



A STUDY ON PERCEPTION OF STUDENTS TOWARDS MOTORBIKES

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Abstract

This study is carried out to understand the perception of students towards motor bikes. It focuses on details such what made the students to buy particular bikes, what features attracted the students towards the particular bikes, what factors influenced the purchase decision of the students. Most of the students now-a-days prefer motor bikes as mean transportation for colleges; this made the researcher to find out the perception of students towards motorbikes. This paper presented in five parts following the sequence that includes introductory part, objectives of the study, review of literature, data analysis and interpretation and finally conclusions and references given at the end.

Keywords: Students, Perception, Motorbikes, Factors, Features etc.,

Introduction

India has a large two wheeler industry in the world. All the major brands around the world are looking towards India as a potential market for their bikes. India is the second largest manufacture of two wheelers in the world. The Indian two-wheeler industry has come long way since its humble beginning in 1948 when Bajaj Auto started importing and selling Vespa Scooters in India. Bikes are used by all the generations from teenagers to old age people. And students are the one who influence and insist their parents to buy the bike they wanted and parents who are affordable are willing to get the bike for their children.

Most the students come to colleges on their bikes irrespective of the gender. Bikes have become fashion for some students while necessity for some other. Whatever the reasons may be students are desired to have motors bikes of their own.

What is the perception of students towards motorbikes and how it is influenced by their riding experience, financial status of the parents, advices of friends and colleague, marketing agents of the companies, information and promises by the competitors in the industry?

Unlike the above factors the other most influencing factors of perception of students is fashion, changing trends, design of the motor bikes, mileage and other features of the bikes.

Objectives

1. To study perception of students towards motor bikes
2. To study the student opinion of their motor bike regarding its features like appearance , Mileage, price e.t.c.,

Review of literature

Dr. Debasitripathy and Dr. Ronald mani conducted A Study on consumer perception towards two wheelers. The objective of the study is to understand the consumer perception towards two wheeler bikes. This study concludes that bajaj and Honda shows maximum satisfaction where as tvs stands at last.

Dr. Col Tajammul Hoda conducted A Study Analyzing the Perception of Youngsters in Making Purchase Decision of Bikes or Scooters In and Around Land ran near Mohali The objective be of this is to study the latest trend in two wheelers among young generation. Analyzing preference of youngsters while choosing the two wheeler, market shares of scooters. Analyze favorites Brands among males and females for both Scooter and Bike. To study which is more popular, Scooter or Bike and to find out the most appealing attribute which is a major factor for purchase of Bikes or Scooters. The study was more useful to know about which is more popular, Scooter or Bike. The most appealing attribute which is a major factor for purchase of bikes or scooters is found.

Shakeel ul rehman conducted a study on Measurement of customer perception towards two wheeler two wheeler in salem city. The main objective of the study is to analyze the various factors influencing the perception of people towards two wheeler in salem city. Its finally concludes there is huge demand for two wheelers in India and a lot of awareness programs has to be carried out to make people understand technical and tangible factors.

Nutan Sharma and Rajesh mehrotra conducted a study on customer perception towards major brands of two wheeler in jaipur city and its impact on buying decision. The objective of the study is to know the market leader among major brands of two wheeler companies. To analyze the impact of various factors influencing perception and purchase decision of customers. It conclude that hero motor corp is the leading brand of two wheeler in jaipur city followed by Honda.

Research Methodology

Primary Data: The primary data collected through questionnaire from various college students across Ballari city.

Secondary Data: Secondary data is collected through online journals and websites.

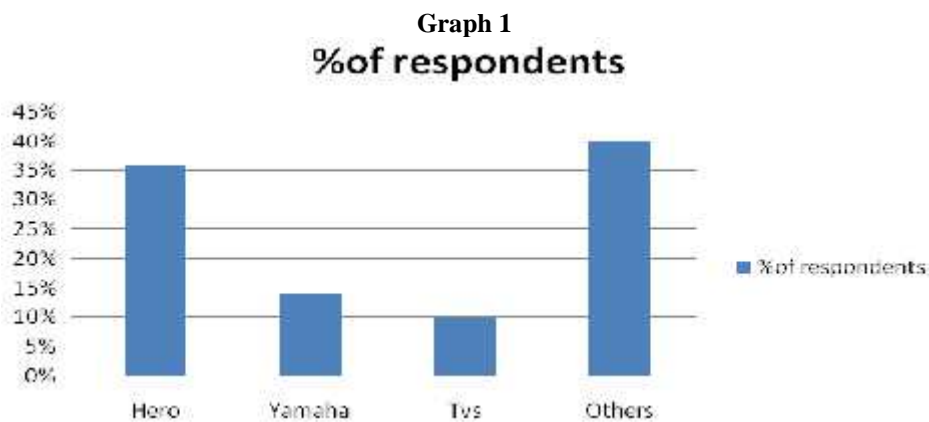
Sample Design: A total of 100 students were randomly selected and handed out questionnaires to collect the data. This questionnaire mainly considered hero, Yamaha, Tvs and all other bikes as variable brands. It also included other parameters such as design, acceleration, riding comfort etc.,

Data Interpretation

1. Which company bike you are using?

Table No: 1

Particulars	No. of respondents	Percentage of respondents
Hero	36	36%
Yamaha	14	14%
Tvs	10	10%
Others	40	40%
Total	100	100%

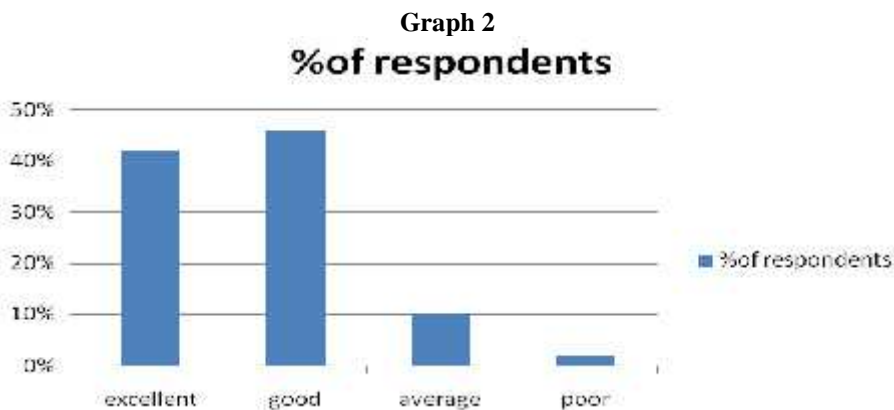


Interpretation: Out of 100 respondents 36 students use hero company vehicles , 14 use Yamaha, 10 use Tvs, 40 use other vehicles.

2. How you will rate the body style, design and look of your bike?

Table No: 2

Particulars	No of respondents	%of respondents
Excellent	42	42%
Good	46	46%
Average	10	10%
Poor	2	2%
Total	100	100%



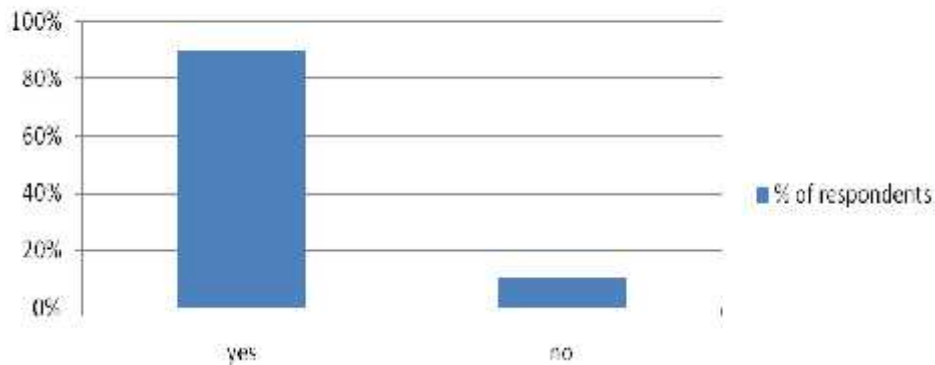
Interpretation: Out of 100 respondents 42 rated their bike style and design as excellent, 46 as good , 10 as average and 2 respondent rated as poor.

3. Are you satisfied with the pickup and performance of the motor bike?

Table No: 3

Particulars	No of respondents	% of respondents
Yes	90	90%
No	10	10%
Total	100	100%

Graph 3
 % of respondents



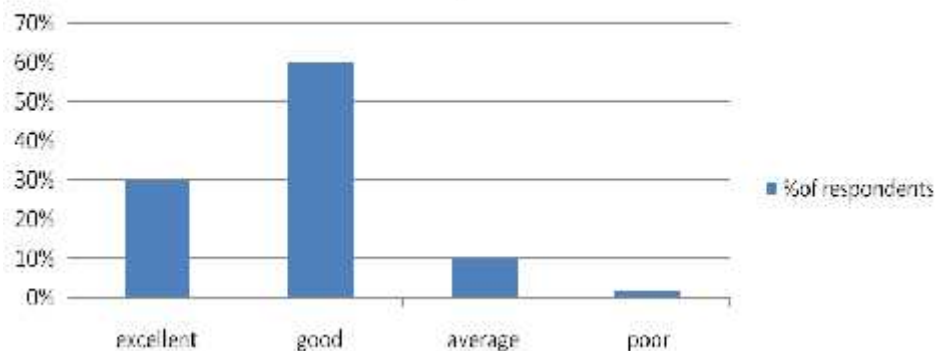
Interpretation: From the above table out of 100 respondents 90% percent are satisfied with their bike pick up and performance and 10% are not satisfied.

4. What do you feel about the quality of your motor bike ?

Table No: 4

Particulars	No of respondents	%of respondents
Excellent	30	30%
Good	60	60%
Average	10	10%
Poor	0	--
Total	100	100%

Graph 7
 %of respondents



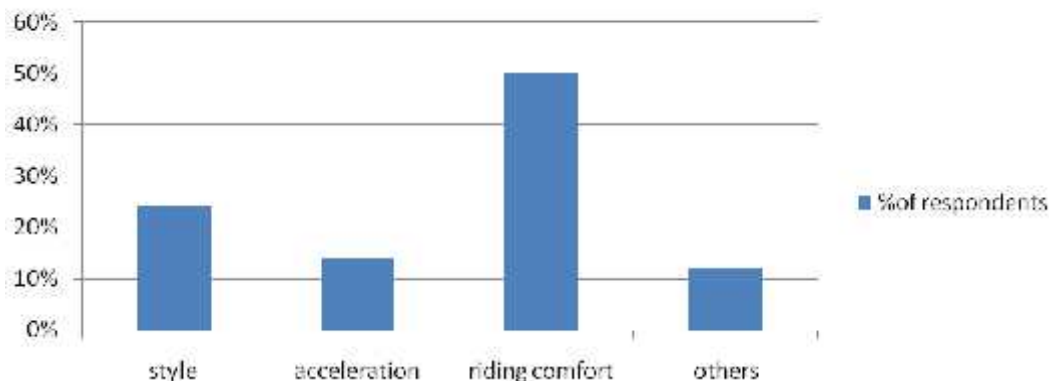
Interpretation: Out of 100 respondents 30 rated how they feel about quality of bike as excellent, 60 as good , 10 as average and no one rated as poor.

5. What features attracted you to choose this motor bike?

Table No: 5

Particulars	No of respondents	%of respondents
Style	24	24%
Acceleration	14	14%
Riding comfort	50	50%
Others	12	12%
Total	100	100%

Graph 5
%of respondents



Interpretation: Out of 100 respondents 24 rated for style as attractive feature , 14 as acceleration ,50 as riding comfort and 12 as others such as mileage , brand name e.t.c.,

Findings

1. Students use all the company bikes depending on their budget and their interest.
2. On an average 46 out of 100 students have rated body style and design of their bikes as good.
3. Most of the students feel good about the driving comfort of their bikes.
4. 90 percent of students are satisfied about pick and performance of their bikes.
5. Most of them have noticed top speed of 90 in their bikes.
6. Students on an average rated their bike quality as good .
7. 80 percent of the students think the price tag for their bike is worth such amount and 20 percent feel the opposite.
8. Students on an average rated breaking system and safety features of their bikes as good.
9. Most of the students attracted to the riding comfort of the bikes and some preferred style and least preferred acceleration some other preferred mileage, brand name as attractive feature of their bikes.

Conclusion

Study was useful to understand the perception of the students towards motorbikes. Useful to know how do students feel about their bikes quality. Features such as design, acceleration, riding comfort etc., attracted the students to buy the bikes. Most of the students are satisfied with the tag price of their bikes. Most of the students feel good about the driving comfort of their bikes.

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