

**A STUDY ON BUYING DECISION WITH RESPECT TO
MOTORBIKE PURCHASE**

**(WITH REFERENCE TO HERO HONDA AND YAMAHA
BRAND MOTORBIKE IN ITAHARI)**



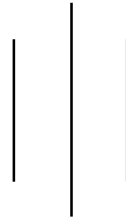
A THESIS

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LETTER OF RECOMMENDATION

This is to certify that the thesis

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A Study on Buying Decision with Respect to Motorbike Purchase (with reference to Hero Honda and Yamaha Brand Motorbike in Itahari) has been prepared by this department in the prescribed format of faculty of management Tribhuvan University. This thesis is forwarded for examination.

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VIVA-VOCE SHEET

We have conducted the viva-voce examination of the thesis.

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A Study on Buying Decision with Respect to Motorbike Purchase (with reference to Hero Honda and Yamaha Brand Motorbike in Itahari) found the thesis to be the original work of the student and written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirement for Master's Degree in Business Studies (M.B.S.)

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DECLARATION

I hereby declare that the work reported in the thesis entitled "A Study on buying decision with respect to motorbike purchase with reference to HERO HONDA and YAMAHA brand motorbike in Itahari." submitted to Post Graduate Campus, Biratnagar, Faculty of Management Tribhuwan University, is my original work done in the form of partial fulfillment of the requirement of Master Degree in Business Studies (M.B.S.) under the supervision of Mr. Dev Raj Shrestha, Lecturer Post-Graduate Campus Biratnagar, Tribhuwan University.

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Yogendra Prasad Dahal

Researcher

Date:

List of Table

| Table No. | Page No. |
|---|-----------------|
| Table No. 4.1 Purpose of Motorbike purchase in Itahari Municipality | 30 |
| Table No. 4.2 Areas under which the buyer of motorbike makes decision before selecting a particular brand | 32 |
| Table No. 4.3 Personal belief of the respondents regarding Yamaha and Hero Honda Motorbikes | 35 |
| Table No. 4.4 Influences of Family and Outsiders in Buying Decision Making | 37 |
| Table No. 4.5 Influences of Media and Others in Buying Decision Making | 39 |
| Table No. 4.6 Influences of Media and Promotion in Buying Decision Making | 40 |
| Table No. 4.7 Income Level of Respondents | 43 |
| Table No. 4.8 Age Group of the Respondents | 45 |
| Table No. 4.9 Education Level of Respondents | 47 |
| Table No. 4.10 Occupation of the Respondents | 49 |
| Table No. 4.11 Comparison on the basis of Fuel Economy | 63 |
| Table No. 4.12 Comparison on the basis of Durability | 65 |
| Table No. 4.13 Comparison on the basis of Performance in City and Plain Areas | 67 |
| Table No. 4.14 Comparison on the basis of Performance in Village and Hilly Areas | 69 |

| | |
|--|----|
| Table No. 4.15 Comparison of Average Preference on the basis of Performance | 71 |
| Table No. 4.16 Comparison on the basis of After Sales Service | 73 |
| Table No. 4.17 Overall Ranking of Hero Honda and Yamaha motorbikes on the basis of Different Distinct Features | 75 |

List of Figures

| Figure No. | | Page No. |
|-------------------|---|-----------------|
| Figure No. 4.1 | Purpose of Motorbike purchase in Itahari Municipality | 31 |
| Figure No. 4.2 | Areas under which the buyer of motorbike makes decision before selecting a particular brand | 33 |
| Figure No. 4.3 | Personal belief of the respondents regarding Yamaha and Hero Honda Motorbikes | 36 |
| Figure No. 4.4 | Influences of Family and Outsiders in Buying Decision Making | 38 |
| Figure No. 4.5 | Influences of Media and Other s in Buying Decision Making | 39 |
| Figure No. 4.6 | Influences of Media and Promotion in Buying Decision Making | 41 |
| Figure No. 4.7 | Income Level of Respondents | 44 |
| Figure No. 4.8 | Age Group of the Respondents | 46 |
| Figure No. 4.9 | Education Level of Respondents | 48 |
| Figure No. 4.10 | Occupation of the Respondents | 49 |
| Figure No. 4.11 | Comparison on the basis of Fuel Economy | 64 |
| Figure No. 4.12 | Comparison on the basis of Durability | 66 |
| Figure No. 4.13 | Comparison on the basis of Performance in City and Plain Areas | 68 |

| | | |
|-----------------|---|----|
| Figure No. 4.14 | Comparison on the basis of Performance in Village and Hilly Areas | 70 |
| Figure No. 4.15 | Comparison of Average Preference on the basis of Performance | 72 |
| Figure No. 4.16 | Comparison on the basis of After Sales Service | 74 |
| Figure No. 4.17 | Overall Ranking of Hero Honda and Yamaha motorbikes on the basis of Different Distinct Features | 76 |

Table of Contents

Recommendations
Viva-Voce Sheet
Declarations
Acknowledgements
List of Tables
List of Figures
Table of Contents

Chapter - I

| 1. INTRODUCTION | Page No. |
|-------------------------------|-----------------|
| 1.1 Background of the Study | 1 |
| 1.2 Focus of the Study | 5 |
| 1.3 Statement of the Problem | 5 |
| 1.4 Objective of the Study | 7 |
| 1.5 Importance of the Study | 8 |
| 1.6 Limitations of the Study | 8 |
| 1.7 Organization of the Study | 9 |

Chapter - II

| 2. REVIEW OF LITERATURE | |
|--------------------------------------|----|
| 2.1 Introduction | 11 |
| 2.2 Buyer Decision Process | 12 |
| 2.3 Influences on the Buying Process | 14 |
| Buyer Personal Characteristics | 14 |
| Psychological Situation | 16 |
| Buying Situation | 17 |
| Group Influence | 18 |
| 2.4 Review of Unpublished Literature | 19 |

Chapter - III

3. RESEARCH METHODOLOGY

| | |
|--------------------------------|----|
| 3.1 Research Design | 27 |
| 3.2 Population and Sample | 27 |
| 3.3 Nature and Sources of Data | 28 |
| 3.4 Data Collection Procedures | 28 |
| 3.5 Data Analysis Tools | 28 |

Chapter - IV

4. DATA PRESENTATION AND ANALYSIS

| | |
|--|----|
| 4.1 Purpose of Motorbike purchase in Itahari | 29 |
| 1. To use for regular up and down to office | 29 |
| 2. To use for business task | 29 |
| 3. To use for other purpose | 30 |
| 4.2 Areas under which the buyers of Motorbike makes decision before selecting a particular brand | 32 |
| 4.3 Affecting factors of Buyer's Decision making process | 34 |
| 4.3.1 Personal Beliefs of Respondents | 34 |
| 4.3.2 Influence of Family and Outsiders | 37 |
| 4.3.3 Influence of Media and Others | 38 |
| 4.4 Influences of Media and Promotion in Buying Decision Making | 40 |
| 4.5 Demographic Features that affects Buying Decision Making | 42 |
| 4.5.1 Income Levels of Respondents | 42 |
| 4.5.2 Age group of Respondents | 45 |
| 4.5.3 Education level of Respondents | 46 |
| 4.5.4 Occupation of the Respondents | 48 |
| 4.6 Comparative study of buying decision making in between Hero Honda and Yamaha motorbike | 51 |
| 4.6.1 Number of the buyers of Hero Honda and Yamaha in total respondents on the basis of different distinct features | 62 |

| | | |
|---------|---|----|
| 4.6.1.1 | Comparison on the basis of Fuel Economy | 63 |
| 4.6.1.2 | Comparison on the basis of Durability | 64 |
| 4.6.1.3 | Comparison on the basis of Performance | 66 |
| 4.6.1.4 | Comparison on the basis of After Sale Service | 72 |
| 4.6.2 | Overall Ranking of Hero Honda and Yamaha motorbikes on the basis of Different Distinct Features | 74 |
| 4.7 | Major Findings of the Study | 76 |

Chapter - V

4. SUMMARY, CONCLUSION AND RECOMMENDATION

| | | |
|-----|----------------|----|
| 5.1 | Summary | 79 |
| 5.2 | Conclusion | 83 |
| 5.3 | Recommendation | 86 |

BIBLIOGRAPHY

QUESTIONNAIRE

CHAPTER - I

INTRODUCTION

1.1 Background of the Study:

The term "market" is derived from the Latin word "MARCATUS" that means a place of buying and selling goods and services. A market consists of the both buyer and seller of goods and services. A Seller or the marketer may be the individual or the organization which always stands on the supply side of goods and services and the buyer also may be individual or organization, who always stands on the demand side of goods and services. In marketing sense, the buyer buys products for satisfactions i.e. the values or the benefits incorporated in the product. The benefits or the values refer both physical values and emotional values of goods and services. The buyer takes purchase decision only when the product is as expected by him or her. So it is necessary to incorporate such benefits or the values as expected by the buyer in the target market by the seller. The buyer's purchase decision is depends on his willingness to buy and his ability to pay for the product. So the sellers most identify those customers who have willingness to buy and ability to pay in the given situation in the target market. The buying decision of the buyer is also depends on the requirement of the product. The success or failure of the company depends on the demand level of the buyer and stability of the company largely depends on the continuity of demand and satisfactory feedback from the buyers. If the buyers dissatisfied by the product they used then the problem arises for the company and that brings great threat for the stability of the company in the competitive market. Due to the good education level, today's buyers are well aware of the product they need. So success of the company depends on the well

research of the buyer's behaviour and their needs on respect to the given products or services. Well research of the market (demand, nature, society, buying habit, living standard, income level etc) and analysis of the buyer's buying behaviour plays vital role on the stability and sustainability of the company in the market.

A buyer makes decision to purchase the product only after making sure that the product is exactly same that the buyer wants in every aspect. Then only effective and successful sells can be possible. It takes long process to complete buyer buying decision. Consumer decision making process involves the activities that the people engaged in when selecting, purchasing and using products and services so as to satisfy needs and desires. Such activities involve mental and emotional process in addition to physical action. It is an attempt to predict either a specific product is to be buying or not. It is concerned with the activities and actions of customers that purchase and use the product.

Every decision making process and buying behaviour of the buyer differs with each other and buying process may be identical. Generally, the buyer buying process consists of five stages. They are problem recognition, information search, evaluation of alternatives, purchase and post purchase evaluation. The first stage of consumer buying process is the problem recognition and it occurs when buyer becomes aware of the fact that there is difference between a desired state and an actual condition. After becoming sure of the problem or need, the second stage is information search. In this stage the buyer collects the information regarding the availability of products, product features, product price, seller's characteristics and other relevant aspects. Duration and intensity of search efforts depends on buyer's experience in purchasing and nature of the product to be purchased. During this stage buyer develops evoked

set (the set of brands of product) which then buyer actually consider while making a specific brand choice.

The third stage of buying process is evaluation of alternatives. In this stage, the product in the evoke set have been evaluated. To evaluate the products in the evoke-set, a buyer establishes a set of criteria to compare the product features. Using the criteria and considering the importance of each, the buyer ranks the brands in the evoked set. If the evaluation yields, the next stage is purchase stage. In this stage, consumer selects not only the product or brand to buy but also select seller from which he or she will buy the product. The actual act of purchase occurs during this stage. But not all decision process lead to a purchase, the individual may terminate the process prior to purchase. After purchasing goods, the fifth stage of buying process occurs, which is known as post-purchase evaluation. In this last stage, a buyer starts to evaluate the product and its satisfaction. The result of the post purchase evaluation is either satisfaction or dissatisfaction, which feeds back to other stages of the decision process and influences subsequent purchase.

In spite of consisting five stages of consumer buying process, all the consumers do not always follow all these five stages. The buyer may terminate the process during any stage. It depends on the purchasing experience of the buyer and the nature of the product he or she wants to purchase. But all these five stages are essential for the modern marketer to know the buying behaviour of his or her target customers for the long term survival that means for the sustainability of the company.

The reality of the market is that, the buyer is sovereign; deciding whether to accept or reject a product on the basis of whether or not it meets perceived needs or desires. To meet perceived needs and desires of

the buyer the seller should understand the buying behaviour of the buyer. Understanding of buyer buying behaviour is complex and difficult task as it is influenced by many factors. Generally, buyer's buying behaviour is influenced by five factors which are as follows:

Cultural:- culture, sub-culture and social class

Social:- reference group, family and social roles and status

Economical:- income level, economic status and economic class

Personal:- age, stage in life cycle, occupation, economic circumstances, life style, personality and self concept

Psychological:- motivation, perception, learning, beliefs and attitudes

Well research of all these factors can provide clues to reach and serve buyers more effectively.

Changing of time influences buyer needs and desires. Hence buyer needs and desires undergo change from time to time. In order to run business according to the changing needs and desires of buyer, it is essential for marketer to conduct research continuously on buyer's behaviour. Considering these facts, business enterprises of advanced countries have carried out a series of research on buyer behaviour. But these types of research practices are rare in our country. Here an attempt has been made to explore the buying decision making with respect to motorbike purchase in Itahari Municipality. The research is made in different showrooms of Hero Honda and Yamaha brand motorbike in Itahari consulting customers visited in the showrooms.

1.2 Focus of the Study:

We can find motorcycle dealers in large numbers in the market. They deal with sales of motorbikes like Morong Auto Works (Yamaha), Hansaraj and Hulas Chand (Bajaj), Sykar Company Limited (Hero Honda) and Cosmic Motorcycles etc which offers different brands of motorbikes. The success and failure of any business form totally depends on buyer's reaction to its offerings. So it is necessary for the producer or marketer to understand the buyer's buying behaviour in this changing and competitive business environment. The market is becoming very much complex and competitive day by day. So the duties and tasks of marketers is also increased. In order to understand the buyer's behaviour, it requires continuous efforts of investigation and exploration of customers. But in the context of Nepal, such practices of investigation and exploration are in few numbers. Different multinational companies are spending large sum of money for this purpose.

Being the age of advertisement, different motorcycles dealers are making the tremendous effort to draw the buyer's attention towards the product. To draw the buyer's attention to their products, they bring different and attractive schemes. In such circumstance, an effort has been made to explore the fact related to buying decision making with respect to motorbike purchase in Itahari Municipality and I have taken reference of Hero Honda and Yamaha brand motorbikes because these brands are most preferred by the buyers.

1.3 Statement of Problems:

Due to the development in every sector such as technology, communication and transportation the modern market is becoming very narrow and customers are well informed about the products they needed.

After the membership of Nepal in WTO, it is noticed that the business environment of Nepal will be far much complex and complicated in the lack of proper study and research about the product and services. In one hand, the business environment of Nepal has been changed drastically free and liberal policy has increased the business activities to a great extent throughout the country. On the other hand, the competition is very tough. So now almost efforts of the seller are strictly focused to customer orientation and selling of product. In such competitive market, the buyer has opportunity to choice and freedom of choice in product amongst too many alternative offerings. The buyer has freedom to accept or reject the product on the basis of either the offer of product as per his choice or not. Thus customer orientation is very much difficult and complex task. So it is essential for the marketers to understand and analyze the buying behaviour of buyer. Analyzing and understanding of buyer behaviour is influenced by different external environment and personal beliefs.

Due to the high competition, today's market is very complex and there is existence of too many alternative products, so the buyers have freedom in choice. In another part the need and desires of buyer undergo change from time to time. In order to run the business successfully in this environment, it is essential for marketers to conduct research continuously on buyers. Considering this fact, business enterprises of advanced countries have carried out a series of research on buyer's behaviour. However, such practices are rarely formed in Nepalese market. Here an attempt has been made to study buying decision making with respect to motorbike purchase in Itahari Municipality and I have taken reference of Hero Honda and Yamana Brand motorbikes as these brands are most preferred by the buyers.

1.4 Objectives of the Study:

We know that Nepal is an underdeveloped country. Due to the weak economic condition of country, there is no proper development of infrastructure facility like bridges, roadways, air transport etc. The condition of roadway is not good. They are narrow and very poor in overall. Comparatively, in town area we can find little bit satisfactory roadways. So, Nepalese people prefer the small type of vehicle for transportation to easily operate in narrow and rough road. In these circumstances, motorbike is the best private vehicle for Nepalese people due to the condition of road. Almost in city area where there is narrow road motorbikes are easy and fastest vehicle to operate. And it is cheaper than four wheelers private vehicles. Because of the poor service of public vehicles, private vehicles are most needed. So I felt it is best to choose motorbike for my study. This study is based on the buying decision making with respect to motorbike purchase in Itahari Municipality. This study will help the purchaser to identify the best brand of motorbike in Nepal and it also helps to the dealers in closing sales in respect to know and informed about the buyer's need and buying behaviour.

The main objectives of this study are listed below:-

1. To identify the purpose of motorbike in Itahari Municipality.
2. To identify the areas under which the buyers of motorbikes makes decision before selecting a brand.
3. To find out affecting factors of buyer's decision making process.
4. Comparative study of buyer's decision making in between Hero Honda and Yamaha brand motorbikes on the basis of fuel efficiency, durability, performance and after sales service to select the particular brands.

1.5 Importance of the Study:

Marketer and buyer both are affected by the competition. Competition brings threats to the marketers and creates opportunities to the buyers. Nepalese market is also affected by cut throat competition. Different types of products with different features and models are available in the market. In this context, it is difficult for buyer to select the best fit brand and in the other hand it makes difficult to sellers to select the target market and close the sale. As the focus of this study is based on the buying decision making with respect to motorbike purchase in Itahari Municipality, both the marketers as well as buyer will be benefited by this study. The marketer can use the findings of this study as guidance for making strategies for successful marketing of their products. It is also fruitful to the owner of the motorbike and new persons who want to purchase motorbikes in near future. It will provide valuable guidelines and reference to the scholars who are interested in conducting further research on buyers buying behaviour.

1.6 Limitations of the Study:

This thesis study is prepared for partial fulfillment of Masters Degree on Business Studies. I prepare this thesis within the short time period and due to the lack of resources, this thesis is not free from limitations. Thus the study has certain limitations which are as follows:

1. This study is prepared amongst the customers of motorbike in Itahari Municipality only.
2. Very small sample size of population is taken for the study.
3. This study is done within the short time period.
4. The study is based on judgmental sampling.

5. The study is entirely based on the opinion, views and response of the owner of the motorbikes and buyer of motorbike visited in the different showrooms.
6. The study is entirely based on primary data and supported by secondary data.

In spite of having limitations, lots of efforts have been done to make this study more reliable and accurate.

1.7 Organization of the Study:

The study is divided mainly in the five chapters. Chapter one contains background of the study, focus of the study, statement of the problems, objectives of the study, importance of the study and limitations of the study.

The second chapter is designed to examine the review of related literatures specially the buyer's decision process and factors influencing buyer's behaviour and other relevant past studies also has been reviewed.

Research methodology will be discussed in the third chapter. It contains research design, population, sample, nature and source of data, data collection procedures and data analysis tools.

In the forth chapter, collected data and information will be analyzed and presented in a pleasant manner. This chapter is the main body of the study which highlights the objectivewise data presentation, analysis and interpretation. Major findings of this study are also presented in this chapter.

Finally, in chapter five summary, conclusion and recommendations are presented. In addition an extensive references and appendix are presented at the end.

CHAPTER - II

REVIEW OF LITERATURE

2.1 Introduction:

People buy so many different goods and services during his or her lifetime. We always engage in purchase different type of goods and services and we make decision each and every time to purchase goods and services. So this type of decision made by us either purchase or not. Methods of purchasing the goods are called buying decision-making process. It is very vague term to understand and explain different writer have his or her own views and explanations about buying decision making process. In this chapter some views and explanations of the writer are remembered here.

Products needed for daily life spending such as buying food products, vehicles etc. they make decision quickly and use slowly during long time. In this way everyone involve in purchase task and make decision everyday. Buyers usually purchase the product only after prior thought and action. Their purchase decision completes after the several steps. Mainly a buyer fallows five stages of decision making process. They are need recognition, information search, evaluation of alternatives; purchase decision and post purchase evaluation are the major steps of proper buying decision making process.

2.2 Buyer Decision Making Process:¹

Buyer decision processes are presented below:

A. Need Recognition

The buying process starts when the buyer identifies his or her needs. The individual buyer feels that his or her needs are fulfilled by a particular goods or service. This type of feeling is called need recognition. Due to the internal and external factors, a buyer identifies the needs. Arousal of a need drives the person into state of discomfort and anxiety. It is reduced when the consumer acts to satisfy the need.

B. Information Search

When a buyer recognizes the need, he or she will search information of goods and services. A buyer collects information from the following sources:

- a. Personal sources: family, friends, neighbours etc.
- b. Commercial sources: advertising, sales persons, dealers, packaging, displays etc.
- c. Public sources: mass media, consumer rating, organizations etc.
- d. Experimental sources: handling, examining by using the product.

C. Evaluation of Alternatives

The third step of buyer decision process is right evaluation of alternatives. After collecting adequate information about alternatives buyers review the information, evaluate the alternative and select the best alternative that best satisfies their needs. Every individual may

¹ Agrawal, Govinda Ram, (2001), *Marketing Management in Nepal*, M.K. Publisher & Distributors.

have their own process and system of evaluation of alternatives. A buyer may evaluate the alternatives on the basis of product attribute, importance, brand beliefs, satisfaction etc. In this stage of buying decision process, buyer chooses best among the good.

D. Purchase Decision

The most important step of buying decision making process is purchase decision. After collecting information and right evaluation of that information regarding the desired product, it is easy to make the purchase decision for the buyer. The buying decision may be positive or negative. In other words buyer may decide to purchase or not to purchase the product. If the decision is to purchase the desired product then series of related decision must be taken. The buyer must take the decision regarding brand, payment methods, warranties, delivery services and installation service.

E. Post Purchase Evaluation

It is the final stage of decision making process evaluating the purchase decision. Whether the purchase decision was perfect or not is called post purchase decision of decision making process. After purchasing, buyer uses the product and evaluates the degree of satisfaction or dissatisfaction. If the product meets the consumer's expectation, they are satisfied, if not, they are dissatisfied. This consequence reinforces future loyalty to the brand.

2.3 Influences on the Buying Process:¹

Everyday buyers make many buying decisions in their life. Numbers of factors influenced buyers buying process. They can't be control by seller or others totally but it can be take into account. We can classify the factors under three headings as following:

1. Buyer Personal Characteristics

Major influencing factor on buying process is buyer's characteristics. Every buyer is from different circumstances and they have hundreds of characteristics in different way. The major characteristics of buyer are explained below as follow:

I. Demographic Characteristics:

People act or behave on background of their own demographic status. Therefore demographics are vital statistics of describing people such as sex, age, and marital status, number of children, education and geographical location. These characteristics indicate certain buying pattern. People change the products they buy over their lifetimes. Demographics characteristics have important influences on consumer buying process.

II. Socio-Economic Characteristics:

Buyer chose and purchases the product as their economic status in the society. So, buyer's economic status will greatly affect product choice. Buyers can be categorized into social classes based on their income, education and occupation. For example, buyer with higher

¹ Kotler, P. (2003), "*Marketing Management*",
Singapore: Person Education Inc.

income is in higher social classes. Social class can be used a predictor of a buyer's buying process. Buyers in high level social class are generally exposed to more information about products and have opportunities to evaluate more alternatives than buyer in low social classes when a purchase decision is made. People living with low socio-economic class has less information or they cannot gather or informed much more about the products they desires and they has to bear limitations for choice from alternatives. It greatly affects the buying decision process.

III. Personality:

Every people are living with different personality in society. Personality refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment. Personality also has important role in buying decision process. Persons purchase the products which match with their own personality and feel comfortable. If product does not match with their personality they are dissatisfy.

IV. Life Style:

Life style refers that how people living, person's activities, interests and opinions in their own different society. So, people coming from the same social class and even occupation may have quite different life style. Life style is measured by psychographics measuring techniques. People's life style undoubtedly influences their choice of products and their brand preferences. They chose the products and brand according to their own life style. There are no common accepted categories of life style. It has also major role in influencing consumers buying decision making process.

V. Learning:

Each people are learned as their own circumstances and capacity to acquire knowledge. "Learning is Knowledge acquired by systematic study; the possession of such knowledge." (Excerpted from *Oxford Talking Dictionary*). Learning is more about related with past doing and experiences. Learning may be defined as changes in behaviour resulting from previous experiences. Learning theorists say that most human behaviour is learned. Learning occurs through the interplay of drives, stimuli, cues and responses and reinforce. Repeated reinforcement leads to a habit or brand loyalty. Once a habitual behaviour pattern has been established, it replaces conscious, willful behaviour.

VI. Beliefs and Attitudes:

Beliefs are mental acceptance of a statement, fact, doctrine, thing etc., as true or existing and attitudes are settled behaviours as representing feeling or opinion. In other words a belief is a descriptive thought that a person has about something. It may be based on real knowledge, opinion and faith. An attitude describes a person's relatively consistent evaluations. Beliefs and attitudes are influenced by personal experience and information gained from various personal an impersonal sources. People tend to act on their beliefs and attitudes. People buy product with their positive beliefs and attitudes. If they beliefs negatively no peoples buy the products. Beliefs and attitudes has also vital role in buying process.

2. Psychological Situation

Psychological situation denotes Motivational factor to buy or not to buy the products. A motive is an internal energizing force that

orients a person's activities towards satisfying a need or achieving a goal. Actions are affected by a set of motives, not just one. If marketers can identify motives then they can better develop a better marketing mix. Persons highly motivated by his/her needs. If the marketer can identify the exact needs of the buyer it will be the main key to be success in the competitive market. MASHLOW identifies the hierarchy of personal needs as follows:

- a) Physiological Need
- b) Safety Need
- c) Love and Belonging Need
- d) Esteem Need
- e) Self Actualization

Every person automatically follows the mentioned hierarchy of needs. First step of personal need is always Food, Shelter and Cloth which is called physiological need. After then he/she moves for the need of Safety. If a person feels secure then he/she feels need of Love and Belong. The forth step is Esteem need. By nature every person wants to be respected in the society. And last step is Self Actualization. If the seller can determine the levels of buyer's need then only they can offer the right product to right buyer. But motives often operate at a subconscious level therefore exact level of a hierarchy of need is difficult to measure.

3. Buying Situation

People buy the product after feeling the need to buy. Buying process varies with the type of buying situation. Buying situation further divided into; extensive problem solving, limited problem solving and automatic response.

i. Expensive problem solving

It occurs when a problem is new, the means of solving that problem are expensive, and risk is associated with the purchase decision.

ii. Limited problem solving

It occurs when the buyer has some experience with the product of interest. However, a certain amount of information search and evaluation of few alternatives is necessary to check that the right decision is made. In such situation consumer have a high probability of purchasing a brand previously purchased.

iii. Automatic response

Many products are repeatedly purchased. People are habituate of buying a particular product. When need arise they automatically purchase the brand. No additional information is sought. People's attitudes and beliefs toward the product are already formed and are usually very position in automatic response.

4. Group Influence

Human being lives in group and it is also nature by birth. Therefore each buyer belongs to number of groups. These groups include a family, social clubs and organizations and reference groups. The way we thing, believe and act is determined to a great extent by groups. If we act separate then the group; we cannot exist in our society. So we act and behave according to our social group. Buying process is also greatly influenced by our own social groups.

a) The Family

People live and struggle for betterment of their own family. Our whole life is spent for our family. So our every decision is in favours of family. Therefore family members can strongly influence buying process. The decision as to which product or brand to purchase may be a family decision.

b) Reference Group

Reference group has also important role in buying decision process. The term reference group is used to indicate a group of people that influence a person's attitude and behaviour. Each group develops its own standards of behaviour that serve as frames of reference for the individual members. Members share these values and are expected to conform to the group's behaviour pattern. It is hard to go outside the group's behaviour pattern and buy the products.

2.4 Review of Unpublished Literature:

I have taken lots of references from former thesis of TU during my study of this thesis. It is supportive for understand and clear the conceptual part of thesis writing. Therefore those former theses are helpful for my thesis study. And those studies theses were done on the basis of different subject matters and backgrounds by the former students. I have tried to remember those entire theses in this segment, which are very much supportive and also provide me baselines for my overall study.

A. Karki, (2007) has conducted a research study titled "*Buying Decision Making with respect to Minibus Purchase in Bhaktapur District in the reference of TATA and Ashok Leyland Minibus.*"¹

The objectives of the study were:

- To identify the purpose of minibus purchase in Bhaktapur district.
- To identify the areas under which the buyers of minibus make the decision before selecting the brand.
- To find out affecting factors in buyer's decision making process.
- Comparative study of TATA and Ashok Leyland minibus on the basis of views of buyers of these two brands and decision making process of users to select these two brands.

The study showed that the study is based on primary data and supported by secondary data. Required information was collected from 50 different minibus users of Bhaktapur district with the assistant of structured questionnaire. The tools used were factor analysis, cluster analysis, discriminated analysis and path analysis.

The major findings of the study were:²

1. The minibus buyers purchase minibus to use as the public carrier for operates in different routes mentioned by the government and use as the public carrier to provide the transportation services to students, tourists and others.

¹ Karki, M, (2007), "*Buying Decision Making with respect to Minibus purchase in Bhaktapur District in the reference of TATA and Ashok LeylandMinibus*", Unpublished Master's Thesis, MBS, Central Department of Management, T.U.

² Karki, M, (2007), "*Buying Decision Making with respect to Minibus purchase in Bhaktapur District in the reference of TATA and Ashok LeylandMinibus*", Unpublished Master's Thesis, MBS, Central Department of Management, T.U.

2. Different distinct features like fuel consumption, durability, resale value affect buying decision, pick up and other services granted by the dealer.
3. Personal belief strongly affect the buying decision making, in the same manner it is affected by others forces like family, friends, unions and media vehicles like advertisement, publicity etc.
4. Demographic features like age, income, and education also highly influence the buying decision-making. It is found that the choice of the product in different age group is different and they have their own analysis and interpretation about the product.
5. By the study it is found that TATA minibus are more fuel efficient than Ashok Leyland whereas Ashok Leyland minibuses are more durable than TATA.
6. TATA minibuses are best fit in hilly region on the basis of performance whereas Ashok Leyland minibuses are best fit in plain region.
7. Spare parts and services granted by TATA are more available and reliable than Ashok Leyland minibuses.
8. In overall ranking, after the study and analysis among 50 different users of TATA and Ashok Leyland minibuses with the assistance of different features of these brands. It is concluded that majority of users prefer TATA minibuses than Ashok Leyland minibuses.
9. It is needed to grant after sales service on product and the change the features of the product with respect to the topography of the country is necessary to win the market, enhance demand and finally to win the market share.

B. Dahal (2007) has conducted a research study titled "*Patterns of consumer decision making process while purchasing high involvement goods in Nepal.*"¹

The study has the objectives:

- Patterns of decision making strategies consumers utilize while making purchase decision of durable goods.
- The level of pre-purchase information seeking and their correlates.
- Decision making criteria and rules employed in evaluation of alternatives.

The study showed that the study is based on primary data. Required information was collected from 300 consumers of Kathmandu valley with the assistant of structured questionnaire. The tools used were factor analysis, cluster analysis, discriminated analysis and path analysis.

The major findings of the study were:²

1. Though not very expensive, the Nepalese buyers undertake information search with greater emphasis upon dealer and interpersonal sources of information.
2. Sources of information available to Nepalese buyers have five dimensions brochures, test drive, advertisements, interpersonal source and dealer visit.
3. Nepalese buyers have rather small-evoked set size for both the makes and model.

¹ Dahal, K.N. (2007), "*patterns of consumer decision making process while purchasing high involvement goods in Nepal.*"

Unpublished Master's Thesis, MBS, Central Department of Management, T.U.

² Dahal, K.N. (2007), "*patterns of consumer decision making process while purchasing high involvement goods in Nepal.*"

Unpublished Master's Thesis, MBS, Central Department of Management, T.U.

4. Total search effort was positively related with education, but it was negatively related with prior preference for manufacturer and model.

C. Bhandari (2004) has conducted a research on "***Brand preference study on motorbike with reference to Kathmandu city.***"¹

The objective of the study was:

- To identify the profiles of customer of specific brand.
- To examine the product attributes sought in the motorbike brand.
- To assess the customer's perception on brand preference.

The research mainly based on primary data. Motorbike was sample product. The sample was taken within Kathmandu city. Sample constitutes 120 motorbike rider of Kathmandu city.

The findings of the study were as follows:

1. Hero Honda has been found as the most preferred brand, Yamaha as the second, K-Bajar as the third, other brands as forth, Lifan as the fifth and Dayang as the sixth preferred brand respectively.
2. On the basis of profession, Hero Honda has been most popular except in business category. K-Bajaj has been popular in business category.
3. It was found that brand loyalty exists in the motorbike buyers.
4. The price facto has been found as the main factor for brand switching.
5. Hero Honda has been positively perceived in terms of fuel efficiency, resale value and aesthetic looks.

¹ Bhandari, Y.S, (2004), "*Brand preference study on Motorbike with reference to Kathmandu city*", Unpublished Master's Thesis, M.B.S. Central Department of Management, T.U.

6. Yamaha has been found having high resale value, high power and moderate looks.
7. K-Bajaj has been represented by its fuel efficiency, more after sales services and moderate looks.
8. High power and high aesthetic looks have been found the strong attributes of Lifan brand. It has been found that Lifan disadvantages regard to fuel efficiency and resale value.
9. Dyang brand of motorbike has been found more positive on its aesthetic looks and finance facility.

D. Shrestha (2005) has conducted a research on "***Consumer Behaviour with respect to Decision Making Process of Motorbike Purchase in Kathmandu City.***"¹

The objective of the study was:

- To determine the decision making process of motorbike owner in Kathmandu City.
- To determine consumer buying behaviour.
- To study the profile of the motorbike owners.

The study entirely based on primary sources. The data were collected from self-administered questionnaire.

¹ Shrestha, B. (2005), "*Consumer Behaviour with respect to Decision Making Process of Motorbike Purchase in Kathmandu City*", Unpublished Master's Thesis, M.B.S. Central Department of Management, T.U.

The major findings of the study were:¹

1. The respondents preferred motorbike in comparison to other vehicles, as it is economical.
2. Large number of motorbike riders used motorbike for the purpose of transportation while others used it for interest, pleasure and status respectively.
3. The study has found out that advertising has moderate effect on problem recognition.
4. The respondents first happened to know about the model of motorbike they bought through advertisement.
5. In the alternative evaluation process, the motorbike buyers first looked for mileage while evaluating different models of motorbikes. Only few respondents considered warranty and credit facility in alternative evaluation process.
6. Friends are the most used source for recommendation while evaluating different model of motorbikes.
7. Respondents have ranked to the factors influencing consumer choice process while purchasing a motorbike which are as follows:

| | |
|--------|-----------------------|
| First | Price |
| Second | Resale Value |
| Third | Model |
| Forth | Spare parts available |
| Fifth | Brand |

¹ Shrestha, B. (2005), "*Consumer Behaviour with respect to Decision Making Process of Motorbike Purchase in Kathmandu City*",
Unpublished Master's Thesis, M.B.S. Central Department of Management, T.U.

1. The study has found out that attitude of others highly affect the consumers in their buying decision process.
2. On the basis of education level, large numbers of respondents have been found to be in the graduate level. Only few respondents have S.L.C. as highest level of education.
3. The current occupation of the respondents who ride motorbike is found to be jobholder.
4. On the basis of age group, most of the respondents have been found to be the age group of 18-29 years. Thus, the most active buying age group according to the study is 18-29 years.

In this way above mentioned different published and unpublished literatures support me during my study. These sources assist me to carry on the study in right way. Also assist me to sampling process and to reach conclusion of arise problems and reach in conclusion. So I'm very much grateful to those former students for their valuable research and publication.

CHAPTER - III

RESEARCH METHODOLOGY

Research methodology is concerned with various methods and techniques which are the process of research studies. It includes wide range of the methods, including quantitative for data analysis and presentation.

3.1 Research Design:

The objective of the study is to make the study on buying decision with respect to motorbike purchase with reference to Hero Honda and Yamaha brand motorbike in Itahari. This research would proceed with descriptive and analytical methods in combined form.

3.2 Population and Sample:

Population represents, under this study, all the buyers of motorbike in Itahari Municipality. Sample is the selection of certain number of respondents out of population. Convenience ample is taken out of whole universe. The sample of respondents used in this study constitutes 80 motorbike users and buyers of Itahari. And Itahari is selected as the geographical region to draw the sample because Itahari is the best geographical region for the study on the basis of demand of motorbikes, having city and village areas also. The respondents in sample are believed to be the true representative of the population. Proper measures are used to lessen the probable sampling error.

3.3 Nature and Sources of Data:

Research can be done using primary data sources or secondary data sources. The required information and data for conducting this study was entirely based on primary sources. Structured questionnaires are developed to obtain the required primary data and information in this study. A comprehensive questionnaire is developed, based on the objectives of the study, which included questions pertaining to the consumer decision-making process and factors influencing consumer buying decision behaviour.

3.4 Data Collection Procedures:

The data was collected through self-administered structured questionnaires. It was collected at different motorbike showrooms of Hero Honda and Yamaha Brand (especially in showrooms of Hero Honda and Yamaha Brand motorbikes in Itahari). All respondents were the customers and users of the motorbikes. The respondents were of different age groups, education levels and income levels. The respondents were supported by oral explanation when they did not understand the questionnaire.

3.5 Data Analysis Tools:

The responses obtained from the respondents are categorized, tabulated, processed and analyzed by using different data analysis methods and tools. For this questionnaire, questionnaires were distributed and collected to make them applicable for presentation and analysis. Presentation of data is done on table form, simple diagram and bar diagram. Necessary interpretation and explanation are made whenever needed to clarify the analysis.

CHAPTER - IV

DATA PRESENTATION AND ANALYSIS

4.1 Purpose of Motorbike purchase in Itahari Municipality:

In Itahari motorbike is very popular as private vehicle. The buyers of motorbike are of different categories and they have different purposes of buying motorbikes. The study find out the main purpose of purchasing motorbikes are as follows:

1. To use for regular up and down to office.

The main purpose of buying the motorbike is to use for regular up and down to office. In Itahari, the service of public vehicle is very poor and the traffic management is also poor. So, most of the service holder are motivated to buy the motorbikes as their private vehicle.

2. To use for business task.

It is difficult to transport trading goods from one place to another by public vehicle. So, people having small business and operating shops in different places in Itahari purchase motorbike to use for their daily business task such as carrying goods from main market to their own shops. And also using fro taking orders and collecting payments from their resellers and retailers situated in different places.

3. To use for other purpose.

The third purpose of buying motorbikes is to use for other purposes such as to use for household purpose, students use motorbikes to go to college etc.

Saying exactly, it is very difficult to know that how many people purchase motorbikes for what purpose. In this study an attempt had been made to find out the purposes of motorbike buyers in Itahari with the support of data presentation. Here in this study, I am trying to find the percentage of people who buy motorbikes for these two main purposes. For this I have taken the 80 different people as respondents having different demographic features and beliefs. And the findings of the research is presented below in table and bar diagram.

TABLE NO. 4.1

Purpose of Motorbike purchase in Itahari Municipality

| Purpose | No. of Users | % of Users |
|----------|--------------|------------|
| Business | 36 | 45 |
| Official | 28 | 35 |
| Others | 16 | 20 |
| Total | 80 | 100 |

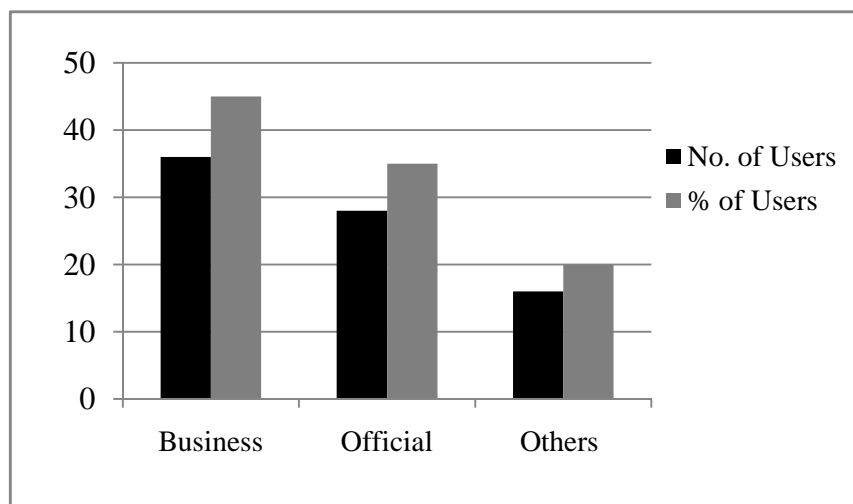
(Source: Field Survey, 2012)

Out of 80 respondents most of the buyers purchase motorbikes for business purpose. Out of 80, 36 respondents purchase motorbike for

business purpose because motorbike is very much helpful for businessman to transport goods from main market to their shops. Among 80 respondents, 28 respondents purchase motorbike for official purchase because of poor service of public vehicle and timely reaches in office, people motivate to purchase motorbike for official use. Among 80 respondents, only 16 respondents are buying motorbikes for other purpose. The portion of the other purpose of buying motorbikes is found very low.

FIGURE NO. 4.1

Purpose of Motorbike purchase in Itahari Municipality



The above bar diagram clearly says that percentage of business purpose of buying motorbike is very high. This bar diagram represents the tendency of purpose of buying motorbike in Itahari is 45% for business purpose, 35% people are buying motorbikes for their official purpose and rest 20% people are buying motorbikes for other purposes.

4.2 Areas under which the Buyers of Motorbike makes Decision before selecting a particular Brand:

People like to know all features of the product before making purchase decision. Buyers analyze and evaluate the features of each product and try to match with desired product and select the best fir product. And then only buyer makes decision to buy the particular brand. The main areas of concern of buyers about what attributes they analyze before selecting a particular brand are presented below in table.

TABLE NO. 4.2

Areas under which the buyer of motorbike makes decision before selecting a particular brand

| Criteria | No. of Respondents | Percentage of Respondents |
|-----------------|--------------------|---------------------------|
| Price | 32 | 40 |
| Fuel Efficiency | 20 | 25 |
| Durability | 12 | 15 |
| Performance | 16 | 20 |
| Total | 80 | 100 |

(Source: Field Survey, 2012)

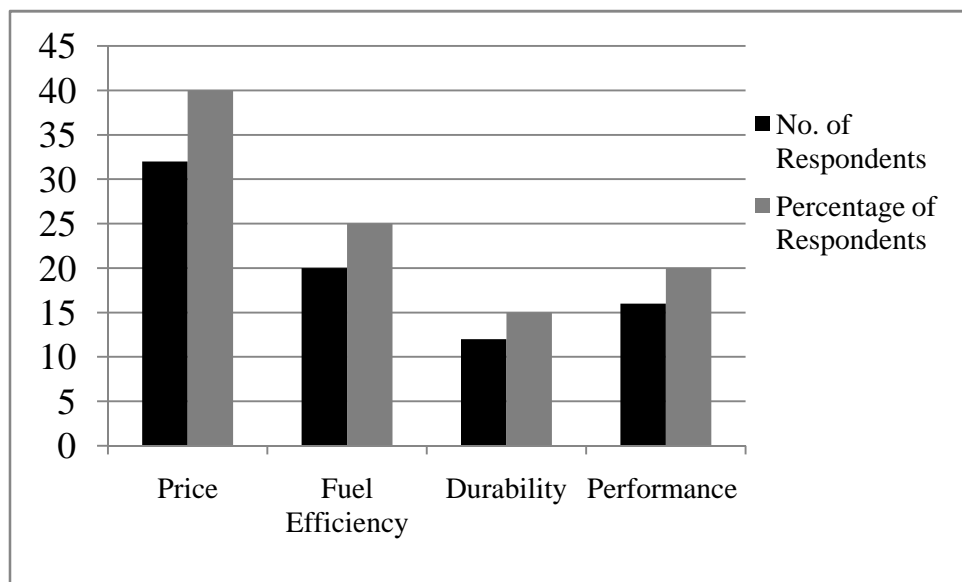
Before selecting a particular brand of motorbike, buyer analyzes and evaluates the motorbikes on the basis of price, fuel efficiency, durability and overall performance of the motorbike. This study shows that most of the buyer focuses on price of the motorbike. Out of 80

respondents, 32 respondents focus on their preference on price of the motorbike. Another major point of preference is fuel efficiency. Most of the motorbike users are from medium level economic standard. So they are more concern about the fuel efficiency.

Among 80 respondents, 20 respondents focus their preference on fuel efficiency of the motorbike. Third point of criteria is overall performance of the motorbike. Among 80 respondents, 16 respondents focus on the performance of motorbike. Last but not least a preference of the buyer is the durability of the motorbikes. Among 80 respondents, only 12 respondents give their preference of durability of the motorbike.

FIGURE NO. 4.2

Areas under which the buyer of motorbike makes decision before selecting a particular brand



We can see the clear picture of the areas under which the buyer of motorbike makes decision before selecting a particular brand. Above picture of bar-diagram shows that majority of the buyer gives their focus on price of the motorbike. This research study shows 40% of buyer gives

their preference on price of the motorbike. Preference to fuel efficiency is the second criteria of buying decision making before selecting a particular brand. Buyer gives 25% preference on fuel efficiency of the motorbike, 15% preference gives on durability and 20% preference gives on the performance of the motorbikes.

4.3 Affecting Factors of Buyer's Decision Making Process:

Buyer's decision making process is affecting from various factors which are; personal beliefs, education level, age group, income level, influence of outsiders and family, influence of media and others.

4.3.1 Personal Beliefs of the Respondents:

Buyer's buying decision making process is highly influence by personal beliefs of the respondents or buyer. In long period personal beliefs becomes the brand loyalty of the buyer toward the particular product. Therefore this is the important affecting factor of buyers buying decision making process for the seller or company. Majority of decision about accept or reject a particular product largely depends upon the personal beliefs of the buyer. In order to find out the effect of personal belief in consumer decision making, I gave the statement to respondents, "Hero Honda motorbike has more re-sale value that Yamaha motorbike." The belief of the respondents about this fact is presented in table below:

TABLE NO. 4.3

Personal belief of the respondents regarding Yamaha and Hero Honda Motorbikes

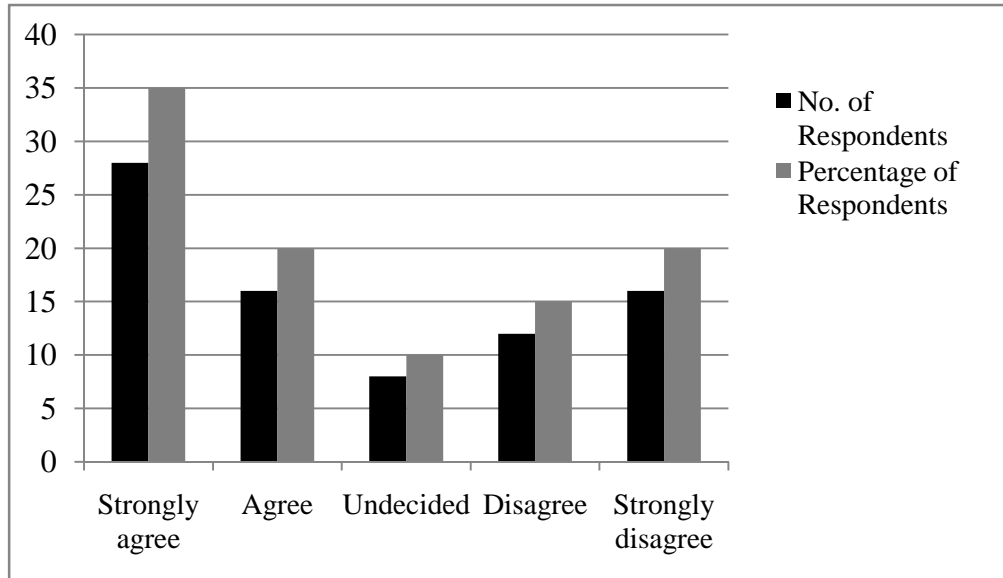
| Opinions | No. of Respondents | Percentage of Respondents |
|-------------------|--------------------|---------------------------|
| Strongly agree | 28 | 35 |
| Agree | 16 | 20 |
| Undecided | 8 | 10 |
| Disagree | 12 | 15 |
| Strongly disagree | 16 | 20 |
| Total | 80 | 100 |

(Source: Field Survey, 2012)

By the above table, it is clear that if the motorbike is in good condition, Hero Honda motorbike has more resale value than Yamaha motorbike. The study shows that the people have strong beliefs that motorbike produced by Hero Honda Company has more resale value than motorbikes produced by Yamaha Company. Majority of the respondents among 80 has the positive beliefs with the Hero Honda motorbike than the Yamaha motorbike regarding their resale value. So, the study shows that the demand of the buyers who are giving more emphasis on resale value of the motorbike is high for Hero Honda than Yamaha motorbike. The table shows that 28 respondents are strongly agree with the statement, 16 respondents are agree with the statement, 8 respondents are undecided, 12 respondents are disagree and 16 respondents are strongly disagree with the statement.

FIGURE NO. 4.3

Personal belief of the respondents regarding Yamaha and Hero Honda Motorbikes



The above bar-diagram clearly says that buyers have great image about the Hero Honda motorbikes for more resale value. This study shows that 35% of the buyers strongly beliefs that Hero Honda motorbike has more resale value than Yamaha motorbikes. 20% of the buyers are agreeing with that issue. Undecided buyers about the resale value of motorbike are 10% and 15% of buyers have different views and that are not agreeing with the statement. Strongly disagree with the statement are 20% of respondents. In this way the given statement is justified by the study

4.3.2 Influence of Family and Outsiders:

Before purchasing high value goods, most of the Nepalese people take suggestions, interact and discuss with their family, friends and relatives and also with sales person. Here I am trying to find out the facts about the influence of family and outsiders in buyer's buying decision making process.

TABLE NO. 4.4

Influences of Family and Outsiders in Buying Decision Making

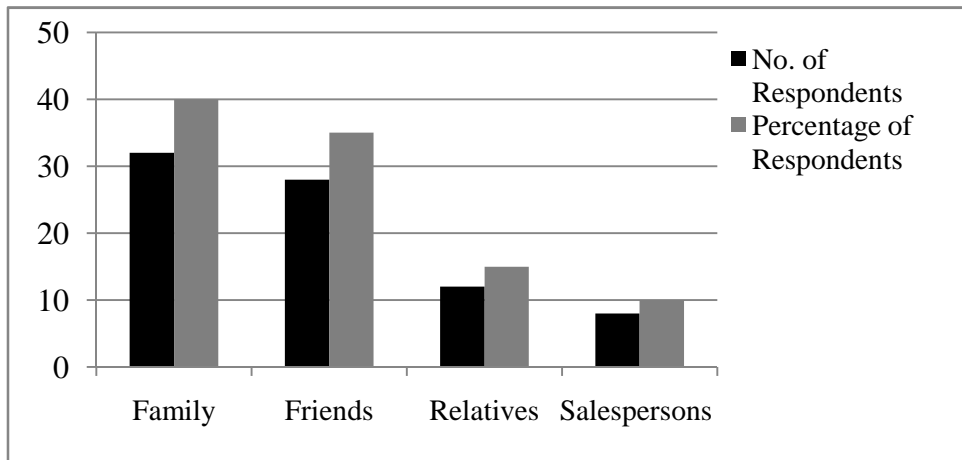
| Influencer | No. of Respondents | Percentage of Respondents |
|--------------|--------------------|---------------------------|
| Family | 32 | 40 |
| Friends | 28 | 35 |
| Relatives | 12 | 15 |
| Salespersons | 8 | 10 |
| Total | 80 | 100 |

(Source: Field Survey, 2012)

Above table shows that, while making decision to purchase a product, most of the buyer influence by their own family. Among 80 respondents, 32 respondents are influenced in buying decision making process by their own family. It means most of the buyer takes purchase decision after interacting with their family. Among 80 respondents, 28 respondents take suggestion with their friends. They also take decision from their relative also. Out of 80, 12 buyers take suggestions from their relatives and 6 respondents out of 80 also take suggestions from the salespersons.

FIGURE NO. 4.4

Influences of Family and Outsiders in Buying Decision Making



The above bar-diagram clearly shows that family has dominant role in buying decision making of the buyer. This study shows that 40% of buyers are influenced by their own family. Family has greater role in buying decision. The second main influencing factor is friends. The percentage of influencing factor friends is 35%. Many buyers like to discuss and take suggestion with their friends before purchasing goods. Relatives are also important factor to influence the decision of motorbike buyers and percentage of this is 15%. Very few persons take suggestions with salespersons for their buying decision. The study shows that only 10% of people take suggestions with salespersons to buy motorbike.

4.3.3 Influence of Media and Others:

To find out the influencing role of media and other sources in buying decision making process, in ask the question to eighty different respondents that, "Which factor imitates you more for your buying decision between media and others?" The result is presented below in the table.

TABLE NO. 4.5

Influences of Media and Other s in Buying Decision Making

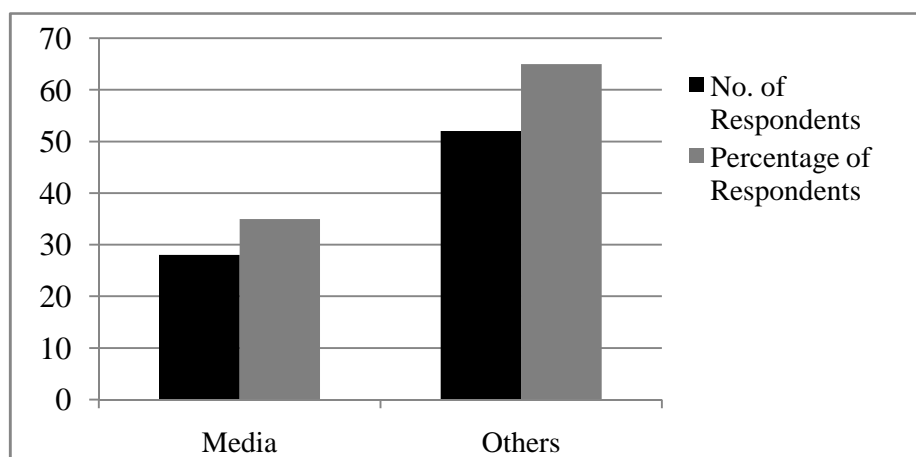
| Influencer | No. of Respondents | Percentage of Respondents |
|------------|--------------------|---------------------------|
| Media | 28 | 35 |
| Others | 52 | 65 |
| Total | 80 | 100 |

(Source: Field Survey, 2012)

The above table shows that most of the buyers are influenced by other sources than media. Other sources include family, friends and relatives. They are playing important role in buying decision making. Among the respondents, 52 respondents are influenced by other sources in their buying decision making. Second source of influence is media. Among 80 respondents, 28 respondents are influenced by media such as electronic media and paper media. The study shows that other source has major role rather than media in buying decision making.

FIGURE NO. 4.5

Influences of Media and Other s in Buying Decision Making



The above bar diagram figure concludes that buying decision making of the buyer is more affected by the other sources like friends, family, salespersons, relatives rather than media like electronic, print media etc. Other sources have 65% effect in buyer's buying decision and media has 35% effect in buyers buying decision.

4.4 Influence of Media and Promotion in Buying Decision Making:

In buying decision making process, media and promotion play important role. To find out the influencing level of media and promotion on buying decision making, I ask the question to the respondents that, "How much value you give the media and promotion in your buying decision making?" The responses of the respondents are tabulated below in the table and chart.

TABLE NO. 4.6

Influences of Media and Promotion in Buying Decision Making

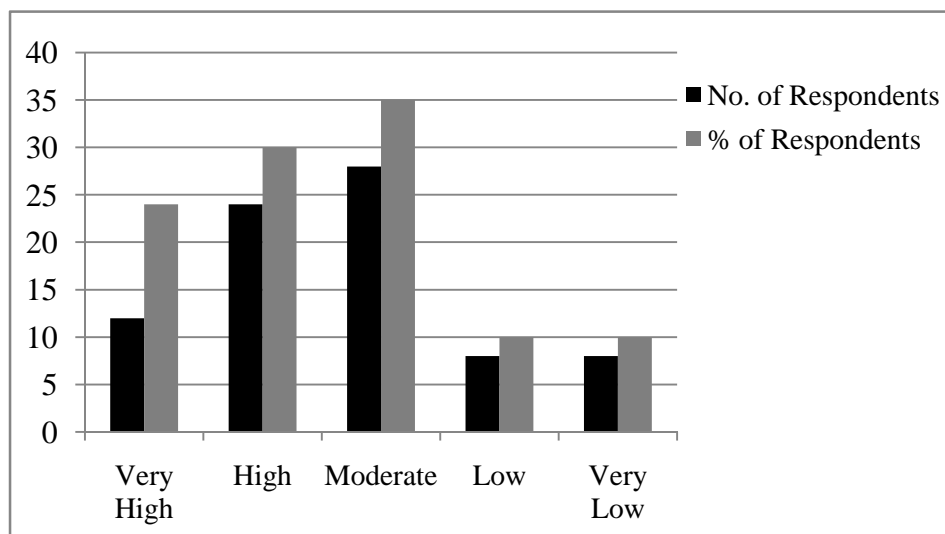
| Options | No. of Respondents | Percentage of Respondents |
|-----------|--------------------|---------------------------|
| Very High | 12 | 15 |
| High | 24 | 30 |
| Moderate | 28 | 35 |
| Low | 8 | 10 |
| Very Low | 8 | 10 |
| Total | 80 | 100 |

(Source: Field Survey, 2012)

The above table shows that media and promotional activities has moderate role but not very high role to influence the buying decision making process. People giving very high value to media and promotion is 12 among 80 respondents in their buying decision making process. Among 80 respondents, 24 respondents are giving high value to media and promotion. Most of the respondents are giving moderate value to media and promotion on their buying decision making. They are 28 among 80 respondents. People giving low value to media and promotion are 8 respondents and 8 respondents are also giving very low value among 80 respondents in this study.

FIGURE NO. 4.6

Influences of Media and Promotion in Buying Decision Making



The above bar diagram shows that giving very high value to media and promotion on their buying decision making is only 15% people. 30% people are giving high value to media and promotion out of 80 respondents. Most of the respondents give moderate value to media and promotion on their buying decision making. The study shows that 35% of people are giving moderate value. People giving low value to media and

promotion are 10% and 10% of people are giving very low value to media and promotion on their buying decision making.

In this way, the study proves that every people are giving their value to media and promotion. So companies are expanding large value of their amount in media and promotion. Media and promotion has large value to the market.

4.5 Demographic Features that Affects Buying Decision Making Process:

Demographic factors are also important for studying the buyer's behaviour of buying decision making. The study is also done with the demographics backgrounds. Before going to main topic, I have taken the views of respondents to carry out the major demographic features that affect buying decision making process and to make my study easy. The demographic features that are under study here are, income level, education level, age group and occupation. Demographic features help to simplify the study and find out the popularity of the product having different demographic racial. To achieve or find out the most real findings or results, I had presented and analyzed the following demographic profile of the buyer.

4.5.1 Income Level of Respondents:

The income level of the respondents on this study is various which is presented below:

TABLE NO. 4.7**Income Level of Respondents**

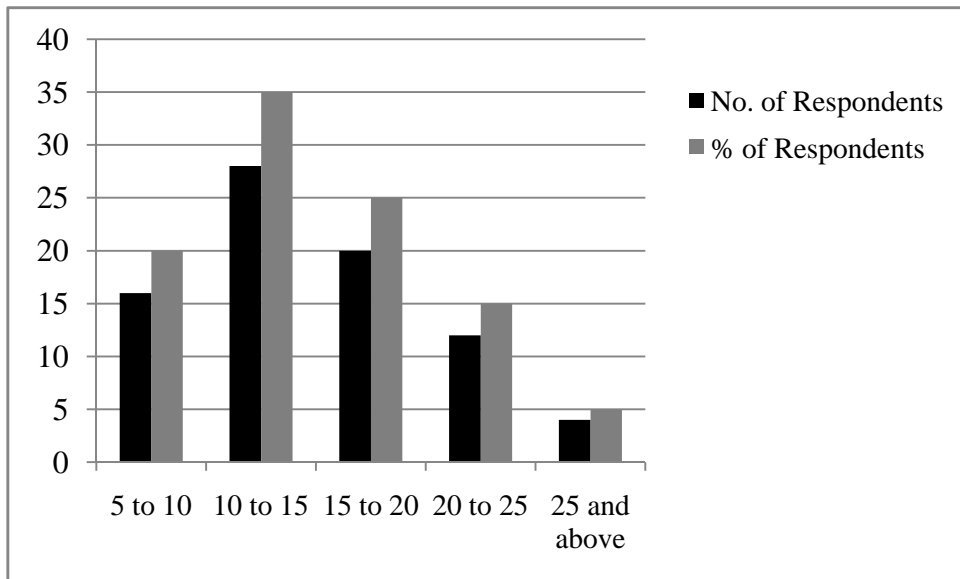
| Income per month in 'Rs.000' | No. of Respondents | % of Respondents |
|------------------------------|--------------------|------------------|
| 5 to 10 | 16 | 20 |
| 10 to 15 | 28 | 35 |
| 15 to 20 | 20 | 25 |
| 20 to 25 | 12 | 15 |
| 25 and above | 4 | 5 |
| Total | 80 | 100 |

(Source: Field Survey, 2012)

The above table shows that the majority of buyers having income level in between 10 to 15 thousand per month. Having income of 5 to 10 thousand per month is 16 respondents out of 80. The majority of respondents having income level of 10 to 15 thousands per month are 28 respondents out of 80 respondents. And respondents having income level 10 to 20 thousands per month are 20, 20 to 25 thousands per month are 12 respondents out of 80 respondents. Having high level of income above 25 thousands are only 4 respondents out of 80 respondents.

FIGURE NO. 4.7

Income Level of Respondents



The above bar diagram shows that the maximum percentage of respondents is earning the income between 10 to 15 thousands per month and this is 35%. Having earning between the earning levels of 5 to 10 thousands is 20%. Likewise, earning 15 to 20 thousands per month is 25% and earning 20 to 25 thousands is 15%. The high level of income above 25 thousand per month is 5% only in this study. The study shows that people having income level 10 to 15 and 15 to 20 thousands per month are most of the users of the motorbikes. People with low income level cannot afford the cost of motorbike and people with high income level aren't so much interested for motorbikes. They search for the other luxurious vehicles such as private cars. People who want to buy motorbikes with low and moderate level of income can use finance facility from different financial companies, co-operatives and some banks also. This facility helps to increase the selling of motorbikes largely.

4.5.2 Age Group of the Respondents:

Age group of the buyer is also important demographic factor which highly influence the buying decision making of the buyer. Different age groups have different demand and desires of the product by nature. Let's analyze the affect of the age group on buying decision making process on the basis of this study, which in the table and figure below:

TABLE NO. 4.8

Age Group of the Respondents

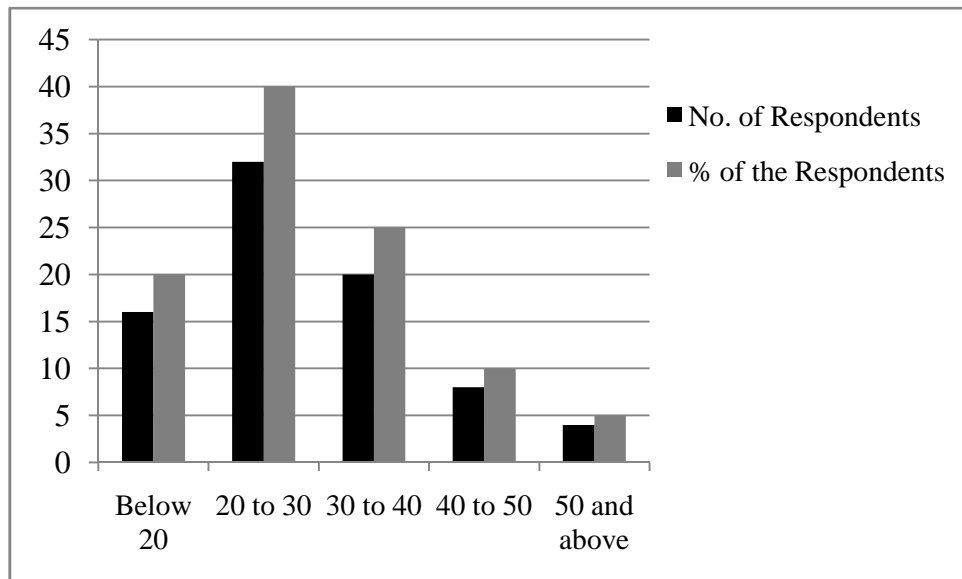
| Age Group | No. of Respondents | % of the Respondents |
|--------------|--------------------|----------------------|
| Below 20 | 16 | 20 |
| 20 to 30 | 32 | 40 |
| 30 to 40 | 20 | 25 |
| 40 to 50 | 8 | 10 |
| 50 and above | 4 | 5 |
| Total | 80 | 100 |

(Source: Field Survey, 2012)

The above table shows that the majority of the respondents are between the age group of 20 to 30 years and minority in age group above 50 years. The respondents were of age group below 20 years are 16 respondents out of total 80. Likewise, age groups of 20 to 30 years are 32, age groups of 30 to 40 years are 20, age groups of 40 to 50 years are 8 and age groups of above 50 years are only 4 respondents.

FIGURE NO. 4.8

Age Group of the Respondents



The above bar diagram show the age group of the respondents. Majority of the respondents are of age group of 20 to 30 years and it is 40% of all respondents. 16% of the respondents are of age group below 20 years, age group of 30 to 40 years are of 25%, age group of 40 to 50 years are 10% and age group of above 50 years are of 5% of respondents. From this study, it is clear that almost buyers of the motorbikes are youth. Age groups of young stage and old stage are represents low percentage among the total motorbike buyers. Interest and choice of the buyers having different age groups are differs naturally. Youths like stylish, sporty and power bikes on the other hand mature buyers like simple and economic bikes.

4.5.3 Education Level of Respondents:

Education helps to increase the knowledge of the people. So educated people takes more decisions themselves. They are less depended to others for making every kind of decision. Education brings rationality

in people. Therefore another major factor that influences the buying decision making is education level of respondents. Education level of buyers largely affect their own buying decision making process. to find out the education level of the buyers, I asked for their education level. The education level of the respondents is shown in table and graph below:

TABLE NO. 4.9 Education Level of Respondents

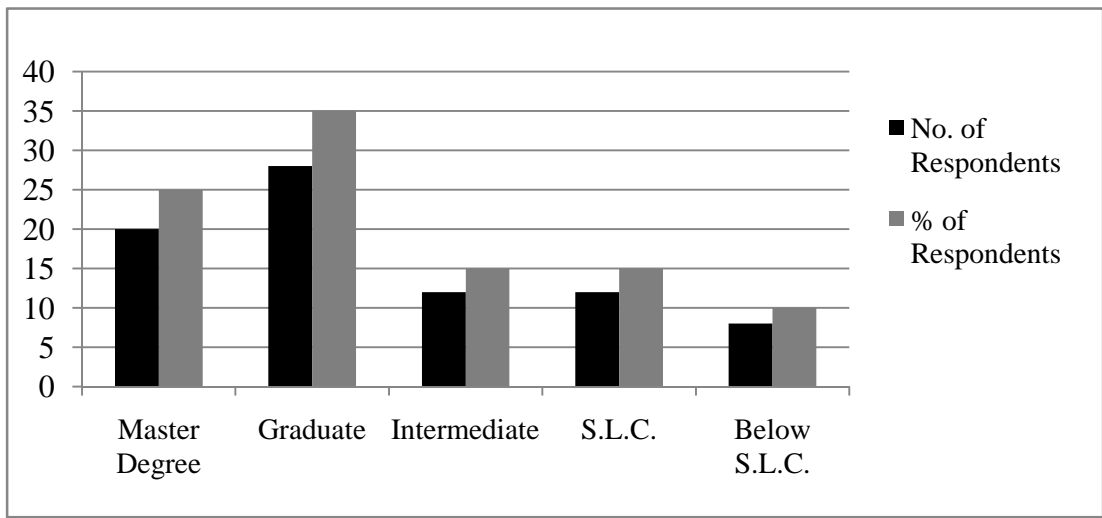
| Education Level | No. of Respondents | % of Respondents |
|-----------------|--------------------|------------------|
| Master Degree | 20 | 25 |
| Graduate | 28 | 35 |
| Intermediate | 12 | 15 |
| S.L.C. | 12 | 15 |
| Below S.L.C. | 8 | 10 |
| Total | 80 | 100 |

(Source: Field Survey, 2012)

The above table shows that most of the buyers are of education level of graduate. The number of respondents of Graduate level is 28 out of 80 respondents. The higher level of education having Master Degree are 20 respondents, 12 respondents are of intermediate level. Respondents having S.L.C. level of education are also 12 and low level of education below S.L.C. is of 8 respondents. This study shows that educated people have certain level because they are involved in various types of earning job. So they can maintain the cost to buy motorbikes.

FIGURE NO. 4.9

Education Level of Respondents



Majority of the buyers are of graduate and they are of 35% which represents the highest percentage among another education level. The buyers of motorbike having high level of education master degree are of 25%. Having intermediate level of education are of 15%. The buyer of motorbikes having S.L.C. level of education are also 15% and having low level of education below S.L.C. are of 10% only. The study shows that most of the buyers are educated. And they have their own profession or daily tasks which generates certain level of earnings also. They feel the needs of private vehicle for their regular jobs and they also can bear the cost of motorbikes. So, it can say that demand and buying decision of motorbikes largely affects by the education level of buyers.

4.5.4 Occupation of the Respondents:

Occupation of the buyer is also the main affecting factor of buyer's buying decision making. In this study, buyers are from different occupations. To find out the occupations of the respondents, I asked the question, "What is your occupation?" The occupations of the buyers are presented in table and graph below:

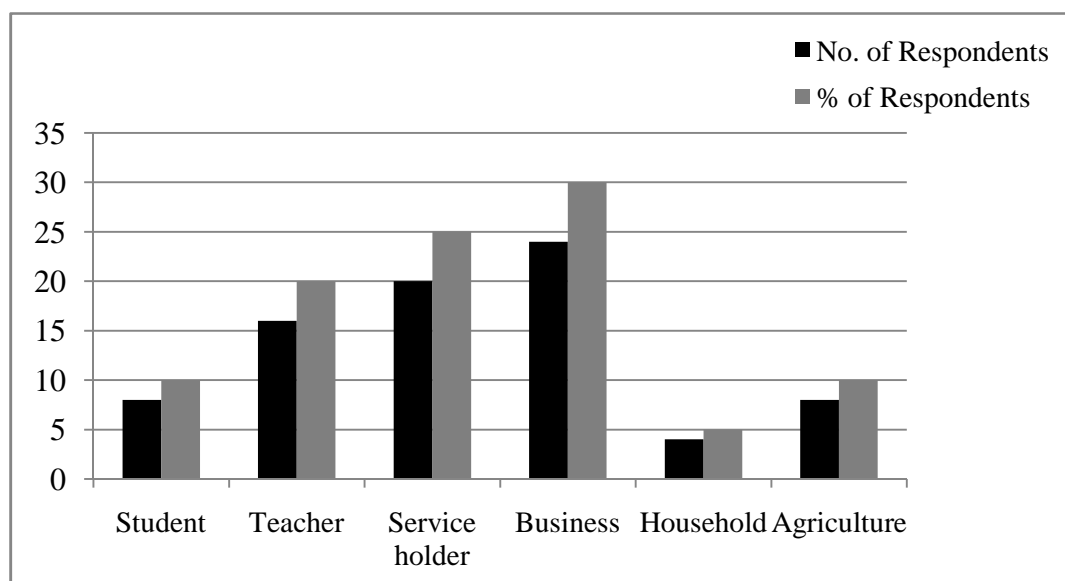
TABLE NO. 4.10 Occupation of the Respondents

| Occupations | No. of Respondents | % of Respondents |
|----------------|--------------------|------------------|
| Student | 8 | 10 |
| Teacher | 16 | 20 |
| Service holder | 20 | 25 |
| Business | 24 | 30 |
| Household | 4 | 5 |
| Agriculture | 8 | 10 |
| Total | 80 | 100 |

(Source: Field Survey, 2012)

The study shows that most of the buyers are from business sector and service holder. 8 respondents are from student occupation among 80 respondents. 16 respondents are from teacher and 20 respondents are from service holder occupation. Highest numbers of 24 respondents are from business occupation. The respondents from household are 4 and 8 respondents are from agriculture occupation. It indicates that buyers having regular income source are more offering for the motorbike that helps their regular occupation.

FIGURE NO. 4.10 Occupation of the Respondents



The above bar diagram shows the motorbike users on the basis of occupation of the buyers. The buyers from the student occupation are 10%, teachers are 20%. The buyers of the motorbike from the occupation of service holder are 25% and 30% of the buyers from business occupation which is the highest percentage among all the occupations. And 5% are from household and remaining 10% are from agriculture occupation. The above bar diagram proves that almost users and buyers are businessman and service holder who are from the occupations having regular earnings. The buyers who have no regular earnings, they can't afford motorbikes. Above bar diagram shows that only few percentages of buyers can afford motorbikes from the occupation of students, household and agriculture.

With the help of above demographic features, I have tried to clear that how the buyers/respondents behave on their buying decision making. Those demographic features are also further discussed which assist me to predict how to get into the main topic of my study. It also helps to carry out what the demographic features that affects the buying decision making. Further I found that the way of spending habit is different in different income level. Education level helps for quick decision making in section of particular brand and evaluation of available alternatives. On the other hand it is found that different age groups have different desires and decision making capacity. The study shows that decision made by teen-agers to purchase a product is quick, immediate and emotional whereas decision made by the respondents of mature age group is slow, matured and less emotional. The affect of occupation of the buyers has also important role in buying decision making. This study of the demographic features which affects the buying decision making of buyers

helps me very much during my study. And the study of demographic features has important role in this overall study.

4.6 Comparative Study of Decision Making in between Hero Honda and Yamaha motorbikes:

Information about the product on which a study is done is important for the research task. Let's describe the general introduction of Yamaha and Hero Honda motorbike and their dealership in Nepal.

HERO HONDA

Hero Honda is one of the popular brands of motorbikes. And it is famous in Nepal and its mother country India also. The Sykar Co. Ltd. is the only one distributor of Hero Honda motorbike for Nepal. The company was established on B.S. 13th Bhadra 2033 as Sykar Co. Pvt. Ltd. And the company was converted into public limited company from private limited company on 26th Ashoj 2055 as Sykar Co. Ltd. The company's main products are:

1. Honda Car (Produced in Japan and India) which mother company is in Japan.
2. Honda Motorbike (Produced in Japan and India) which mother company is in Japan.
3. Honda Power Products: Generator, Lawnmower, Water Pump and Brush Cutter.
4. Philips Products: Philips Television and Audio Visual System.
5. Hero Honda Motorbike which mother company is in India.

Sykar Co. Ltd is leading company in all its product in Nepal and it is renowned company is Nepal. It is large selling company of motorbike in Nepal. The company succeeds to capture about more than 40%

motorbike market of Nepal. According to the company its quantity of sales is 18000 Hero Honda motorbikes and near 18000 Honda motorbikes per year in Nepal. The main showroom of the Honda and Hero Honda motorbike is in Kantipath. Hero Honda and Honda showrooms are separated by the company. The main Hero Honda showroom of Kantipath is selling 210 Hero Honda motorbikes per month and main Honda showroom of Kantipath is also selling 200 Honda motorbikes per month. The popular products of the company is "Splendor Plus" in 100 CC, "Super Splendor" of 125 CC for gents and "Pleasure Scooter" in 100 CC for ladies.

The main keys to success of the company are:

1. Fuel efficiency products 100 CC of Hero Honda motorbikes gives 60 kilometer/liter and 125 CC of Hero Honda motorbikes gives 55 kilometer/liter and 150 CC of Hero Honda motorbikes gives 45 kilometer/liter.
2. Resell value of the Hero Honda Motorbike.
3. High quality of after sales service.
4. Genuine spare parts economic than other competitive companies.
5. Companies own finance facilities having competitive interest rate of 9% with diminishing interest rate which increase the company's sales by 25% to 30%.

According to the company youth age group of the buyers like 'CBZ Xtreme' motorbike likes very much. The buyers who wants economical brand of motorbike like 'Splendor Plus' and 'Super Splendor'. The buyers who want luxurious motorbike like 'Karizma'. The company has products of having all features likes by all types of motorbike buyers.

Sykar Co. Ltd. offers various types of schemes to its valuable customers such as discount offer, coupon scratch offer, free helmet offer, exchange offer etc mainly on the special occasions New Year, Dashain and Tihar festival offer etc.

Apart from individual customers company also deal with the corporate customers also. Some corporate customers are different government offices, banks (Nepal Bank Limited, Nepal Investment Bank Ltd, Rastriya Banijya Bank etc) Private Offices, International Agencies (Offices of United Nations different programs), Different Insurance Companies etc.

The company is starting 'Safety Driving Training Course' in Kathmandu Valley in near future about two months. The training is ongoing nature training which will be conducted direct supervision of Honda Company Japan. This is the genuine and innovative training first time in Nepal. The training will benefit buyers of motorbike very much and it also helps to reduce the traffic problem of Kathmandu valley. The training going to be started in very near future is appreciable job of the company.

The company is trying to fulfill the requirements expectations and needs of the buyers such as modern bike, stylish bike, sporty looks, mace wheels bike, self start facility, digital meter. Disk brake in both wheels etc. the company is very near to fulfill the desires of its customers. So it is established as leading company in motorbike market of Nepal. The company's close competitors are Yamaha and Bajaj motorbikes.

The Sykar Co. Ltd. is operating its business all over Nepal by different branch offices, dealers and sub-dealers.

SYKAR CO. LTD.

| 1. KATHMANDU VALLEY SHOWROOM | | |
|-------------------------------------|--|--------------|
| S.N. | SHOWROOM | BRAND |
| 1 | Kantipath Showroom | HERO HONDA |
| 2 | Teku Showroom | HERO HONDA |
| 3 | Putalisadak Showroom | HERO HONDA |
| 4 | Kumaripati Showroom | HERO HONDA |
| 5 | Balaju Showroom | HERO HONDA |
| 6 | Kantipath Honda Showroom | HONDA |
| 7 | New Putalisadak Showroom | HONDA |
| 8 | Batisputali Showroom | HONDA |
| 9 | Kupandol Showroom | HONDA |
| 10 | Buddha Bari Showroom | HONDA |
| KATHMANDU VALLEY DEALERS | | |
| 1 | New Prakhar Enterprises, Bhaktapur | HONDA |
| 2 | Tanani Enterprises, Naya Baneshwor | HONDA |
| 3 | Chandeshwori Auto Engg., Banepa | HONDA |
| 4 | Prakhar Enterprises, Bhaktapur | HERO HONDA |
| 5 | Face to Face Concern, Chabahil | HERO HONDA |
| 2. EASTERN SECTOR (BRANCH) | | |
| 1 | Bhajuratna Engineering & Sales Ltd. Shreepur, Birgunj | HERO HONDA |
| 2 | Bhajuratna Engineering & Sales Ltd. Hetauda | HERO HONDA |
| 3 | Bhajuratna Engineering & Sales Ltd. Biratnagar | HERO HONDA |
| EASTERN SECTOR DEALERS | | |
| 1 | Rishi Ambika Trading Co. Pvt. Ltd. Damak | HONDA |

| | | |
|----|--|------------|
| 2 | Buddha Enterprises, Birtamod | HONDA |
| 3 | B.K. Enterprises, Janakpur | HONDA |
| 4 | Nau-Durga Spare Parts, Biratnagar | HONDA |
| 5 | Auto Land, Hetauda | HONDA |
| 6 | Shakti Motor, Birgunj | HONDA |
| 7 | Om Shatya Sai Suppliers, Itahari | HONDA |
| 8 | Milan Impex, Dharan | HONDA |
| 9 | Rohit Auto Centre, Malangwa | HONDA |
| 10 | Om Shatya Sairam Trading Pvt.Ltd., Damak | HERO HONDA |
| 11 | Sujata Automobiles, Birtamode | HERO HONDA |
| 12 | S & S Automobiles, Birtamode | HERO HONDA |
| 13 | Raman General Trading Pvt.Ltd, Janakpur | HERO HONDA |
| 14 | Mallawi General Suppliers, Malangwa | HERO HONDA |
| 15 | Rohit Enterprises, Birgunj | HERO HONDA |
| 16 | Laxmi Trading House, Biratnagar | HERO HONDA |
| 17 | K.S. Traders, Itahari | HERO HONDA |
| 18 | Bhadrakali Mahalaxmi Enterprises, Rajbiraj | HERO HONDA |
| 19 | Swaraj Traders, Hetauda | HERO HONDA |
| 20 | Swastik Auto & Trading Pvt.Ltd, Bardibas | HERO HONDA |
| 21 | Sonali Enterprises, Jaleshwor | HERO HONDA |

3. WESTERN SECTOR (BRANCH)

| | | |
|---|---|------------|
| 1 | Bhajuratna Engineering & Sales Ltd, Butwal | HERO HONDA |
| 2 | Bhajuratna Engineering & Sales Ltd, Bhairahwa | HERO HONDA |
| 3 | Bhajuratna Engineering & Sales Ltd, Bharatpur | HERO HONDA |
| 4 | Bhajuratna Engineering & Sales Ltd, Pokhara | HERO HONDA |

WESTERN SECTOR (DEALERS)

| | | |
|---|-----------------------------|-------|
| 1 | Amrit International, Butwal | HONDA |
| 2 | Lalit Enterprises, Dang | HONDA |

| | | |
|----|--|------------|
| 3 | Kumara Traders, Dhangadi | HONDA |
| 4 | Kuwar Brothers & Sons, Pokhara | HONDA |
| 5 | Nagarjune Enterprises, Bhairahwa | HONDA |
| 6 | Jayant Enterprises, Nepalgunj | HONDA |
| 7 | United Motors Ltd, Narayanghat | HONDA |
| 8 | Yadhav Brothers, Baglung | HONDA |
| 9 | New Bulbule Auto Sales, Surkhet | HONDA |
| 10 | D.R. Traders & Suppliers, Kanchanpur | HONDA |
| 11 | Himalayan Auto Trading Pvt.Ltd, Butwal | HERO HONDA |
| 12 | K.D. Enterprises, Dang | HERO HONDA |
| 13 | Sujata Trade Link, Dhangadi | HERO HONDA |
| 14 | Tulshi Trade Link, Tikapur | HERO HONDA |
| 15 | International Auto Parts, Pokhara | HERO HONDA |
| 16 | Nagarjune Traders, Bhairahwa | HERO HONDA |
| 17 | M.S. Traders International | HERO HONDA |
| 18 | Swastik Nepal Pvt.Ltd. | HERO HONDA |
| 19 | Joshi Trade Enterprises & Suppliers | HERO HONDA |
| 20 | Sobana International, Baglung | HERO HONDA |

Total Hero Honda (Showrooms) 36

Total Honda (Showrooms) 28

Total Showrooms 64

(Source: Sykar Co. Ltd. Jyoti Bhavan, Kantipath)

YAMAHA

Yamaha is also the one of the popular brand of motorbikes. It is famous in Nepal and its mother country India also. Its mother company is "Yamaha Motor India" which is totally owned by Yamaha Motor Company of Japan. Morong Auto Works is the only one authorized distributor of Yamaha motorbikes for Nepal. The Morong Auto Works (MAW) was founded in 1964-65 A.D. And the company was established in the main industrial city of Biratnagar, Nepal. The company is operating its corporate office in Teku Road, Tripureshwor, Kathmandu, Nepal. MAW entered into agencies of automobile ancillary products and took distributorship of various companies like Goodyear Tyres, Mico Bosch, Mahale Goetze, talbros Gaskets etc. The company also took over the dealership of Ford tractors in 1973. In the year 1975 Morong Auto Works (MAW) started the Two-wheeler division. In order to support the agency business participated in joint venture with United Finance Limited (UFL). In the year 1999, Morong Auto Works (MAW) started its Engineering Division with agency of Gensets Compressors Weighing Machine and Boilers to cater to the need of industries. In 2000, Morong Auto Works (MAW) started Construction Equipment Division to cater to the needs and requirements of construction companies. In this way the only one dealer of Yamaha motorbikes for Nepal, Morong Auto Works (MAW) has multidimensional trade in Nepal.

The philosophy of Morong Auto Works (MAW) according to its corporate profile is to deal in quality products of international standard and forma customer base by achieving customer satisfaction through quality after sales service and to assure ours and our partner's growth through consistent and innovative marketing efforts. And its slogan is 'Building Trust through Service.'

The company's main products are:

1. Two-Wheeler Division: Yamaha Motorbike (Produced in Japan and India) which mother country is in India operated by Yamaha Motor Company Motor Company, Japan.
2. Four-Wheeler Division: Scoda Car (Produced in Europe) which mother company is in Europe.
3. Agro-Machinery Division: Escorts, Farmtrac and Powertrac Tractors manufactured by Escorts Ltd., India.
4. Engineering Division: Power Generator (Greaves Limited). Power Transmission (Greaves Limited), Weighing Solution (Mettler Toledo), Air Solution (Ingersoll-Rand), Material Handling (Escorts Construction Equipment Limited), JCB Earthmoving and Construction Equipments.

Morong Auto Works is also leading company in all its products in Nepal and it is also renowned company in Nepal. It is second large selling company of motorbike in Nepal. The company succeeds to capture about more than 30% motorbike market of Nepal. According to the company its quantity of sales is about 15000 Yamaha motorbikes per year in Nepal. The main showroom of the Yamaha motorbike is in Tripureshwor, Kathmandu. Morong Auto Works is selling about 1 thousand motorbikes in Kathmandu Valley by different showrooms. The popular products of the company are 'Gladiator' in 125 CC and latest products are R1, R15, SZ-R, FZ16.

The main keys to success of the company are:

1. Power Bike
2. Resell value of the Yamaha Motorbike
3. High quality of after sales service

4. Genuine spare parts
5. Companies own finance facilities.

According to the company youth age group of the buyers like Yamaha motorbikes very much.

Morong Auto Works offers various types of schemes to its valuable customers such as discount offer, coupon scratch offer, free helmet offer, exchange offer etc mainly on the special occasions, New Year, Dashain and Tihar festival offer etc.

Apart from individual customers company also deal with the corporate customers also. Some corporate customers are different government offices, different banks, Private offices, International Agencies (offices of United Nations different programs) etc.

The company is also trying to fulfill the requirements, expectations and needs of the buyers such as modern bike, stylish bike, sporty looks, mace wheels bike, self start facility, digital meter, disk brake in both wheels etc. the company is very near to fulfill the desires of its customers. So it is established company in motorbike market of Nepal. The company's close competitors are Hero Honda, Honda and Bajaj motorbikes.

The Morong Auto Works is operating its business all over Nepal by different branch offices, dealers and sub dealers.

MORONG AUTO WORKS

| 1. KATHMANDU VALLEY SHOWROOM | | |
|-------------------------------------|-------------------|----------------|
| S.N. | SHOWROOM | ADDRESS |
| 1 | Morong Auto Works | Tripureshwor |

| KATHMANDU VALLEY DEALERS | | |
|----------------------------------|--------------------------------------|-------------------|
| 2 | Risik Automobiles Pvt. | Kumaripati |
| 3 | MSK Automobiles | Kantipath |
| 4 | Anurama Trade | Chabahil |
| 5 | DAS Auto Enterprises | Bhaktapur |
| KATHMANDU VALLEY TRADE-IN | | |
| 6 | Shri Chandra Auto | Rato Pool |
| 7 | B.N. Pathak Enterprises | Gopikrishna Nagar |
| 8 | Manoj Auto Enterprises | Maharajgunj |
| 9 | N.K. Traders | Naya Baneshwor |
| 10 | Anurama Trade | Battisputali |
| 11 | Golden Nepal Enterprises | Lainchour |
| 12 | Kaligandaki | Naya Bazaar |
| 13 | Swoyambhu Recondition | Kuleshwor |
| 14 | BS Auto Enterprises | Naya Baneshwor |
| 15 | Kumari Recondition Workshop | Tutepani |
| 16 | D & D Auto Links | Teku |
| 2. EASTERN REGION | | |
| 1 | P.R. Traders and Suppliers Pvt. Ltd. | Biratnagar |
| 2 | Sayapatri Trade Link | Birtamod |
| 3 | Gajurmukhi Auto Trade Center | Damak |
| 4 | Chandika Automobiles | Rajbiraj |
| 5 | Tirupati Auto City | Itahari |
| 6 | S & S Auto Centre | Lahan |
| 7 | P.R. Trade and Suppliers | Inaruwa |
| 8 | S & S Auto Works | Mirchaiya |
| 9 | Unique Auto Works | Hile |
| 10 | Sumitra Auto Parts | Gaighat |

| | | |
|----|----------------------------------|-----------|
| 11 | Shree Chandika Automobiles | Phattepur |
| 12 | New Gajurmukhi Auto Trade Center | Pathari |
| 13 | Ishwor Enterprises | Khadbari |

| 3. CENTRAL REGION | | |
|--------------------------|-----------------------------|-------------|
| 1 | Navin Auto Centre | Narayanghat |
| 2 | Gautam Auto Works | Birgunj |
| 3 | Janaki Auto Centre | Janakpur |
| 4 | Om Auto Centre | Malangwa |
| 5 | S.P. Amatya Stores | Trishuli |
| 6 | Global Auto Works | Banepa |
| 7 | Civil Multi Purpose | Dhangadi |
| 8 | Navin Auto Centre | Bharatpur |
| 9 | Kalika Auto Works | Parsha |
| 10 | Ved Auto Mobiles | Gaur |
| 4. WESTERN REGION | | |
| 1 | VishowaKarma Auto Works | Pokhara |
| 2 | Sapana Auto Mobiles Traders | Butwal |
| 3 | Gyanendra Auto Works | Palpa |
| 4 | Shrestha Auto Workshop | Gorkha |
| 5 | New Modern Auto Works | Damauli |
| 6 | Nuwakot Auto Works | Syangiha |
| 7 | New Baglung Auto Works | Baglung |
| 8 | Samara Motorcycle Workshop | Lamjung |
| 9 | Lumbini Auto Works | Kawasoti |
| 10 | Jai Mata Di Automobiles | Argakahchi |
| 11 | Mahalaxmi Automobiles | Chaundrata |

| | | |
|------------------------------|------------------------------|---------------|
| 12 | Manakamana Auto Mobiles | Jitpur |
| 13 | New Lumbini Motor Parts | Tamghas |
| 14 | Balkrishna Auto Works | Rampur(Palpa) |
| 15 | Sapana Auto Mobiles | Bhairahawa |
| 16 | Shree Durga Enterprises | Parasi |
| 17 | Shrestha Motorcycle Workshop | Ridi |
| 5.MID-WESTERN REGION | | |
| 1 | Shrestha Auto Mobiles | Dang |
| 2 | Danish Auto Shop & Suppliers | Surkhet |
| 3 | Online overseas | Nepalgunj |
| 4 | Shrestha Automobiles | Tulsipur |
| 5 | Swargadwari Automobiles | Pyuthan |
| 6. FAR-WESTERN REGION | | |
| 1 | Sweta Trading Concern | Dhangadi |
| 2 | Shyamrathi Traders | Mahendranagar |
| 3 | Sweta Trading Concern | Tikapur |

Total showrooms 64

(Source: Morong Auto Works, Tripureshwor, Kathmandu)

4.6.1 Number of the buyers of Hero Honda and Yamaha in total respondents on the basis of Different Distinct features:

Let's try to find out the number of the buyers of Hero Honda and Yamaha motorbikes on the basis of fuel economy, durability, performance, after sales service, spare parts etc. for comparative study of the two most competitive companies of motorbikes in Itahari.

4.6.1.1 Comparison on the basis of Fuel Economy:

Fuel economy is one of the most important factors that provide guidelines for the buyer to select appropriate brand of motorbike. To find out the choice of the motorbike buyer between Hero Honda and Yamaha motorbike on the basis of fuel economy, I have taken 80 respondents of different age group and ask the question on the basis of fuel economy between Hero Honda and Yamaha motorbike, "Which do you feel more fuel economic motorbike?" The finding is presented below:

TABLE NO. 4.11 Comparison on the basis of Fuel Economy

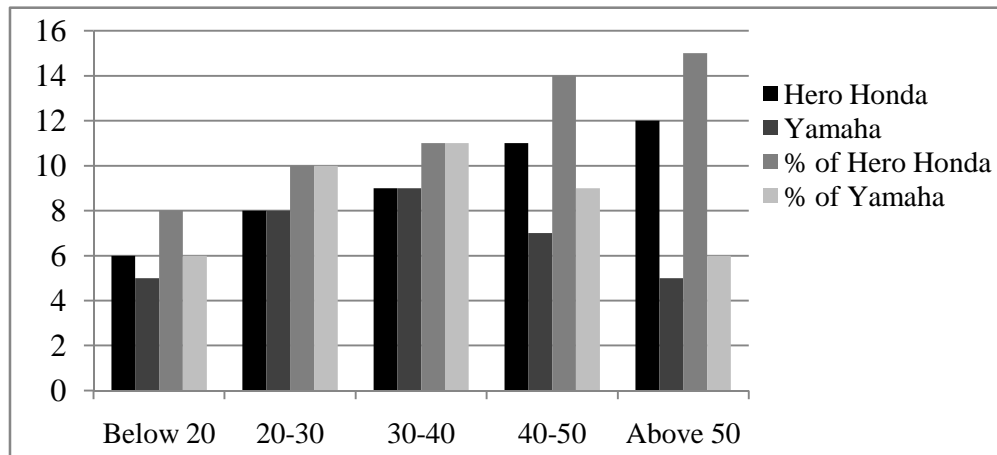
| Age group | Hero Honda | Yamaha | % of Hero Honda | % of Yamaha |
|-----------|------------|--------|-----------------|-------------|
| Below 20 | 6 | 5 | 8 | 6 |
| 20-30 | 8 | 8 | 10 | 10 |
| 30-40 | 9 | 9 | 11 | 11 |
| 40-50 | 11 | 7 | 14 | 9 |
| Above 50 | 12 | 5 | 15 | 6 |
| Total | 46 | 34 | 58 | 42 |

(Source: Field Survey, 2012)

The above table shows that the majority of the buyers like to buy or use Hero Honda motorbikes than Yamaha motorbikes. Total of different age groups among 80 respondents, 46 respondents beliefs that Hero Honda motorbike is more fuel economy motorbike and 34 respondents like to use Yamaha motorbike on the basis of fuel economy. Between

same CC of Hero Honda and Yamaha motorbike, Hero Honda gives more mileage than Yamaha motorbikes.

FIGURE NO. 4.11 Comparison on the basis of Fuel Economy



The above bar diagram also clears that most of the buyers like Hero Honda than Yamaha motorbikes on the basis of fuel economy. 58% of buyers like to buy Hero Honda motorbikes and 42% of buyers like to buy Yamaha motorbike on the basis of fuel economy. Hero Honda motorbike is known as fuel economy motorbike. People in Nepal like to buy and use more economical motorbikes and don't like to buy more fuel consuming motorbike, because the overall economical condition of the Nepalese people is not sound. Most of the people or buyers of Nepal are from low economical level and medium economical level. Having high economical level of people is very g in Nepal.

4.6.1.2 Comparison on the basis of Durability:

People take lots of time to find the durability of the given products which costs high. So, most of the buyers are very much depend on the durability of the products for their buying decision making. The choice of the motorbikes between Hero Honda and Yamaha on the basis of durability is presented below:

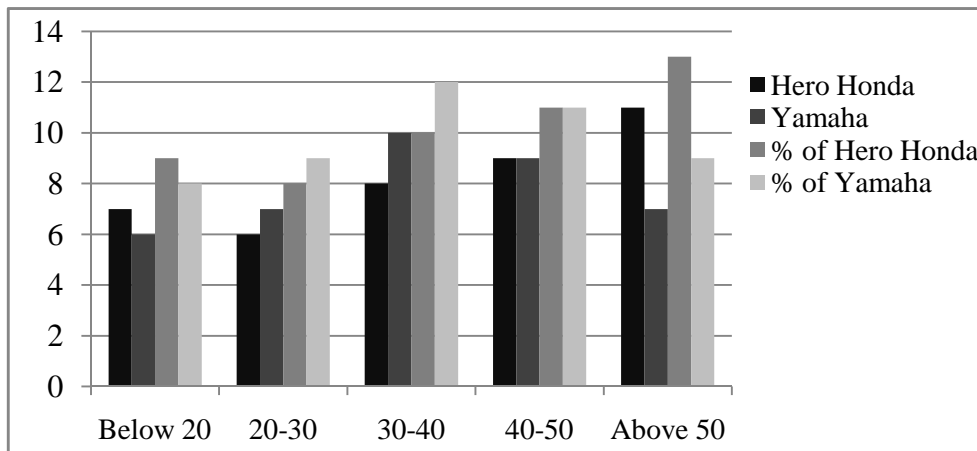
TABLE NO. 4.12 Comparison on the basis of Durability

| Age group | Hero Honda | Yamaha | % of Hero Honda | % of Yamaha |
|-----------|------------|--------|-----------------|-------------|
| Below 20 | 7 | 6 | 9 | 8 |
| 20-30 | 6 | 7 | 8 | 9 |
| 30-40 | 8 | 10 | 10 | 12 |
| 40-50 | 9 | 9 | 11 | 11 |
| Above 50 | 11 | 7 | 13 | 9 |
| Total | 41 | 39 | 51 | 49 |

(Source: Field Survey, 2012)

Above presented table shows the fact figure about the choice of buyers or users of motorbikes on the basis of durability between Hero Honda and Yamaha motorbikes. The table shows 41 respondents like to buy Hero Honda and 39 respondents like to buy Yamaha motorbikes among 80 respondents. The study shows that the number of buyers of Hero Honda motorbikes is more than the numbers of buyers of Yamaha motorbikes. But the difference is not more between the buyers of Hero Honda and Yamaha motorbikes. Both brands of motorbikes seem as durable as each other. The belief of the buyers on durability of Hero Honda is little bit more than Yamaha motorbikes. When buyers spend big money they everyone looks for the durability of the products. This is the natural behaviour of the buyers.

FIGURE NO. 4.12 Comparison on the basis of Durability



The above bar diagram clear that the degree of buyers or users of motorbikes on the basis of durability of the motorbike between Hero Honda and Yamaha motorbikes. The total percentage of the buyers or users of Hero Honda motorbikes is 51% and the total percentage of the buyers or users of Yamaha motorbikes is 49%. On the basis of durability, both brands of motorbikes are not much more different. It is near about 50/50%. To acquire the above result I have put the question in questionnaire as "Which brand of motorbike you feel durable?" among Hero Honda and Yamaha. The study shows the beliefs of the buyers of motorbikes among Hero Honda and Yamaha is not much more different on the basis of durability.

4.6.1.3 Comparison on the basis of Performance:

Performance plays vital role in buyer's decision between alternatives. It is another main attribute of the automotive equipments. So, the buyer gives large consideration to the performance of the product before buying a product. In this study, I have asked questions about performance to 80 respondents of Itahari, "Which brand have good pick-up in between Hero Honda and Yamaha motorbikes?" I focus the

performance of the both motorbikes in city and plain areas and village and hilly areas in my study. Because I found that the respondents views that both brand of motorbikes gives different performance in city and plain areas and village and hilly areas. So, I have divided my study of comparison of Hero Honda and Yamaha motorbikes on the basis of performance into: i) Performance in city and plain areas and ii) Performance in village and hilly areas.

4.6.1.3.1 Comparison on the basis of Performance in City and Plain Areas:

As the view point of respondents the pick-up of the both Hero Honda and Yamaha motorbikes is different in city areas. To find out the real fact about the performance in City and Plain areas, I put the question to all 80 respondents, "Performance of Hero Honda is superior to Yamaha in city and plain areas. Do you agree with this statement?" The findings of the result are presented below in the table and chart.

TABLE NO. 4.13

Comparison on the basis of Performance in City and Plain Areas

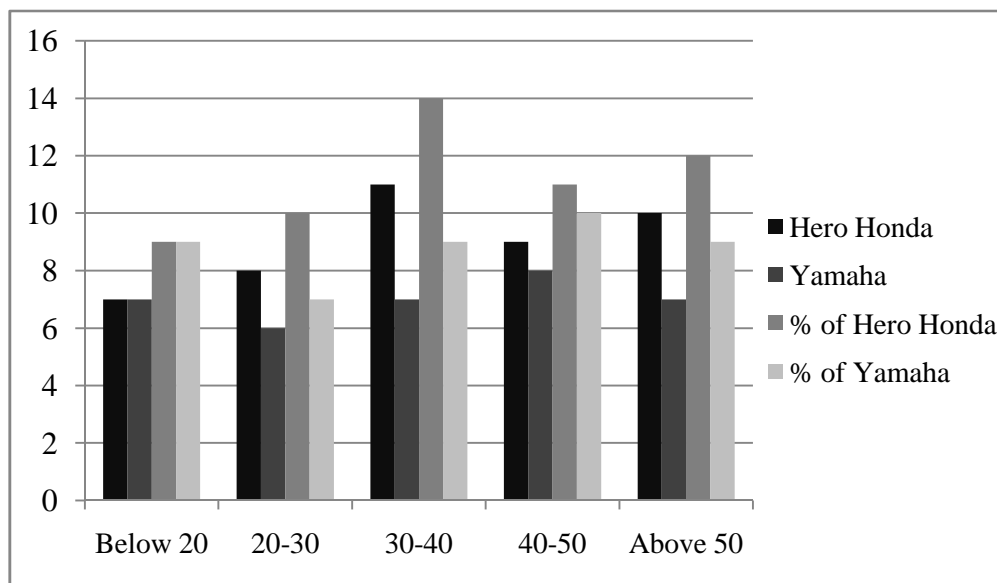
| Age group | Hero Honda | Yamaha | % of Hero Honda | % of Yamaha |
|-----------|------------|--------|-----------------|-------------|
| Below 20 | 7 | 7 | 9 | 9 |
| 20-30 | 8 | 6 | 10 | 7 |
| 30-40 | 11 | 7 | 14 | 9 |
| 40-50 | 9 | 8 | 11 | 10 |
| Above 50 | 10 | 7 | 12 | 9 |
| Total | 45 | 35 | 56 | 44 |

(Source: Field Survey, 2012)

Table No 4.13 represents 45 respondents has the view that the performance of the Hero Honda motorbikes is superior to the performance of the Yamaha motorbikes in City and Plain areas. And 35 respondents have the view in favour of Yamaha motorbikes among the 80 respondents regarding the performance in City and Plain areas.

FIGURE NO. 4.13

Comparison on the basis of Performance in City and Plain Areas



Above figure shows that most of the buyers have the view that Hero Honda motorbike gives more pick-up or performance than Yamaha motorbikes in City and Plain areas. The degree of respondents in favour to Hero Honda motorbike is 56% and in favour to Yamaha motorbike is 44%. The study shows that buyers live in City and Plain areas want to buy Hero Honda motorbikes where almost roads are plain and black topped.

4.6.1.3.2 Comparison on the basis of Performance in Village and Hilly Areas:

Respondents have their own view point about the performance or pick-up of the both motorbikes Hero Honda and Yamaha is different on Village and Hilly areas. To find the fact figure about the performance of the motorbikes Hero Honda and Yamaha is Village and Hilly areas I have put the question that, "Performance of Yamaha is superior to Hero Honda in Village and Hilly areas." Do you agree? I have taken total 80 respondents of Itahari for this study. Let's see the results of the study below in table and figure.

TABLE NO. 4.14

Comparison on the basis of Performance in Village and Hilly Areas

| Age group | Hero Honda | Yamaha | % of Hero Honda | % of Yamaha |
|-----------|------------|--------|-----------------|-------------|
| Below 20 | 7 | 8 | 9 | 10 |
| 20-30 | 8 | 9 | 10 | 11 |
| 30-40 | 9 | 10 | 11 | 12 |
| 40-50 | 7 | 9 | 9 | 11 |
| Above 50 | 6 | 7 | 8 | 9 |
| Total | 37 | 43 | 47 | 53 |

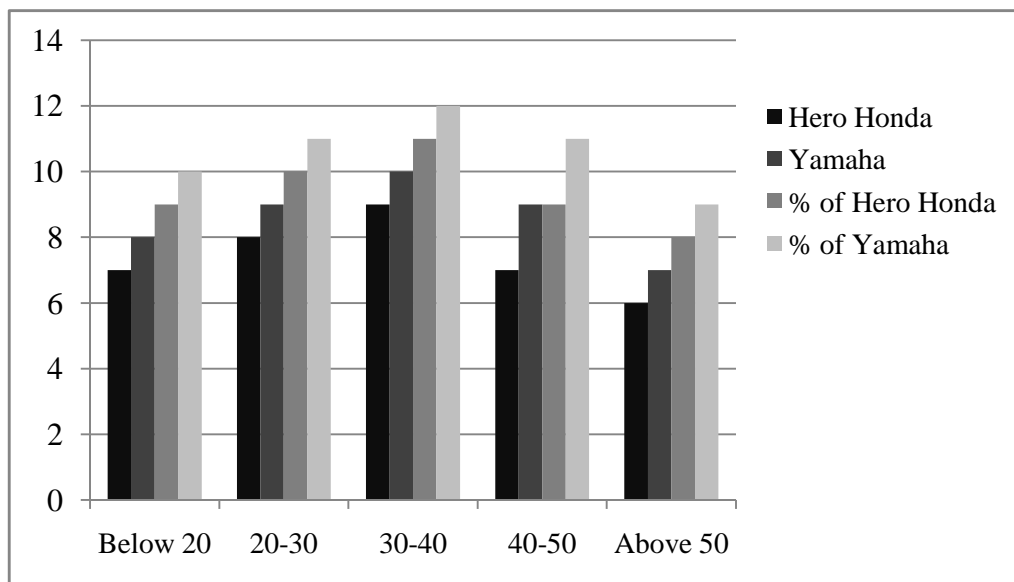
(Source: Field Survey, 2012)

The table represents the result of comparative study about the performance of both motorbikes Hero Honda and Yamaha in Village and

Hilly areas. Among 80 respondents 43 respondents has the view that Yamaha motorbikes gives more pick-up than Hero Honda motorbikes. And 37 respondents are in favour of Hero Honda motorbikes. The study shows that Yamaha motorbikes are suitable of Village and Hilly areas on the basis of pick-up or performance. Buyer lives in Village and Hilly areas where roads are not in good condition prefer to buy the Yamaha motorbikes.

FIGURE NO. 4.14

Comparison on the basis of Performance in Village and Hilly Areas



Above figure shows that most of the buyers have the view that Yamaha motorbike gives better performance in Village and Hilly areas than Hero Honda motorbikes. The pick-up of the Yamaha motorbikes is high than pick-up of the Hero Honda motorbikes in Village and Hilly areas. The total percentage of the buyers having the views that "Performance of Yamaha is superior to Hero Honda in Village and Hilly areas" is 53%. This is majority of the total respondents. Buyers having the views in favour of Hero Honda are very low and this is 47%. Buyers

give big preference to the pick-up of the motorbikes for selecting particular brand and making their buying decision.

4.6.1.3.3 Comparison of Average Preference on the basis of Performance:

It is quite difficult to say the fact: which brand of motorbikes between Hero Honda and Yamaha gives better performance in overall? To solve this problem of finding the fact I have tabulated below the above findings of performance in two different bases with the concept of average performance. The concept of tabulation of data to find the average performance of both brands of motorbikes helps to fund out the clear fact of the study. Let's see the overall performance of the Hero Honda motorbikes and Yamaha motorbikes in table below:

TABLE NO. 4.15

Comparison of Average Preference on the basis of Performance

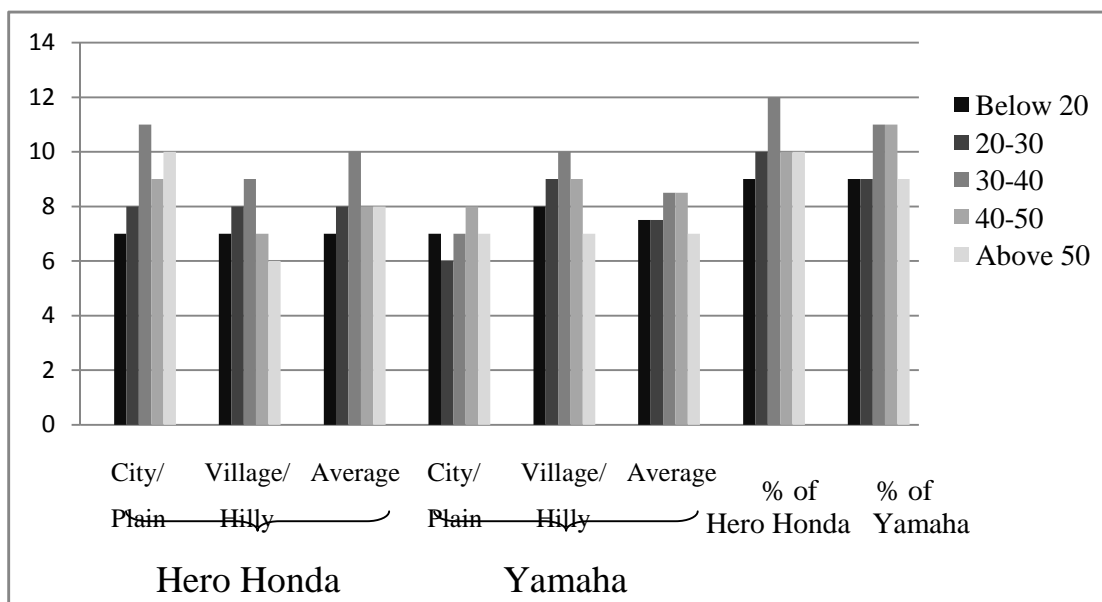
| Age group | Hero Honda | | Average | Yamaha | | Average | % of Hero Honda | % of Yamaha |
|-----------|------------|----------|---------|--------|----------|---------|-----------------|-------------|
| | City/ | Village/ | | City/ | Village/ | | | |
| | Plain | Hill | | Plain | Hill | | | |
| Below 20 | 7 | 7 | 7 | 7 | 8 | 7.5 | 9 | 9 |
| 20-30 | 8 | 8 | 8 | 6 | 9 | 7.5 | 10 | 9 |
| 30-40 | 11 | 9 | 10 | 7 | 10 | 8.5 | 12 | 11 |
| 40-50 | 9 | 7 | 8 | 8 | 9 | 8.5 | 10 | 11 |
| Above 50 | 10 | 6 | 8 | 7 | 7 | 7 | 10 | 9 |
| Total | 45 | 37 | 41 | 35 | 43 | 39 | 51 | 49 |

(Source: Field Survey, 2012)

The above study of average preference of the buyers on the basis of performance between Hero Honda motorbikes and Yamaha motorbikes shows the facts that the average number of respondents prefer to buy the Hero Honda motorbikes are 41 respondents among 80 respondents. And respondents who prefer to buy the Yamaha motorbikes are 39 respondents in average among 80 respondents. The study in average Hero Honda motorbikes are more preferred than Yamaha motorbikes. The difference of the respondents is not much more.

FIGURE NO. 4.15

Comparison of Average Preference on the basis of Performance



The above figure also shows that the difference of the buyer's average preference is not big between the two motorbikes Hero Honda and Yamaha on the basis of overall performance. Buyers of 51% among total buyers prefer to buy Hero Honda motorbikes and 49% of buyers prefer to buy Yamaha motorbike on the basis of overall performance.

4.6.1.4 Comparison on the basis of After Sales Service:

After sales service is very important component of today's market. Buyers take decision of buying the particular brand or not on the basis of

after sales service. So, after sales service of the companies' plays vital role in buying decision. Buyer looks for best after sales service providing company before their buying decision making. The major sales service of the motorbike companies are regular servicing facility, providing genuine spare parts, providing warranty and guarantee services. To find out the real status of the company on the basis of after sales service I put the question to the respondents of the study, "Which brand of motorbike provides better After Sales Service?" among Hero Honda and Yamaha Motorbikes. Let's see the finding of the study in below table and figure.

TABLE NO. 4.16 Comparison of Average Preference on the basis of Performance

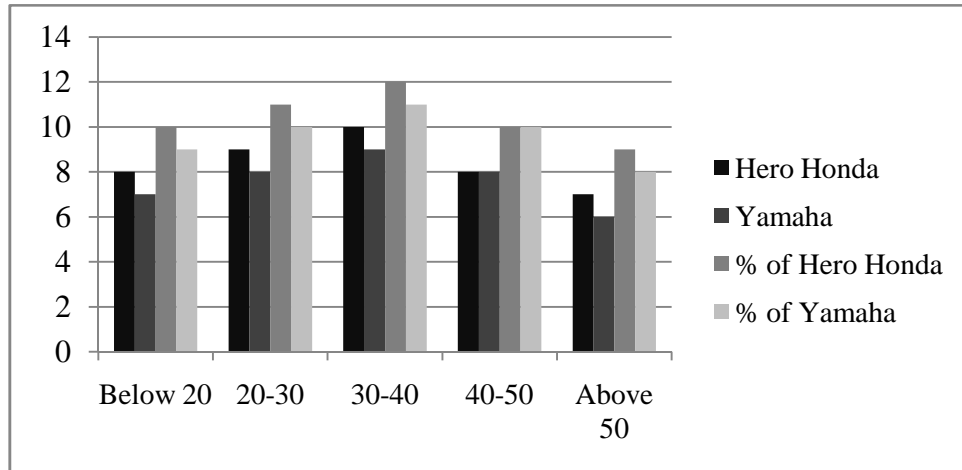
| Age group | Hero Honda | Yamaha | % of Hero Honda | % of Yamaha |
|-----------|------------|--------|-----------------|-------------|
| Below 20 | 8 | 7 | 10 | 9 |
| 20-30 | 9 | 8 | 11 | 10 |
| 30-40 | 10 | 9 | 12 | 11 |
| 40-50 | 8 | 8 | 10 | 10 |
| Above 50 | 7 | 6 | 9 | 8 |
| Total | 42 | 38 | 52 | 48 |

(Source: Field Survey, 2012)

Above table of the study represents the perception of the motorbike buyer on the basis of after sales service between the brand of Hero Honda and Yamaha motorbikes. Among 80 respondents 42 are in favour to Hero Honda and 38 respondents are in favour to Yamaha brand motorbikes.

The study shows that the more respondents feel that Hero Honda Company is providing better after sales service than Yamaha Company.

FIGURE NO. 4.16 Comparison on the basis of After Sales Service



Above figure shows that more buyers feel that Hero Honda Motorbike Company is providing better after Sales Service than Yamaha Motorbike Company. Among total users 52% of users are in favour to Hero Honda Company and 48% of users are in favour to Yamaha Company on the basis of after sales services. Buyers give major emphasis on after sales service like: spare parts quality and the cost of spare parts, servicing facility including free servicing, facility of warranty and guarantee. Buyers like to choose best after sales service providing Motorbike Company among the alternatives.

4.6.2 Overall Ranking of Hero Honda and Yamaha motorbikes on the basis of Different Distinct Features:

Above study finds the various results according to the different criteria and different features of two motorbikes Hero Honda and Yamaha. Now I am trying to find out the overall ranking of Hero Honda and Yamaha motorbikes on the basis of above studies different criteria and features.

TABLE NO. 4.17**Overall Ranking of Hero Honda and Yamaha motorbikes on the basis of Different Distinct Features**

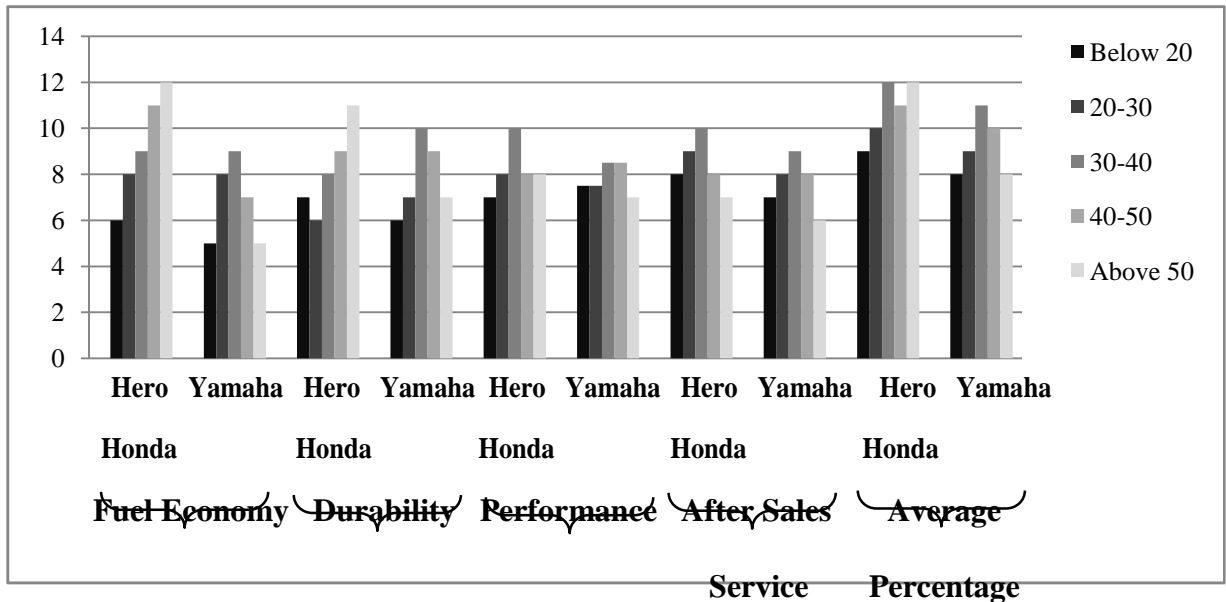
| Age group | Fuel Economy | | Durability | | Performance | | After Sales Service | | Average Percentage | |
|--------------|--------------|-----------|------------|-----------|-------------|-----------|---------------------|-----------|--------------------|-----------|
| | Hero Honda | Yamaha | Hero Honda | Yamaha | Hero Honda | Yamaha | Hero Honda | Yamaha | Hero Honda | Yamaha |
| Below 20 | 6 | 5 | 7 | 6 | 7 | 7.5 | 8 | 7 | 9 | 8 |
| 20-30 | 8 | 8 | 6 | 7 | 8 | 7.5 | 9 | 8 | 10 | 9 |
| 30-40 | 9 | 9 | 8 | 10 | 10 | 8.5 | 10 | 9 | 12 | 11 |
| 40-50 | 11 | 7 | 9 | 9 | 8 | 8.5 | 8 | 8 | 11 | 10 |
| Above 50 | 12 | 5 | 11 | 7 | 8 | 7 | 7 | 6 | 12 | 8 |
| Total | 46 | 34 | 41 | 39 | 41 | 39 | 42 | 38 | 54 | 46 |

(Source: Field Survey, 2012)

Above table represents the overall ranking of Hero Honda and Yamaha motorbikes on the basis of above studies different criteria and features. The overall study shows that average buyers of Hero Honda motorbike are more than the average buyers of Yamaha motorbikes. The loyalty of buyers is better in favour to Hero Honda Motorbike Company than Yamaha Motorbike Company. The study represents that the Hero Honda Motorbike Company is leading the Motorbike market of Itahari. And the Yamaha Motorbike Company is in second leading company.

FIGURE NO. 4.17

Overall Ranking of Hero Honda and Yamaha motorbikes on the basis of Different Distinct Features



Above figure also clears that the fact about overall ranking of Hero Honda motorbikes and Yamaha motorbikes on the basis of different distinct features. In this overall ranking the position of the Hero Honda motorbikes is comparatively good than overall ranking position of the Yamaha motorbikes. The overall ranking percentage of Hero Honda is 54% on the basis of different criteria and features. And the overall ranking percentage of Yamaha is 46% on the basis of different criteria and features. The study clears that the overall ranking of Hero Honda motorbikes is superior to the overall ranking of the Yamaha motorbikes.

4.7 Major Findings of the Study:

The major findings of the study titled, "A STUDY ON BUYING DECISION WITH RESPECT TO MOTORBIKE PURCHASE WITH REFERENCE TO HERO HONDA AND YAMAHA BRAND MOTORBIKE IN ITAHARI" will support and play important role for

motorbikes buyers on their buying decision making. And the major findings of the study also help to the motorbike company to know the perception of the buyers, choice of the buyers, behaviour of the buyers and buying decision making of the buyers. The major findings of the study are presented below based on the above analysis.

1. The main purpose of motorbike purchase in Itahari is to use for regular up and down to office and to use for daily business task. Buyers of motorbike purchase for other purpose is low. Because of the poor service of public vehicles and traffic jam of Itahari, most of the people are motivated to buy motorbikes.
2. To select a particular brand of motorbikes buyer looks for Price, Fuel Efficiency, Durability and Performance (Pick-up). Buyers give their higher preference on Performance and Fuel Efficiency of the particular brand to make buying decision.
3. Personal beliefs of the Respondents largely affect the buying decision making. If the personal beliefs is in favour of the product it will have multiple positive effects and if the personal beliefs are negative for the product the effect will be harmful for the product.
4. The influencing factors family, friends, relatives, salespersons and unions have also an important role in buying decision making of buyers.
5. Media: T.V. Radio, FM Radio, Newspapers, Booklets, Wallpapers, Pamphlets, Books, Booklets and Promotion (Advertisements) also play a significant role in buying decision making.
6. Demographic features like Age group, Income Level, Occupations and Education level also highly influence the buying decision making. It is found that the choice of the product in different age groups is different and they have their own analysis and interpretation about the product.

7. Buyers are more aware about the fuel efficiency of the motorbike for their buying decision making. The finding of the study is that Hero Honda motorbikes are more fuel efficient than Yamaha motorbikes.
8. Buyers also see the durability of the motorbikes for their buying decision making. The finding of the study is that both of the motorbikes Hero Honda and Yamaha are durable. According to the study the choice of the Hero Honda is ahead than the choice of the Yamaha on the basis of durability but the difference is not big.
9. The study found that the buyer gives highest emphasis to the performance (Pick-up) of the motorbikes. According to the study Hero Honda motorbikes are best fit to City and Plain areas and Yamaha motorbikes are best fit to Village and Hilly areas on the basis of performance.
10. The study shows that buyers give importance to After Sales Service; regular servicing facility, cost and quality of spare parts, facility of warranty and guarantee services etc. And the study founds that the After Sales Service provided by Hero Honda Motorbike Company is ahead than Yamaha Motorbike Company.
11. The overall ranking of Hero Honda and Yamaha motorbikes after the study and analysis on the basis of different distinct features; it is found that the overall ranking of Hero Honda Motorbike Company is greater than the overall ranking of Yamaha Motorbike Company. The study shows that the majority of the buyers prefer Hero Honda motorbikes than Yamaha motorbikes.

CHAPTER - V

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 SUMMARY:

The success and failure of the firm largely depends upon the buyers' acts and responses to the product presented by the firm or company in the market. Being success in the market is not an easy task. Company has to win heart of the buyers. They have to know and preset their products according to the buyers' needs and demand in market. Company has to be always up to date about the market demand and its trends. The depth knowledge of the market about the product is crucial for being success in the market. The buyers and consumers acts and responses differently in market according to their age group, education level, occupations, needs, wants and demands, beliefs, preferences, priority etc. The acts and responses of buyer denote the behaviour of the buyer or consumer. This action may be positive or negative. Positive actions and responses of the buyer secure success of the firm in future. In the other hand negative actions of the buyers create problem and finally firm fails in marketplace. The life or death of the company mainly depends on the consumers and buyers' behaviours.

In other hand decision making is not an easy task for consumers and buyers which is one of the most important tasks. And the task must be taken by the buyers before purchasing a product. Without making of decision whether the particular product is to be purchased or not, no consumers and buyers buys the product. Eventually the buyer and consumer create demands for the product; the aggregate of individual

consumers or buyers is called as the "market." The success of the firm and company in market largely depends upon the buyers' behaviour. If the buyers and consumers make decision to buy the particular product, the product is sold in market and the result of this is positive to the company's and firm's success in market. And if the buyers and consumers make decision not to buy the particular product, the product cannot be sold in the market and the result of this is negative to company's and firm's success in market. In this way companies and firms success is largely depends upon the consumers and buyers decision to buy the particular product or not to buy the particular product. This kind of their acts or responses denotes the buying decision behaviour of the buyers or consumers. Buying decision may either positive or negative. Positive actions and decision of the buyers secure the future success of the firm and negative actions and decision of the buyers harms the future success of the firm. The dangerous thing is that the whole negative actions of the buyers create problem and plays negative role to make the firm failure in the marketplace. That means the acts of individuals directly involved in obtaining and using economic goods and services. Including the decision process that proceeds and determine these acts, this is called buyers behaviour which is most important to the companies and firms for their success and sustainability in the competitive market.

Decision making is an act of buyers and consumers either a specific product meets their needs, wants and desires or not. If the specific product exactly fulfills the need, wants and desires the buyers or consumers motivated to act for buying decision. If the specific product does not exactly fulfills the needs, wants and desires the buyers or consumers also does not motivated to act for buying decision. In this case buyers and consumers motivated to search for available different

alternatives. The study shows that consumers and buyers take enough time for taking buying decision according to his/her demand and finally purchase the product after the evaluation of all available different alternatives. Buying decision making process consists of the activities that the people engaged in when selecting, purchasing and using products and services so as to satisfy needs and desires of the buyers. In reality the buyer is sovereign, deciding whether to accept or reject a product on the basis of whether or not it meets perceived needs, wants and desires of the buyers, the marketers must understand the buying decision behaviour of the buyers and consumers. Understanding of buyer behaviour is not easy it is complex and difficult task because buyer buying behaviour is affected by so many influencing factors such as age group, education level, occupations, needs, wants and demands, beliefs, preference, priority etc.

The increasing effect of globalization and technology buyers are enough aware and alert about the products and services. On the view point of marketer day by day, so the task of marketer is also increased and not that much easy. Therefore understanding of buyer's buying behaviour is vital for marketers and sellers. To understand and be up to date buyer buying behaviour is not easy task, it requires continuous efforts of research, investigation and exploration of buyers and consumers. However, such practices of research, investigation and exploration of buyers and consumers are rare in the case of Nepal. Some well known companies are in practice of doing their research, investigation and exploration of buyers and consumers in few extend.

Different multinational companies are spending large sum of money for this purpose because they know very well about the importance of buyers buying behaviours in the company's overall success.

Therefore almost efforts of the marketers and sellers are strictly focused to customer orientation and selling of product. In the competitive market the buyer has the number of choices and freedom of choice in product amongst to many alternative offerings in market. The buyer has freedom of whether to accept or reject the particular product on the basis of either the offer of product as per his/her expectation or not. The study also proves that the customer orientation and knowing the fact of buyers buying behaviour is not easy it is very much difficult and complex task for the marketer and seller of the product in market.

As we know the importance of knowledge of buyer's buying behaviour to company and firm and also know that the acquiring knowledge and be up to date of buyer's buying behaviour is not easy it is very much difficult and complex task. I think this study will help to understand the buyer buying decision in some extend. The study is also serves as a brick to make clear the buyer behaviour problem and solution. One of the main objectives of the study is to identify the purpose of motorbike purchase in Itahari and the finding is majority of the buyers of motorbike purchase motorbikes for regular up and down to office and then to use for daily business task. Buying motorbike for other purpose is very low. Second objective is to identify the areas under which the buyers of motorbikes make decision before selecting a brand. The finding of the study is to select a particular brand of motorbikes buyer looks for Price, Fuel Efficiency, Durability, and Performance (Pick-up) and After Sales Service etc. After this the third objective of the study is to find out affecting factors in buyer's decision making process. And the finding is personal beliefs, family and outsiders (friends, relatives, salespersons and unions), Media: T.V, Radio, FM Radio, Newspapers, Booklets, Wallpapers, Pamphlets, Books, and Promotion (Advertisements) has also

important role in buying decision making of buyers. Demographic affecting factors such as Age Group, Income Level, Occupations and Education Level highly influence the buyer's decision making process. Finally the last objective is Comparative study of Hero Honda and Yamaha Brand Motorbikes on the basis of views of buyers of these two brands and decision making process of users to select the particular brand. The study shows that the majority of the buyers prefer Hero Honda motorbikes than Yamaha motorbikes.

To achieve the above mentioned objectives, data are collected from the respondents with the help of questionnaires. Data are presented in table and figure form for final analysis to meet the objectives of the study. The lots of efforts are done to make the study genuine and valuable. The study has also so many limitations such as; the study is done with the short time period, the sample size of the study is very small, it is based on only on the Itahari. To minimize the effects of various limitations of the study, enough tasks and efforts is done to complete the study in this final form. I think the study is very much useful and supportive for both; the company of motorbikes and the buyers of the motorbikes in their own objectives.

5.2 CONCLUSION:

The study is done to acquire the buying decision making behaviour of buyers and comparative study of Hero Honda motorbikes and Yamaha motorbikes in Itahari. Because of the limitation of the time small sample size is taken from the universe. And the sample size is Of 80 respondents are very much supportive for me during my study. Self administrated questionnaires set is distributed to each respondent and data of responses by each respondent have been collected, presented in table and figure

forms and finally analyzed the data to achieve the objectives of the study. On the basis of the responses and information collected from the respondents following conclusion has been achieved are presented below:

1. The majority of the buyers of motorbikes purchase motorbikes for regular up and down to office and to use for daily business and then to use for other purposes. The study shows that most of the people buy motorbike for regular up and down to their own office. And second purpose of motorbikes buying is to use for daily business task. The use of motorbikes for other purpose is limited.
2. Various decisions has been made by the buyer of motorbikes before selecting a particular motorbike brand such as, Price, Fuel Efficiency, Durability, Performance (Pick-up) and After Sales Service etc.
3. Buyers buying behaviour of decision making is affected by various factors. They are personal belief of respondents, outsiders and family, media etc. If the personal belief is in favour to the particular product the impact will be positive and the personal belief is not in favour to the particular product the impact will be negative.
4. Family influence has more roles than outsiders (friends, relatives, salespersons and unions) while making the buying decision of the particular product.
5. The study shows that impact of media is less to other sources in buying decision making. Media: TV, Radio, FM Radio, Newspapers, Booklets, Wallpapers, Pamphlets, Books and Promotion (Advertisements) has also important role in buying decision making of buyers. So today companies are spending big volume of money in media and promotions.

6. Demographic features such as; Age Group, Income Level, Occupations and Education Level also highly influence the buyer's decision making process.
7. The study concludes that Hero Honda motorbikes are more durable than Yamaha motorbikes on the basis of durability perceptions of the buyers. But the difference is not big. The study shows 51% of buyer beliefs that Hero Honda as durable motorbike and 49% of buyers beliefs that Yamaha as durable motorbike.
8. On the basis of fuel economy Hero Honda motorbike gives better mileage than Yamaha motorbikes. The study shows 58% of buyers beliefs that Hero Honda as fuel economy motorbike and 42% of buyers beliefs that Yamaha as fuel economy motorbike.
9. The study find out that the performance of Hero Honda motorbike is better in City and Plain areas and the percentage of buyer's beliefs is 56%. In other hand the performance if Yamaha motorbike is better in Village and Hilly areas. According to the study 53% of buyers beliefs that Yamaha has better performance than Hero Honda in Village and Hilly areas.
10. Buyers give major emphasis on after sales services like; spare parts quality and the cost of spare parts, servicing facility including free servicing, facility of warranty and guarantee etc. the study shows that the quality of After Sales Service is better of Hero Honda Company with 52% of buyer's beliefs and Yamaha Company has also good After Sales Service with 48% of buyer's beliefs.
11. The overall ranking of Hero Honda motorbikes and Yamaha motorbikes on the basis of distinct features shows that 54% of the buyers believed that Hero Honda motorbikes are best and 46% of buyers believed that Yamaha motorbikes are best. The study shows that market of motorbikes is leading by the Hero Honda Motorbike

Company. And Yamaha Motorbike Company has also better position in the motorbike market.

5.3 RECOMMENDATION:

After the overall study and conclusion I have prescribed some recommendations below:

1. Most of the buyers purchase motorbikes for regular up and down to office and to use for daily business tasks. The purpose of motorbike buying for other purposes is very low. So it is suggested that dealers of motorbikes should also covers their sales efforts toward the other purposes of motorbikes buying of buyers to enhance the sales growth of their own product.
2. The study found that the buyer of the product desires the product having price economy, low fuel consumption, durability of the product and high performance. Therefore the recommendation is very much important and fruitful that the company and dealers of the vehicle should give high consideration to this fact to make the vehicle (motorbike) more competitive and desirable by the buyer. These are also taken as key points for success of the vehicle. (Motorbike) company.
3. Personal belief is strong impulses and motivator of buyer buying decision making. So, the company and dealers should understand the personal beliefs, personal behaviour and motivational factors of buyer for effective sales closing, to build high public image and goodwill in marketplace.
4. The study shows that Family has strong influence in buyer buying decision making. Therefore before sales presentation the seller has to try to catch the sympathy of family members towards the company and also try to make the image and space in family member's hearts.

5. Media and Promotions (Advertisement) may play important role in buyer's buying decision. So company and sellers have to use media and promotions (advertisement) in effective and better way to achieve the positive beliefs and to make the image and space in buyer's hearts.
6. According to the study different demographic features of buyer has large effect in the buying decision making of the buyer. Demographic features such as age group, education level, income level and occupations of the buyers bring the difference in choice of the product, priority to the product, selection of brand and pre and post purchase evaluation also. So, the recommendation to the company, seller, marketer and dealers should understand the behaviour and other demographic factors of the buyer and act accordingly to close the sales effectively and to create brand image high in marketplace.
7. It is suggested that the buyers who want fuel economical motorbike should purchase Hero Honda motorbikes and buyers who wants power bikes should purchase Yamaha motorbikes. The company and dealers of the Hero Honda motorbikes should consider the fact about power of the bike and its impact on total sales of the Hero Honda motorbikes. And the company and dealers of the Yamaha motorbikes should consider the fact of fuel efficiency of motorbikes and its impact on total sales of the Yamaha motorbikes.
8. The study shows that the durability of both motorbikes Hero Honda and Yamaha is not much more different; Hero Honda is little bit ahead. So I give the suggestion to the buyers of motorbikes that any one brand of motorbike can be choose between Hero Honda and Yamaha on the basis of durability. And it is suggested that to the both motorbike companies market of motorbikes. Because buyer

gives big importance to the durability of the motorbikes (vehicles) for their buying decision making.

9. It is suggested that buyers should buy Hero Honda motorbikes, who lives in city and plain areas and buyers, who lived in village and hilly areas should buy Yamaha motorbikes on the basis of performance.
10. Buyers give major emphasis on after sales services like; spare parts quality and cost of spare parts, servicing facility including free servicing, facility of warranty and guarantee. It is suggested that Hero Honda motorbike should be purchased on the basis of better after sales services provided by the company. Yamaha Company is suggested that to improve the after sales service for improving position in the marketplace.
11. The overall study shows that the Hero Honda Motorbike Company is ahead than Yamaha Motorbike Company in overall ranking on the basis of different distinct features. According to the study Hero Honda motorbikes occupies 54% of motorbike market and Yamaha motorbike occupies 46% of motorbike market. So, the recommendation to the Hero Honda Motorbike Company and its dealers is that improve its product quality in every aspect to maintain the market in overall. And the recommendation to the Yamaha Motorbike Company and its dealers is that the company should improve its quality such as fuel efficiency, durability, after sales service and its overall performance to achieve the buyer's positive beliefs towards the company and to cover the market loss and improve in market position.

In this way the study shows that the overall position and ranking of the Hero Honda Motorbike Company is little bit better than the overall position and ranking of the Yamaha Motorbike Company. And the study also shows that the overall market of the both motorbike companies is in good position. The pace to improvement in different features and aspects remain for both companies. Hero Honda market is good enough than the Yamaha market. So, the Yamaha Company has to improve the market situation of its products. Although the room for improvement is always vacant the overall markets of the both companies are in good conditions.

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Shrestha, B. (2005), "Consumer Behaviour with respect to Decision Making Process of Motorbike Purchase in Kathmandu City." An unpublished thesis submitted to office of the dean, faculty of Management T.U. for the partial fulfillment of the requirement for the degree of Master of Business Studies.

QUESTIONNAIRE FOR THE THESIS

"A Study on Buying Decision with Respect to Motorbike

Purchase with reference to Hero Honda and

Yamaha Brand Motorbike in Itahari"

Survey of General Purpose and Focus of Motorbikes Buying

1. What is the main purpose of motorbike purchase?
 - a) To use for regular up and down to office.
 - b) To use for daily business tasks.
 - c) To use for other purposes.

2. What main areas do you focus before selecting a particular brand of motorbike?
 - a) Price
 - b) Fuel Efficiency
 - c) Durability
 - d) Performance

Survey of Affecting Factors of Buyer Decision Making Process

1. Do you agree with the statement? "Hero Honda motorbike has more re-sale value than Yamaha motorbike."
 - a. Strongly Agree
 - b. Agree
 - c. Undecided
 - d. Disagree
 - e. Strongly Disagree

2. Before selecting a particular brand of motorbike with whom you take the suggestion?
 - a. Family
 - b. Friend
 - c. Salesperson
 - d. Relatives

3. Which factor initiates you more for buying decision between Media and Others?
 - a. Media
 - b. Others

4. How much value you give the Media and Promotion in your buying decision making?
 - a. Very High
 - b. High
 - c. Moderate
 - d. Low
 - e. Very Low

Survey of Demographic Features that Affect

Buying Decision Making Process

1. What is your net monthly income in 'Rs.000'?

- a. 5 to 10 b. 10 to 15 c. 15 to 20
d. 20 to 25 e. Above 25

2. How old are you?

- a. Below 20 b. 20 to 30 c. 30 to 40
d. 40 to 50 e. above 50

3. What is your qualification?

- a. Master Degree b. Graduate c. Intermediate
d. S.L.C. e. Below S.L.C.

4. What is your occupation?

- a. student b. Teacher c. Service Holder
d. Business e. Household f. Agriculture

Survey of Comparative Study of Yamaha
and Hero Honda Motorbike

1. Which do you feel more fuel economic motorbike?

a. Hero Honda b. Yamaha

2. Which brand of motorbike you feel more durable?

a. Hero Honda b. Yamaha

3. "Performance of Hero Honda is superior to Yamaha in City and Plain areas." Do you agree with this statement?

a. Yes b. No

4. "Performance of Yamaha is superior to Hero Honda in Village and Hilly areas." Do you agree?

a. Yes b. No

5. Which brand of motorbike provides better After Sales Service?

a. Hero Honda b. Yamaha