

Consumer behavior – motorcycle



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Consumer behavior in automobile industry - Motorcycles Description of the

Project ??“ Global demand for motorcycles is expected to advance to 6%

annually to 59 million units by 2011 and in that, Asia and other major

developing countries will be the biggest contributors. In fact India has seen a

drastic change in the two wheeler segment after liberalization, as before

1991 scooter segment was the market leader, and very limited companies in

the Indian market, which led to limited option for the consumers and also the

purchasing power of Indian citizens was less but over the time with increase

in the purchasing power of people and changes in social, cultural and others

factors, people now have moved to motorcycle, which led to the increase of

its market share to 80%1 in the two wheeler segment.

Currently this segment is dynamic and lots of changes are expected to meet

the demand of consumer. This project focuses on the current needs of the

consumers, and what factors they consider before purchasing a motorcycle

e. g. (Power, Acceleration, Style, Mileage, Price, Re-Sale value, finance etc).

This will be helpful for the companies to design their product and services

accordingly. It also focuses on characteristics of the customer e. g.

(age, occupation, Income, region etc.), which will be helpful for the

companies in targeting the

segment.????????????????????????????????????????????????????????

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com/two? wheelers/statistics/sales. html? ? "Objective of the Project ??? ??? ??? Key motivating factors for the customers to purchase the motorcycle. Attributes in the motorcycle that customer looks for.

Characteristics of the customer who can be the prospective customers of motorcycle manufacturers
Methodology: Qualitative Research ??“ Focus group discussion will be conducted in the IBS campus for the getting the attributes of the motorcycle, which is desired by the youth (20-30 yrs age group). Further unstructured interview will be conducted for the age group 30-40 and above, to get their requirements also. Questionnaire Design ??“ Based on the attributes that we will get from FGD and unstructured interview, questionnaire will be designed, which will use likert and other scales. Sample Selection ??“ Type of Sampling ??“ Convenience sampling will be used which will cover all the age group, owners of motorcycle, and others who intend to buy in the future. Sample Size ??“ Sample size of 100 has been selected. Data Collection ??“ Primary – Data will be collected from the IBS students and through the questionnaire floated on the E-Mail Secondary ??“ Data will be collected from magazines, journals, websites etc. Quantitative Research Methods ??“ ??? Factor analysis will be used to get the factors that most important to the customer while buying a motorcycle. ??? Conjoint Analysis will be used
Schedule: Qualitative Research ??“ 15th Nov ??“ 30th Nov 09 Questionnaire Design ??“ 1st Dec 09 Primary Market Research ??“ 5th Dec 09 ??“ 30th Dec 09 Data Analysis ??“ 5th Jan 10 ??“ 25th Jan 09 Draft Final Report ??“ 30th Jan 10 Final Report Submission ??“ 12th March 10
Limitations of the study: ??? ??? Data collection is the major constraint, we confining to students of IBS and other people through e-mail.

Sample size of 100 is small, which may affect the accuracy of the

findingsReferences: ??? ??? ??? ??? Naresh K. Malhotra, 2008. Marketing

Research. New Delhi: Pearson Prentice Hall AAKER A David, 2007.

Marketing Research. New Delhi: Wiley [http://www.siamindia.](http://www.siamindia.com/scripts/market-share.aspx)

[www.freedoniagroup.](http://www.freedoniagroup.com/scripts/market-share.aspx)

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