



Research

A STUDY ON BRAND LOYALTY WITH THE SPECIAL REFERENCE TO BAJAJ MOTORS, MYDUKUR.

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ABSTRACT

Brand loyalty is a crucial factor that determines the long-term success of companies in the highly competitive automobile industry. This study aims to analyze the level of brand loyalty among customers of Bajaj Motors and to identify the key factors influencing their purchase and repurchase decisions. The research focuses on customer satisfaction, brand image, product quality, price, and after-sales service as major determinants of loyalty. The findings reveal that Bajaj Motors enjoys a strong level of brand loyalty among its customers, mainly due to product performance, fuel efficiency, brand reputation, and reliable after-sales service. The study concludes that continuous innovation, improved customer relationship management, and effective promotional strategies can further enhance customer loyalty and strengthen Bajaj Motors' competitive position in the market.

Keywords: Customer Satisfaction, Brand Image, Perceived Value, Brand Trust, Customer Retention

INTRODUCTION

In the modern business environment, brand loyalty has emerged as one of the most valuable intangible assets for any organization. In highly competitive markets, companies are not only striving to attract new customers but also focusing on retaining their existing ones. Retention of customers ensures consistent revenue, reduces marketing costs, and strengthens long-term profitability. Brand loyalty refers to the degree of commitment a customer has toward a particular brand, leading to repeated purchases and positive word-of-mouth promotion.

The automobile industry, particularly the two-wheeler segment, is one of the most competitive industries in India. India is among the largest producers and consumers of two-wheelers globally. Motorcycles and scooters are widely used due to their affordability, fuel efficiency, and convenience in navigating congested roads. With rising income levels, urbanization, and improved road infrastructure, the demand for two-wheelers has significantly increased over the years.

OBJECTIVES

1. To study the level of brand loyalty among customers of Bajaj Motors.
2. To identify factors influencing brand loyalty.
3. To study customer satisfaction towards Bajaj vehicles.
4. To analyze the impact of brand image on purchase decisions.

SCOPE OF THE STUDY

The scope of the study defines the boundaries and coverage of the research. This study focuses on analyzing the brand loyalty of customers towards Bajaj Auto in the two-wheeler segment. The scope of the study includes the following aspects:

1. Customer Loyalty Assessment

The study examines the level of loyalty among customers who own Bajaj two-wheelers and their intention to repurchase the same brand in the future.

2. Customer Satisfaction Analysis

It evaluates customer satisfaction regarding product quality, mileage, performance, pricing, and durability of Bajaj vehicles.

3. After-Sales Service Evaluation

The research covers customer opinions about service centers, maintenance cost, availability of spare parts, and overall service experience.

4. Brand Image and Perception

The study analyzes how customers perceive Bajaj as a brand in terms of reliability, performance, trust, and reputation in the market.

5. Factors Influencing Loyalty

It identifies key factors such as price, design, fuel efficiency, resale value, advertisements, and peer influence that affect customer loyalty.

LIMITATIONS OF THE STUDY

In the present competitive business environment, retaining customers has become more challenging than attracting new ones. The two-wheeler industry in India is highly competitive, with many established brands offering similar products in terms of features, performance, and price. In such a situation, brand loyalty plays a vital role in ensuring the long-term success and stability of a company.

Bajaj Auto is one of the leading players in the Indian two-wheeler market. Despite its strong market presence and popular product range, increasing competition and changing customer preferences require the company to continuously evaluate its relationship with customers.

Therefore, it becomes necessary to conduct a study on brand loyalty to understand the strength of customer attachment to the brand.

The need for this study arises for the following reasons:

1. To Understand Customer Retention

Loyal customers contribute to repeated purchases and stable sales. Studying brand loyalty helps determine whether Bajaj is able to retain its customers over time.

2. To Measure Customer Satisfaction

Satisfaction directly influences loyalty. This study helps identify whether customers are satisfied with product quality, mileage, price, and after-sales services.

3. To Identify Influencing Factors

Brand loyalty may be influenced by factors such as performance, durability, resale value, service support, and brand image. Understanding these factors helps the company improve its strategies.

4. To Analyze Switching Behavior

With the availability of many alternative brands, customers may switch easily. This study helps examine whether customers are considering shifting to competitors and why.

5. To Improve Marketing Strategies

By understanding customer expectations and perceptions, Bajaj can develop better promotional and customer relationship strategies.

RESEARCH METHODOLOGY

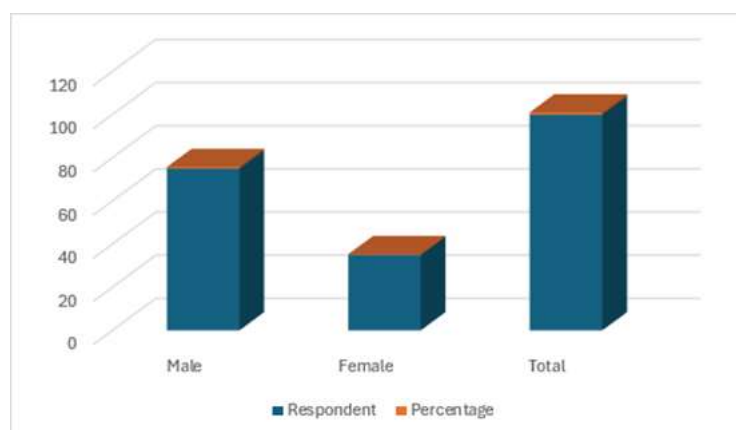
The study is based on a descriptive research design to analyze the marketing strategies adopted by Bajaj Auto. Sources of Data: • Primary Data: Collected through structured questionnaires and surveys from customers. • Secondary Data: Collected from company reports, official website, journals, books, and online articles. Sampling Method: The study uses a Random sampling method to collect responses from selected respondents. Sample Size: 110 respondents Data Collection Tool: A structured questionnaire containing both closed-ended and open-ended questions was

used to gather information. Data Analysis Techniques: The collected data is analyzed using percentage analysis, tables, charts, and graphs for better interpretation. DATA ANALYSIS & INTERPRETATION: 1. Gender Gender Respondent Percentage.

DATA ANALYSIS

1. Gender

Gender	Respondent	Percentage
Male	75	68.18%
Female	35	31.82%
Total	100	100%

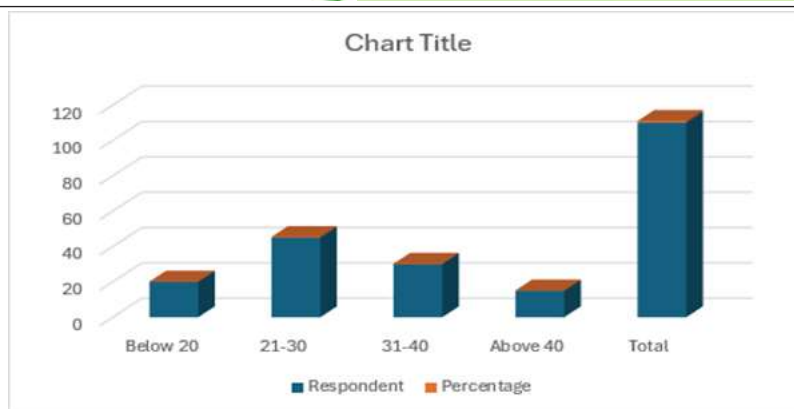


Interpretation:

The majority of respondents are male, indicating that Bajaj vehicles are more commonly owned or preferred by men. However, nearly one-third (31.82%) female respondents show that Bajaj also has a considerable presence among women customers.

2. Age Group:

Age Group	Respondent	Percentage
Below 20	20	18.18%
21-30	45	40.91%
31-40	30	27.27%
Above 40	15	13.64%
Total	110	100%

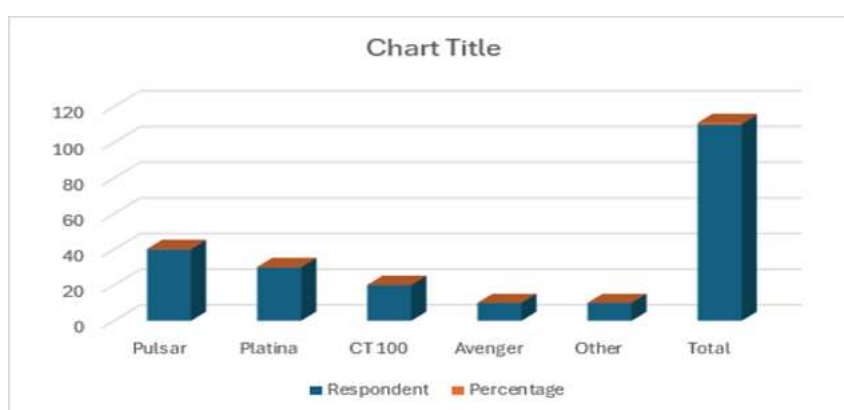
**Interpretation:**

The largest customer segment (40.91%) belongs to the **21–30 years** age group. This indicates that Bajaj vehicles are highly popular among young adults.

Customers aged **31–40 years (27.27%)** also form a strong segment.

3. Which Bajaj vehicle do you own?

Vehicle	Respondent	Percentage
Pulsar	40	36.36%
Platina	30	27.27%
CT 100	20	18.18%
Avenger	10	9.09%
Other	10	9.09%
Total	110	100%

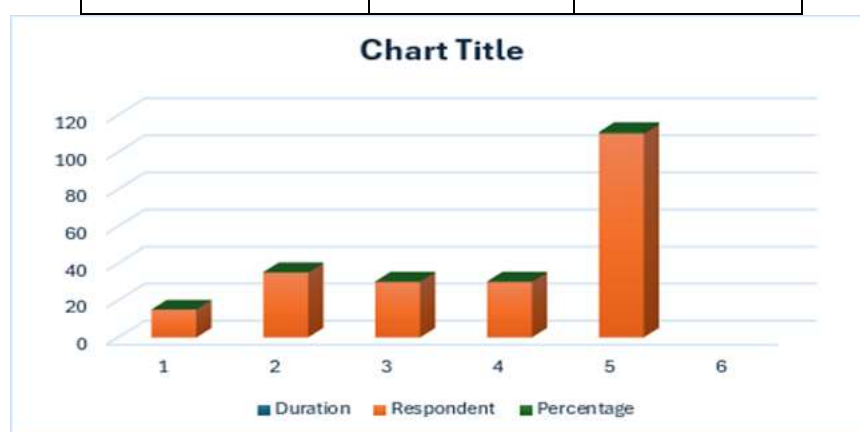
**Interpretation:**

The most owned vehicle is Bajaj Pulsar (36.36%), showing strong demand for sporty bikes. Bajaj Platina (27.27%) and Bajaj CT 100 (18.18%) indicate good demand for mileage-focused commuter bikes.

Only 9.09% own Bajaj Avenger, suggesting cruiser bikes have comparatively lower demand.

4. How long have you been using Bajaj vehicles?

Duration	Respondent	Percentage
Less than 1 year	15	13.64%
1-3 years	35	31.82%
3-5 years	30	27.27%
Above 5 years	30	27.27%
Total	110	100%



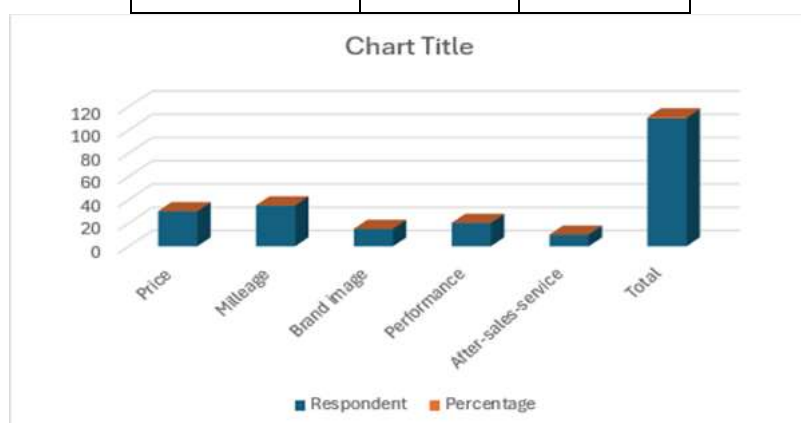
Interpretation:

A significant number (31.82%) have used Bajaj vehicles for 1–3 years.

Notably, **54.54% (3–5 years + above 5 years)** have used Bajaj vehicles for more than 3 years, indicating customer retention and long-term trust in the brand.

5. What factor influenced you most to purchase Bajaj Motors?

Factor	Respondent	Percentage
Price	30	27.27%
Mileage	35	31.82%
Brand image	15	13.64%
Performance	20	18.18%
After-sales-service	10	9.09%
Total	110	100%



Interpretation:

The top influencing factor is Mileage (31.82%), followed closely by Price (27.27%). This shows customers prefer Bajaj mainly for economic benefits and fuel efficiency. Performance (18.18%) and Brand image (13.64%) also play moderate roles.

FINDINGS

- The majority of respondents are **Male (68.18%)**, while **31.82% are Female**. This shows that Bajaj vehicles are more popular among male customers, but there is also a significant female customer base.
- Most respondents belong to the **21–30 years age group (40.91%)**, followed by **31–40 years (27.27%)**. This indicates that Bajaj vehicles are highly preferred by young and middle-aged customers. Only **13.64% are above 40**, showing lower preference among older customers.
- The most owned vehicle is **Bajaj Pulsar (36.36%)**, followed by **Bajaj Platina (27.27%)** and **Bajaj CT 100 (18.18%)**.
This shows that sporty and mileage bikes are highly preferred. The least owned is **Bajaj Avenger (9.09%)**.
- Most customers (31.82%) have been using Bajaj vehicles for **1–3 years**. Around **54.54% have been using for more than 3 years**, showing strong customer retention and trust in the brand.
- The main factor influencing purchase is **Mileage (31.82%)**, followed by **Price (27.27%)**. This indicates that customers prefer Bajaj mainly for fuel efficiency and affordability. Performance (18.18%) and brand image (13.64%) have moderate influence.
- This means **72.73% of customers are satisfied overall**, showing positive customer experience. Only **9.09% are dissatisfied**.
- Most respondents rate after-sales service as **Good (36.36%)** or **Excellent (27.27%)**. However, **13.64% rated it Poor**, indicating that service quality can be improved.
- A strong **63.64% prefer Bajaj for their next purchase**, showing high brand loyalty. However, **18.18% said No**, and **18.18% are Not Sure**, which suggests the company should focus on improving customer confidence.

SUGGESTIONS

- Bajaj Motors should introduce more marketing campaigns and models targeting women riders, such as lightweight and stylish bikes, to increase female customer participation.
- The company should focus on youth-oriented features like sporty design, digital technology, and social media promotions to maintain its strong position among young adults. At the same time, it can introduce comfort-based models to attract customers above 40 years.
- Bajaj should continue improving Pulsar models with advanced features to retain sporty bike customers. It should also enhance mileage-focused bikes like Platina and CT 100 to maintain its commuter segment strength. Promotion of cruiser bikes like **Bajaj Avenger** can be increased to improve sales.
- The company should introduce loyalty programs, exchange offers, and special service discounts for long-term customers to strengthen customer retention.
- Bajaj should continue focusing on fuel efficiency and affordable pricing. Promotional campaigns should highlight mileage performance and cost savings to attract more customers.
- The company should collect feedback from dissatisfied customers and improve product quality, comfort, and service support to reduce dissatisfaction levels.
- Bajaj should improve service center staff training, reduce service waiting time, and ensure

availability of spare parts to enhance customer satisfaction.

- The company should introduce attractive exchange schemes, warranty extensions, and new model launches to increase repeat purchase intention.

CONCLUSION

The survey results indicate that **Bajaj Motors** has a strong customer base, especially among young adults aged 21–30 years. The majority of customers prefer Bajaj vehicles mainly for **mileage and affordable price**, which are the key influencing factors.

Most respondents are satisfied with their vehicles, and a high percentage are willing to recommend Bajaj to others and repurchase in the future. Models like **Bajaj Pulsar** are highly popular, showing strong demand in the sporty segment.

However, there is scope for improvement in after-sales service and in converting unsure customers into loyal buyers. Overall, Bajaj Motors maintains a positive brand image and strong customer satisfaction level in the market.

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