
Factors Influencing the Behavioural Intention of Buyers Towards Bajaj Pulsar Bike: A Comparative Study in India And Ethiopia

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Abstract: An attitude is a learned proclivity to act consistently in a favourable or unfavourable manner toward a specific object. From time to time, consumer attitudes will change. Various models assist us in determining the consumer's attitude. In general, satisfaction refers to a person's feelings of delight or dissatisfaction as a result of contrasting a product's perceived results to his or her expectations. The customer is disappointed because the result falls short of expectations. Customers' needs change over time. For a period of time, the attractive and even unexpected attributes offered by competitors may become important attributes as consumers begin to expect them. A customer's sense of awareness and realization regarding a business or its contributions is referred to as consumer experience in marketing. The researcher has used the descriptive design for this current study. For the Primary data's 110 sample size was taken randomly (Google form). For this study three factors are taken into consideration. Those are social, psychological, and personal factors. The hypothesis was framed and Statistical tools like numerical wrap up for societal science (SPSS) test were worn. By this study, a researcher was able to find out that the opinion of the middle income group about the prestige, stylish and comfortable and opinion about brand image, durability, dream vehicle, eco friendly, technically sound are significantly high. The study revealed that brand name and the power the bike are important reasons to choose the bike from both countries

Keywords: Consumer buying behavior, Advertisement, Channel, Social media, Two-wheelers, Mobility, Behavioral intention and Bajaj Pulsar Bike.

INTRODUCTION

India has one of the world's fastest-growing economies. In 2017, India's two-wheeler industry surpassed China to become the world's number one industry. In India, there are a range of motorcycle manufacturers. A company selected this study from a group of companies in India known as "Bajaj." Consumer behaviour is often a fascinating subject to research, but the study of consumer behaviour in relation to ads is particularly intriguing. Consumer behaviour is affected by technology, society, and economic circumstances. Mobility is a fundamental necessity of life in any nation. People need vehicles to travel from one place to another, whether by personal vehicle or public transportation. In India, most people use personal vehicles to drive short distances of 10 to 20 kilometres. In terms of price, the Indian two-wheeler market is highly competitive. In India, purchasing a two-wheeler is a lengthy process. People make decisions based on factors such as price, mileage, design colour, word of mouth, and environmental factors. The study of a country that ranks first in the world for manufacturing two-wheelers is more important, as is the study of buyers' behavioural intentions toward the Bajaj pulsar vehicle, a nearly 95-year-old business known as "Bajaj." Every Pulsar was created to be a thrill seeker. It has set new milestones for sports biking in India over the years, with gravity-defying stunts and cutting-edge technology. It is now prepared to ride the new normal with its unwavering spirit. The Bajaj Pulsar is a well-known motorcycle in India. The Pulsar has redefined motorcycle riding for the Indian youth since its inception, creating a new category called "Sports Biking" in Indian motorcycling.

FACTORS AFFECTS TO CONSUMER BUYING BEHAVIOUR

Social factors:

Humans are social creatures, and our ability to fit in and/or be recognized by individuals or groups is the primary reason for purchasing goods and services in the services industry. Social factors, which come after cultural factors in the study of consumer behaviour, have an effect on consumer behaviour. It was discovered that socialization, or the mechanism by which an individual may assume social roles, is defined by the way of patterns of behaviour. Consumer behaviour is affected rather than social norms when the family is a more important social force. Self-concept and personality are also social aspects to consider. Reference classes,

family, and social roles and statuses all influence this social element. A reference category of people that involves various types of groups such as friendship groups, work groups, and shopping groups, all of which have an effect on consumer behaviour.

Personal Factors:

Consumer behaviour is often influenced by personal characteristics. Consumer behaviour is affected by the buyer's age and stage of life, personal occupation, economic conditions, and lifestyle, as well as personality and self-concept. Furthermore, people do not purchase the same products and services throughout their lives; their needs for products and services change over time. For example, in the early years, people used pagers for communication, but nowadays, they prefer to buy a cell phone for communication. Traditional cultures and lifestyles influence patterns of product and service selection, as well as a person's preference of how he or she spends time and money. Furthermore, today's customer prefers some products and services over others because they are linked to other people's lifestyles. However, the study discovered that a person's lifestyle changes over time. Advertising has been the most influential force in consumer behaviour in recent years, as it has become necessary to obtain knowledge about new goods, resulting in better products for the general public. Furthermore, in the services industry, attitude, product quality, self-concept and self-power, and product display methods are all major factors that affect customer behaviour.

Psychological factors:

Psychological factors have a major impact on consumer behaviour. Motivation, perception, and learning are four main factors that influence these variables. This psychological aspect influences a person's personality and way of life. The psychological impact of a presentation is often influenced by the psychology of the participant. Nowadays, learning is one of the most important variables in the study of consumer behaviour because people learn something when they act. Learning can also alter customer behaviour by practise. The majority of behaviour is influenced by the current climate. Consumer personality, lifestyles, and behaviours are the most important attributes that help the services industry understand consumer behaviour. Consumers have a diverse set of opinions about products, services, advertising, the media, and retail stores. When a customer inquires about a product or service, we are asked to share our opinions. If a marketer wishes to understand customer preferences, they must first understand consumer expectations about a product or service brand. Consumer attitudes toward a brand are defined by these views and preferences. The lifestyle is one of the most critical principles in understanding consumer behaviour in the study of consumer attitudes. Affect, behaviour, and perception are three elements that most researchers agree on. All of these elements are linked together. Where the affect refers to the object of the customer's attitudes, and the action refers to the customer's intentions to do something about their attitudes object. The assumption on the object of attitudes is referred to as cognition. This attitude model is known as the ABC model. It is important for marketers to understand what customers want and hate in order to identify the market. However, the researcher has long believed that family decision is one of the most significant factors influencing consumer buying decisions. Furthermore, Bonnet identifies that attitudes toward food products or high-risk products are inherited from family. However, peer group and personality are also significant influencing factors that can influence consumer purchasing behaviour.

Bajaj Auto Ltd

The Indian bicycle industry is 53 years old. Bajaj Auto began to exchange imported Vespa Scooters in 1948. Until the mid-80s, there were only three bicycle manufacturers in India, specifically Rajdoot, Escort, and Enfield. The bicycle advertising was opened to remote creators in the mid-eighties. Hero joins Japan's Honda Group in 1984 to enter the market in joint wandering. Indian Two-Wheeler Industry is the best in the world to the degree to which time volumes and exercises are concerned. India is the best bike show on this world, choosing a general 9.5 advance rate between 2006 and 2014. The 'Make in India' crusade of the Government of India is equally successful in taking extra-external speculation into Indian Two-Wheeler Industry with more prospects for improvement. Three notable cluster classes in the vehicle industry in India. The Bajaj Group is one of India's top 10 corporate houses. Its presence spreads across a wide range of sectors, including cars (two-wheelers and three-wheelers), home appliances, lighting, iron and steel, insurance, travel and finance. The flagship company Bajaj Auto is listed as the world's fourth largest two-and three-wheeler manufacturer and the Bajaj brand is well established across many countries in Latin America, Africa, the Middle East, South and South East Asia. Founded in 1926, at the height of India's independence movement from the British, the group has an illustrious history. The honesty, commitment, resourcefulness and determination to succeed that characterise the community today are often traced back to its birth during those days of unwavering devotion to the common cause. Jammalal Bajaj, the founder of the party, was a close trustee and disciple of Mahatma Gandhi. Actually, Gandhiji had adopted him as his son. This close friendship and its strong participation in the independence movement did not leave Jammalal Bajaj with much time to spend on his newly launched business venture.

Bajaj Pulsar Bike

Bajaj Pulsar is one of the top motorcycles in India and is promoted by Bajaj Auto. This two-wheeler was designed mainly by Bajaj Auto engineers in collaboration with Tokyo Research and Development. Later, motorcycle designer Glynn Kerr also took part in the creation and development of this product. There are currently five different engine models available on the market – 135 cc, 150 cc, 180 cc, 200 cc and 220 cc. Previously, a 200 cc DTS-i oil cooled engine was also sold, which has now been discontinued. Instead, a new Pulsar 200NS version was released in 2012. However, production of Pulsar 200NS was discontinued in August 2015. (reintroduced in early 2017 with BS IV Emission compliance and renamed the NS200). With average monthly sales of around 86,000 units in 2011, Pulsar claimed a market share of 47 percent in its segment in 2011. By April 2012, more than five million Pulsar units had been sold. Prior to the launch of the Pulsar, the Indian motorcycle industry trend was towards fuel-efficient, small-capacity motorcycles (in the 80-125 cc class). Bigger motorcycles with higher capacity practically did not exist (except for Enfield Bullet with 350cc and 500cc variants). The launch and popularity of Hero Honda CBZ in 1999 showed a market for performance bikes. Bajaj took the lead from there and released the Pulsar twins (150cc and 180cc) in India on 24 November 2001. Since the launch and success of Bajaj Pulsar, Indian youth have begun to demand high power and other features from affordable motorcycles. The project was met with internal opposition, McKinsey & Company's reservations and concerns about its effect on Bajaj's partnership with Kawasaki. The project took approximately 36 months to complete and cost Bajaj 1 billion. A scale-down version of the Pulsar array, the Pulsar 125, was released in August 2019. It has the same specifications as its older equivalent, the Pulsar 150, but it is powered by a 124.4 cc engine and has a lower price tag. The bike produces 11,8 hp at 8500 rpm and has a 5-speed gearbox.

Review of Literature

In the area of consumer behaviour, the greatest impact of culture is on consumer behaviour and on various forms of societies. Managers of every firm must understand their psychological and behavioural consequences. (Cleveland and change, 2008). However, Subculture, the social status are also essential considerations for customer behaviour. Firms may catch an image of the desires of consumers and recognise their wishes by identifying the culture of their societies. In addition, societal values, practises and traditions are the norms of society. (Solomon, 1999; 16). Rosenthal (1992) Identifying that, inside culturally heterogeneous communities such as the United States and Western Europe, "the psychological and behavioural effects of ethnic group membership are of considerable significance." It is one form of lens that allows people to see products and services. Market choices cannot be defined without taking into account the cultural context in which they are made. In the other hand, there are some social and cultural behaviours which are known to result in consumer behaviour. (Foxall, 1993). In general, culture can be divided into three parts, namely cultural, sub-cultural and social classes. The task of the sub-cultural group is to define nationalities, religions and geographic regions. In addition, it is very important to consider the sub-cultural factor because it allows companies to offer the best services and goods in the market size. (Schiff man & Kanuk, 2007). In addition, All human societies show social stratification and, for some time, take the form of a caste system. However, the social class includes not only the income of the person, but also the level of education and occupation. (Kotler, 2004; 185). The social class is not the same in dressing or speech habits, but it is distinct. In the current situation, therefore, it is necessary to define the dimensions of culture before they sell products and services (Solomon, 2007). In addition, the following is the theoretical model of culture, which identifies how cultural behaviour affects consumer behaviour.

Kotresh Patil, et al. (2018) Consumer perception is a marketing perception that includes a customer's sense of comprehension and/or realisation of a brand or its contributions. The study emphasises the need to recognise the particular Bajaj Pulsar has more market image and also to know market share and to evaluate the level of preference for the Bajaj Pulsar model. The researcher used a cross-section descriptive method for this current analysis. The 100 sample size of the primary data was taken randomly. 4 considerations are taken into account in this analysis. There are social, cultural, psychological and competitive influences. The hypothesis was framed and statistical instruments such as the numerical wrap-up test for social science (SPSS) were worn. In this study, the researcher was able to find out that there would be a significant relationship between these variables, that respondents vary or differ on different factors in purchasing and demographic factors-age, profession, income, marital status have a significant impact on consumer perception of buying Bajaj pulsar. The study found that demographics, competitors, social and psychological factors have a dominant effect on consumer perception. Through this analysis, the researcher has been able to figure out that there would be a substantial relationship between these variables..

Mani. R, & Tripathy. D (2014) studied on "A study on consumer perception towards two wheeler bikes" with the objective to study the consumer perception towards two wheeler bikes. The authors collected primary data through a questionnaire and the target population on their paper were consumers of the Allahabad City of Uttar Pradesh State in India. The size of the survey was 600 and the form used in the paper was chosen randomly by

people in the Allahabad City of India. The authors gathered some secondary data from written books, journals, annual reports, newspapers and websites. The authors found the data to be as follows: The authors first found in their paper that the 420 respondent would buy Bajaj brand motorcycles while 180 responded would not buy Bajaj brand motorcycles, 444 respondent would buy Hero brand motorcycles, while 156 responded would not buy Hero brand motorcycles, 516 respondent would buy Honda brand motorcycles, while 84 responded would not buy Honda brand motorcycles.

Muniganti Praveen (2017) studied the preference of the consumers to select two wheelers. Some useful results are recorded in the survey. The following recommendations are arrived at on the basis of the results. Consumers demand consistency and fuel efficiency. So, businesses need to take action to boost fuel efficiency. Fuel performance is a key factor for two-wheelers. The majority of customers are more conscious of this. In this respect, therefore, companies are designing fuel-efficient vehicles. This would generate a better attitude for customers. As a result, businesses need to improve their market potential. So, this is also one of the variables that businesses need to focus on. Most customers prefer convenience, decent after-sales service and smooth suspension. Consumers prefer the two wheelers on the basis of these variables. It is also proposed from the research survey that businesses should also perform a research survey in order to know the tastes of customers. If businesses recognise preference factors, they can compete easily and also increase their sales. Transport needs are becoming more and more acute. With the mounting burden on the public transit system, the only option is to provide personal transport for which two wheelers are suitable. The two wheeler manufacturers should therefore produce their goods in accordance with the needs/preferences of consumers. Simply put, the fortunes of many producers will be determined by emerging customer preferences for vehicles offering high fuel efficiency and low maintenance. The suggestions made in the paper would allow manufacturers to produce the two wheelers in line with customer preferences.

Statement of the Problem

There is an increasing demand for Bajaj Pulsar motorcycles in both Tamilnadu and Ethiopia. In reality, the Bajaj Pulsar Motorbike is a centre of attraction for consumers in all regions, particularly young people. However, the satisfaction of consumers with Bajaj Pulsar motorbikes is largely affected by lack of proper service, unavailability of spare parts, irresponsiveness of dealers and indifferent sales staff. The researcher examined numerous factors that had an effect on buyers' behavioural intentions towards Bajaj Pulsar Bike. Careful analysis of consumer behaviour can reveal the true tastes and needs of consumers, which ultimately allow advertisers and retailers to take the necessary steps to further penetrate the market. Though there are studies that attempted to examine satisfaction of Bajaj Pulsar motorbike both in the Indian context and in foreign context, none of the studies have made an attempt to factors influencing the behavioural intention of buyers towards Bajaj Pulsar Bike. In this context, the present study is a maiden attempt.

Significance of the study

Buyer's purpose and satisfaction has been a key priority for business organizations for many years and that loyal customers add to the success of the company by spending more on the goods and services of the company; In recent decades, the value of the purchaser's intention has increased and many organizations have also considered calculating the purchaser's intention as a metric. There are several factors that have an effect on purchasing intention. These factors include polite staff, courteous staff, competent staff, supportive staff, accurate billing, timely billing, and reasonable pricing, quality of service, value for money, clear billing and fast service. Tracking shifts in satisfaction can help to determine whether consumers are genuinely satisfied with the company's product or service.

Objectives

1. To study the customers' attitude towards the Bajaj pulsar bike in India and Ethiopia
2. To analyze various factors considered by the customers to prefer the Bajaj Bike.

Scope of the Study

In the current scenario, the automotive industry is India's fastest growing sector. Innovation and the introduction of the new features have increased competition in the automotive sector. The purpose of the study is to identify factors that influence buyers' behavioural intentions towards a low pulsar bike. The findings of the study indicate that the perception of the Bajaj Pulsar is in the minds of the buyers, which could be useful for management in formulating strategies for the future sales growth plans of the two-wheelers in India and Ethiopia. The central premise of the purchaser's purpose is to consider the needs and to meet or exceed the requirements of the customers. In addition, this is achieved by allowing optimal use of resources. While most businesses have developed strategies to enhance quality and external customer support, the purchaser's purpose is a much underestimated aspect of quality management. To this end, it is important to stress that the overall purchaser's purpose should work together and support each other to accomplish shared goals when the customer

is not happy, the relationship with the external customer suffers. It is therefore recommended that a customer-oriented strategy be adopted in order to keep the customer happy and empowered, who, in turn, would concentrate their attention and resources on satisfying the needs of their clients, optimizing the customer there by maximizing the purchaser's purpose.

METHODOLOGY

Customers' attitude towards the Bajaj Pulsar bike

The attitude of customers towards bike or any other type of vehicle influences on the buying behavior. The Bajaj Pulsar is the most successful brand in India and Ethiopia. The opinion of the existing customers who use the bike is studied from the both countries. Various parameters related to a bike are considered. The result from the data which are obtained from 5 point Likert scale is given below.

Table 1: The customers attitude towards BAJAJ pulsar

Opinion about the Pulsar Bike	Mean	Std. Deviation
Passion	3.60	1.068
Prestigious	3.44	1.009
Cost effectiveness	3.36	1.038
Stylish	3.66	1.086
Comfortable	3.21	1.242
Brand image	3.56	1.245
Durability	3.41	0.870
Dream vehicle	3.51	0.984
Eco- friendly	3.46	1.276
Technically sound	2.96	1.203

From the above table, it is clear that all the parameters related a bike, are more than average. In the 5 point scale, all the parameters are having average score more than 2.50. The customers opinion about the bike as stylish and passion are the opinions with toppest scores. The opinion of durability and dream vehicle are having less standard deviation compared to other parameters. It shows that the opinion of the respondents about these parameters is almost same. Further, the relationship between the nature of the customers and their attitude is studied with the help of non-parametric tests.

Table2: Relationship Between Age & Income Of Respondents And Their Attitude About Bajaj Pulsar Bike

Opinion about the Pulsar Bike	Age group	N	Mean Rank	χ^2 df-2 (Sig.)	Income level	N	Mean Rank	χ^2 df-2 (Sig.)
Passion	Young	54	46.97	10.529 (0.005)	Less	36	48.82	4.971 (0.083)
	Middle	29	69.31		Middle	29	65.45	
	Old	27	57.72		High	45	54.43	
Prestigious	Young	54	52.03	2.405 (0.300)	Less	36	36.97	21.755 (0.000)
	Middle	29	62.62		Middle	29	68.95	
	Old	27	54.80		High	45	61.66	
Cost effectiveness	Young	54	58.03	13.538 (0.001)	Less	36	50.47	3.272 (0.195)
	Middle	29	39.38		Middle	29	52.28	
	Old	27	67.76		High	45	61.60	
Stylish	Young	54	46.18	14.198 (0.001)	Less	36	41.26	11.569 (0.003)
	Middle	29	72.84		Middle	29	63.79	
	Old	27	55.52		High	45	61.54	
Comfortable	Young	54	47.71	8.596 (0.014)	Less	36	40.93	12.839 (0.002)
	Middle	29	68.17		Middle	29	66.26	
	Old	27	57.46		High	45	60.22	
Brand image	Young	54	46.74	8.972 (0.011)	Less	36	33.79	35.453 (0.000)
	Middle	29	61.59		Middle	29	52.90	
	Old	27	66.48		High	45	74.54	
Durability	Young	54	48.19	7.196 (0.027)	Less	36	40.22	18.554 (0.000)
	Middle	29	64.98		Middle	29	54.97	
	Old	27	59.93		High	45	68.07	

Dream vehicle	Young	54	57.03	0.636 (0.728)	Less	36	48.78	9.210 (0.010)
	Middle	29	56.29		Middle	29	47.90	
	Old	27	51.59		High	45	65.78	
Eco- friendly	Young	54	56.27	3.880 (0.144)	Less	36	40.76	12.151 (0.002)
	Middle	29	62.55		Middle	29	62.10	
	Old	27	46.39		High	45	63.03	
Technically sound	Young	54	55.31	0.863 (0.649)	Less	36	38.78	29.902 (0.000)
	Middle	29	52.03		Middle	29	47.14	
	Old	27	59.61		High	45	74.27	
	Total	110			Total	110		

The Table 2 indicates that the middle aged respondents are having high score for the opinion about the passion towards the Bajaj Pulsar bike, purchasing the bike is a prestigious one, stylish of the bike, comfortable for riding, long life and eco-friendly. The young respondents feel that the Bajaj Pulsar is a dream vehicle. Regarding to the old aged respondents, cost effective of the bike, brand image and technically sound are high score opinion about the bike. The Kruskal Wallis test shows a significant difference in the score for passion, cost effectiveness, stylishness, comfortable for ride, brand image, durability of the bike The Chi-Square values are significantly high and the P values are less than 0.05.

The relationship between the income level of the customers and the opinion towards the Bajaj Pulsar bike is also tested with the Kruskal Wallis test. The middle income respondents are feeling that having the bike is a passion and prestigious and the bike is stylish and comfortable. The high income group respondents say the bike is cost effective, having brand image, durability, eco friendly, technically sound and durable. The test shows that the opinion of the middle income group about the prestige, stylish and comfortable and opinion about brand image, durability, dream vehicle, eco friendly, technically sound are significantly high (significant values are less than 0.01),

Table 3:Relationship Between Country & Marital Status Of Respondents And Their Attitude About Bajaj Pulsar Bike

Opinion about the Pulsar Bike	Country	N	Mean Rank	Z (Sig.)	Marital Status	N	Mean Rank	Z (Sig.)
Passion	India	55	55.93	-0.148 (0.882)	Unmarried	49	49.51	-1.865
	Ethiopia	55	55.07		Married	61	60.31	(0.062)
Prestigious	India	55	56.05	-0.195 (0.845)	Unmarried	49	49.49	-1.896
	Ethiopia	55	54.95		Married	61	60.33	(0.058)
Cost effectiveness	India	55	63.09	-2.681 (0.007)	Unmarried	49	51.37	-1.308
	Ethiopia	55	47.91		Married	61	58.82	(0.191)
Stylish	India	55	63.04	-2.571 (0.010)	Unmarried	49	42.14	-4.084
	Ethiopia	55	47.96		Married	61	66.23	(0.000)
Comfortable	India	55	61.07	-1.912 (0.056)	Unmarried	49	42.33	-4.050
	Ethiopia	55	49.93		Married	61	66.08	(0.000)
Brand image	India	55	69.36	-4.731 (0.000)	Unmarried	49	39.08	-5.022
	Ethiopia	55	41.64		Married	61	68.69	(0.000)
Durability	India	55	70.02	-5.265 (0.000)	Unmarried	49	43.63	-3.857
	Ethiopia	55	40.98		Married	61	65.03	(0.000)
Dream vehicle	India	55	56.11	-0.216 (0.829)	Unmarried	49	50.80	-1.495
	Ethiopia	55	54.89		Married	61	59.28	(0.135)
Eco- friendly	India	55	52.31	-1.081 (0.279)	Unmarried	49	51.90	-1.094
	Ethiopia	55	58.69		Married	61	58.39	(0.274)
Technically sound	India	55	66.13	-3.646 (0.000)	Unmarried	49	49.78	-1.760
	Ethiopia	55	44.87		Married	61	60.10	(0.078)
	Total	110			Total	110		

The Table 3 shows the result of Mann Whitney U test used for studying the relationship between the country to which the respondents belong and the opinion about the Bajaj Pulsar bike. Opinion about all the criterions is found high with the Indian respondents except eco-friendly. It shows that the perception of the Indian towards the bike is significantly good than the Ethiopian customers. The opinions towards the cost effectiveness, stylish, brand image and long life of the bike are significantly higher (Significant at 1% level).

According to the marital status, married respondents have good opinion about the bike than unmarried respondents. For each criterion, the mean ranks of the married respondents are higher than unmarried

respondents. The difference in the mean rank for stylish, comfortable, brand image and long life of the vehicle is significant at 1% level ($p < 0.01$).

Table 4: Relationship Between Occupation Of Respondents, Purpose Of Using The Bike And Their Attitude About Bajaj Pulsar Bike

Opinion about the Pulsar Bike	Occupation	N	Mean Rank	χ^2 df-2 (Sig.)	Mostly the bike used for	N	Mean Rank	χ^2 df-2 (Sig.)
Passion	Business	9	48.33	0.779 (0.677)	Personal	63	61.28	17.487 (0.000)
	Employee	73	55.25		Professional	6	7.75	
	Student	28	58.45		Both	41	53.61	
Prestigious	Business	9	65.67	1.170 (0.557)	Personal	63	57.71	6.689 (0.035)
	Employee	73	54.90		Professional	6	25.00	
	Student	28	53.79		Both	41	56.56	
Cost effectiveness	Business	9	62.67	3.809 (0.149)	Personal	63	58.98	7.644 (0.022)
	Employee	73	51.57		Professional	6	24.00	
	Student	28	63.45		Both	41	54.76	
Stylish	Business	9	46.33	1.211 (0.546)	Personal	63	62.74	17.499 (0.000)
	Employee	73	55.21		Professional	6	10.00	
	Student	28	59.20		Both	41	51.04	
Comfortable	Business	9	51.00	0.804 (0.669)	Personal	63	66.75	29.182 (0.000)
	Employee	73	54.45		Professional	6	5.00	
	Student	28	59.68		Both	41	45.61	
Brand image	Business	9	66.00	2.211 (0.331)	Personal	63	63.94	22.298 (0.000)
	Employee	73	56.52		Professional	6	5.00	
	Student	28	49.46		Both	41	49.93	
Durability	Business	9	66.33	4.044 (0.132)	Personal	63	58.87	10.281 (0.000)
	Employee	73	51.62		Professional	6	19.25	
	Student	28	62.13		Both	41	55.63	
Dream vehicle	Business	9	21.00	16.841 (0.000)	Personal	63	71.90	51.751 (0.000)
	Employee	73	61.99		Professional	6	5.00	
	Student	28	49.68		Both	41	37.68	
Eco- friendly	Business	9	51.17	1.724 (0.422)	Personal	63	59.02	9.862 (0.007)
	Employee	73	58.25		Professional	6	17.50	
	Student	28	49.73		Both	41	55.66	
Technically sound	Business	9	61.33	0.370 (0.831)	Personal	63	56.06	15.452 (0.000)
	Employee	73	55.20		Professional	6	9.00	
	Student	28	54.41		Both	41	61.44	
	Total	110			Total	110		

The relationship between the occupational status of the respondents and their opinion about the bike is given in the Table 4. The respondents who are self employed have opined that the Bajaj Pulsar is a prestigious one, brand image, long life of the bike and technically sound. The respondents who are employed feel the bike is a dream vehicle and eco-friendly. The respondents from the student category feel that having the is a passion, cost effective, stylish and comfortable. The Kruskal Wallis test shows a significant difference deference in the mean rank about the dream vehicle ($p < 0.01$).

According to the purpose of using the vehicle, the respondents who use the bike mostly for the personal purposes are having high mean ranks except technically sound which described by the respondents who use the bike for both personal and profession. The Kruskal Wallis test is also proving that the difference in the opinion of the respondents about all the criterions based on the purpose of using the bike is significant.

Table 5: Relationship Between The Person Using The Bike And Attitude About Bajaj Pulsar Bike

Opinion about the Pulsar Bike	Mostly used the bike by	N	Mean Rank	χ^2 df-2 (Sig.)
Passion	I am only	53	47.68	8.405 (0.015)
	My family	33	67.00	
	Everyone	24	56.96	

Prestigious	I am only	53	56.85	0.513 (0.774)
	My family	33	52.39	
	Everyone	24	56.79	
Cost effectiveness	I am only	53	49.58	26.809 (0.000)
	My family	33	77.00	
	Everyone	24	39.00	
Stylish	I am only	53	57.42	0.723 (0.697)
	My family	33	55.68	
	Everyone	24	51.00	
Comfortable	I am only	53	53.25	11.809 (0.003)
	My family	33	69.18	
	Everyone	24	41.67	
Brand image	I am only	53	48.26	7.373 (0.025)
	My family	33	66.76	
	Everyone	24	56.00	
Durability	I am only	53	51.83	5.017 (0.081)
	My family	33	64.91	
	Everyone	24	50.67	
Dream vehicle	I am only	53	55.96	6.009 (0.050)
	My family	33	63.24	
	Everyone	24	43.83	
Eco- friendly	I am only	53	56.28	0.084 (0.959)
	My family	33	55.24	
	Everyone	24	54.13	
Technically sound	I am only	53	48.96	4.681 (0.096)
	My family	33	61.76	
	Everyone	24	61.33	
Total		110		

The above table shows the opinion of the respondent about the bike based on the person who mostly uses the vehicle. The respondents they only use the bike feel the Bajaj Pulsar as prestigious, stylish and eco-friendly. The respondents whose bike used by their family members mostly have opined that the bike is a passion, cost effective, comfortable, durable, dream vehicle, and technically sound. The Kruskal wallis test shows that the Chi-square values are significantly higher than the table value for the degree of freedom 2 ($p < 0.05$) for passion, cost effective and comfortable.

Factors considered by the customers while buying the Bajaj Pulsar

The customers of the Bajaj pulsar will also consider various factors before buying the bike. Based on the perception towards the bike, the customers will consider various factor before buying the vehicle. In the study, factors called, brand name, fuel efficiency, stylish model, power of the engine or pick up, price and the sales promotional activities of the company.

Table 6: Factors Considered

Factors considered at the time of buying	Mean	Std. Deviation	Mean Rank
Brand Name	3.45	1.054	4.71
Fuel efficiency	2.62	1.058	2.75
Style	3.03	1.000	3.60
Power	3.03	0.851	3.65
Price	2.99	0.883	3.45
Sales Promotion	2.66	0.970	2.85
N	110		
Chi-Square	120.391		
df	5		
Sig.	0.000		

The result of the Friedman Ranking reveals that the Brand name is the mostly considered by the customers before making the buying decision. The mean rank is higher (4.71) than other factors. Secondly the power or

pickup of the engine is preferred by the respondents (3.65). third one is Stylish design of the bike (3.60). the test also shows that the difference in the mean rank is also significant ($\chi^2 - 120.391$; $p-0.000$). It is concluded that the brand name and the power the bike are important reasons to choose the bike from both countries.

Suggestions

The following suggestions are made from the findings of the study:

1. The young and less earning people do not have significant impression on the various criterions considered in the study. The finding indicates that less earning people may expect less maintenance and fuel efficiency. It is suggested that the company may focus on the efficiency of the Pulsar bike in the maintenance and fuel.
2. The opinion of the Indian customers towards the Bajaj Pulsar bike towards the performance and image of the product and company are better than the Ethiopian customers. It is understood that the company may take necessary step to increase the brand image and features of the bike. The promotional activities may help in this regard.
3. Brand name and power of the bike are most attractive factors. But the promotional activities and fuel efficiency are the factors considered less by the respondents. It shows that the customers are not expecting the promotional measures from the company or fuel efficiency but the engine power and stylishness. The company may consider the factors while design the products in the future.

CONCLUSION

Over the last two decades, the Pulsar has expanded to include ten versions. Currently, the cutting-edge Bajaj Pulsar features are 125-220 cc engines, front and rear disc brakes, nitrox-mono-shock suspensions, tubeless tyres, among others. Today, the Pulsar is a beautiful blend of style and performance. The Bajaj Pulsar features headlamps, ABS, fuel injection systems and a DTS-i engine. The dynamic behaviour of customers should be understood if every company is to succeed in marketing. In order to understand consumers and the diverse actions of consumers, knowledge should be obtained in a scientific manner. The information should take the following considerations into account the desires, wishes and value of the customer. Help us know the reason for buying a Bajaj bike that is delicious in the marketing of the respondents. This study shows that a strong understanding of consumer behaviour contributes to results. It concludes that university students drive motorcycles at least once in a lifetime, and maximum university students often drive motorcycles. Maximum students also have their own motorcycle. Some students have some problems with their current motorcycle and some are still interested in buying motorcycles. Mobility is the key factor in the purchase of a motorcycle by university students in India. The Honda brand is the preferred brand, with more students using the Hero brand of motorcycles. Bajaj Auto motorcycles, which students like only at a point and design, are the factors that have influenced more students. Bajaj Auto Advertisements are not too influential to purchase Bajaj Motorcycles, and only TV is the only channel that reaches the largest number of people. The students agreed that social media could be a more convenient medium in the future.

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