions include engine power, acceleration, and unique design elements. Younger riders are particularly drawn to technology and connectivity features like smartphone integration, while safety elements such as ABS and traction control are critical due to Pune's diverse road conditions.

Brand reputation also plays a significant role, with established brands fostering strong customer loyalty. The study emphasizes the need for manufacturers to tailor their offerings based on customer demographics—such as age and income. Younger buyers prioritize performance, while older buyers focus on comfort and safety. Higher-income customers are more inclined to invest in advanced features.

For success in this competitive market, manufacturers should ensure that their motorcycles meet a well-balanced combination of performance, safety, technology, and design, while also maintaining strong brand recognition. Customer satisfaction can be improved by offering powerful engines, excellent handling, comfort, adjustable ergonomics, wind protection, and cutting-edge technology. Manufacturers and dealers that prioritize these elements and focus on building a reputable brand are better positioned to attract and retain customers in Pune's diverse motorcycle market.

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