A Study on Consumer Behavior on Motorbike Purchase in Kathmandu

A Thesis

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RECOMMENDATION

This is to Certify that the Thesis Submitted By

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has been prepared as approved by this Department in the prescribed format of the

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DECLARATION

I hereby declare that the work reported in this thesis entitled "**A STUDY ON CONSUMER BEHAVIOR ON MOTORBIKE PURCHASE IN KATHMANDU"** submitted to the Padma Kanya Multiple Campus, Bagbazar, Faculty of Management, Tribhuvan University is my original work done in the form of partial fulfillment of the requirements for the Master's Degree of Business Studies (M.B.S.), under the valuable guidance of Assos.Prof. Manik Ratna Tamrakar and Lect. Binod Joshi of Padma Kanya Multiple Campus, Bagbazar, Kathmandu, Nepal.

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ACKNOWLEDGEMENTS

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ABBREVIATIONS

KM	Kilometer
MBS	Master in Business Studies
MKT	Marketing
No	Number
Res	Respondents
SLC	School Living Certificate
TU	Tribhuvan University
TV	Television
%	Percentage

CHAPTER: I
1.0 INTRODUCTION

1.1 Background of the Study

A buyer may be either an individual person or an organization that have an interest in the product and the means to acquire it. Therefore, a buyer is someone who is potentially willing and able to buy product offered by the marketer. Since the buyer and consumer create demand for the product, the aggregate of individual consumer or buyer is called as the "Market". The success of the firm largely depends upon the buyer's offer. Their acts or responses denote the behavior of the buyers or consumers. These actions may either positive or negative. Positive actions of the buyers secure the future success of the firm. Whole negative actions of the buyers create problem to make the firm failure in the marketplace. Therefore, the marketer should be able to correctly analyze the environment.

In market, sales closing is normally depends upon activities and action of people that purchase and use economic goods and services including the influences on these activities and actions. That means the acts of individuals directly involved in obtaining and using economic goods and services, including the decision process that proceed and determine these acts, this is called buyers' behavior (Mowen, 1999). Consumer decision-making process consists of the emotional process in addition to physical action. It is the attempt to predict either a specific product is to be buying or not. It is concerned with the activities and actions of customer that purchase and use the products.

However, behavior and decision making process of consumer differs from one to another; their buying process may be identical. Generally, the buyer buying process consists of five stages- Need recognition, Information search, Evaluation of alternatives, Purchase and post purchase evaluation (Loudon and Della,1993). The initial 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 aware of the problem or need, the buyer searches for the information regarding availability of brands, product features seller's characteristics, process 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 (Koirala, 2048BS).

Products in the evoked set have been evaluated on the third stage of buying process. To evaluate the products in the evoked set, a buyer establishes a set of criteria to compare the product characteristics. Using the criteria and considering the importance of each, a buyer rates and eventually ranks the brands in the evoked set. If the evaluation yields, on the next stage is purchase stage. During this stage, consumer selects not only the product or brand to buy but also select seller from the store 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 purchase, a buyer stats to evaluate the product and its satisfaction, known as post-purchase evaluation. The outcome of the post-purchase evaluation is either satisfaction or dissatisfaction, which feeds back to other stages of the decision process and influences subsequent purchase.

Though the consumer buying decision process consists of five stages, all the consumers do not always go through all these five stages. The individual may terminate the process during any stage. This depends on the experience involved in purchasing and the nature of the products he or she wants to purchase. Person in high involvement decision process may omit some of this stage. Whatever is the buying process, it is essential for the modern marketer to know the buying behavior of his or her target customer for the long-term survival.

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 or desires. To meet perceived needs and desire of the buyers, the marketer should understand the buying behavior of the buyer. Understanding of buyer buying behavior is complex and difficult task as it is influenced by many factors. Generally, buyer behavior is influenced by four factors such as; cultural (culture, subculture and social class); social (reference groups, family and social roles and status); personal (age, stage in lifecycle, occupation, economic circumstances, lifestyle, personality and self concept); and psychological (motivation, perception, learning, beliefs and

attitudes) (Kotler, 2003). Research of all these factors can provide clues to reach and serve buyers more effectively.

Buyer needs and desires undergo change from time to time. In order to adapt business with changing pace of buyers' needs and desires, it is essential for marketers to conduct research continuously on buyers. Realizing these facts, business enterprises of advance countries have carried out a series of researches on buyer behavior. However such practices of studying buyer buying behavior are rare in our country. Here, an attempt has been made to explore the buying decision-making with respect to motorcycle purchase in Kathmandu City.

Two wheeler industries in Nepal have grown to a great extent in the one & half decades and it still has a vast growth potential and a huge untapped market. Apart from this there is also a huge market for the servicing of the vehicles. Here are the motorcycle dealers currently available in Nepalese market.

Hero Honda:

'Hero' is the brand name used by the Manjul brothers in the year 1956 with the flagship company Hero Cycle in India. The joint venture between India's Hero Group and Honda Motor Company, Japan has not created the world's single largest two wheeler company but also one of the most successful joint ventures worldwide.

Syakar Company Ltd is the dealer of the Hero Honda motorcycle for Nepal. Hero Honda is the market leader in Nepal two wheeler companies. Hero Honda becomes the first company to prove that it was possible to drive a vehicle without polluting the roads. The company introduced new generation motorcycle that set industry benchmarks for fuel thrift and low emission.

Hero Honda bikes covered 60% of total market in Nepal. Around 70% of the bikes user prefers Hero Honda Bike as their first time because of its mileage, pick up, design, seat comfort, availability of spare parts, authorized service center and Brand Image.

Yamaha Bikes

Morang Auto Works is the dealer of Yamaha Motors. Most of the people like Yamaha motorcycle because it has been found having high resale value, high power and moderate looks.

Bajaj Bikes

Hanjsaraj Hulaschand is the dealer of Bajaj Bikes in Nepal. Bajaj Auto is the 2nd largest motorbike company in India. Bajaj is long known for its scooters but today it is more known for its motorbikes. People like Bajaj bike because it's superior mileage and superior power.

Kinetice Honda

Kinetice Honda was introduced in the Indian market during the mid 80s. The main feature of Kinetice Honda is its ease of use. This helped the youngsters and the women to buy scooters. The scooters are considered as family vehicles.

Anna Lifan

Lifan motorcycle is one of Chinese top brand products and had ranked No.1 in the motorcycle exportation in China for last four consecutive years. Lifan is Chinese assembling bikes in Nepal. Lifan Motorbikes is high power and high aesthetic looks but it has been found that Lifan disadvantages regards to fuel efficiency and its resale value.

Motorcycle currently available in Market

Company: Hero Honda

Hero Honda Achiever, Hero Honda CD Delux, Hero Honda Glamour, Hero Honda Karizma

Hero Honda Passion Plus, Hero Honda Pleasure, Hero Honda Super Splendor, Hero Honda Splendor NXG, CBZ xTrime

Company: Bajaj Auto

Bajaj CT 100, Bajaj Platina, Bajaj Discover DTsi, Bajaj Pulser DTsi, Bajaj Wave, Bajaj Wind 125, Bajaj Sonic DTsi

Company: TVS

TVS Apache, TVS Centra, TVS Fiero, TVS Star, TVS Victor

Company: Yamaha Motor

Yamaha Cruxes, Yamaha G5, Yamaha Gladiator

Scooterttes/Mopeds

The major models available in Kathmandu are Bajaj Wave, Bajaj Kristal DTS, Bajaj DTsi, Hero Honda Pleasure, Kinetic Kline, Kinetic 4s, Kinetic Nova, Kinetic Zoom, KineticV2 Range, Honda Dio, Honda Activa, TVs Scooty, TVSxl & Manhindra Rodeo.

1.2   Focus of the Study

There are number of showroom, retail-outlet, wholesaler and supermarket which sell different brands of products. The success and failure of any business firm entirely depends on consumer's reaction to its offerings. It is, therefore essential for the market or manufacturer of the products and services to understand the consumer buying behavior in today's changing and competitive business environment.

Understanding, consumer behavior had become more complex and complicated day by day. It requires continuous efforts of investigation and exploration of consumers. However, such practice of investigation and exploration on consumer buying behavior are too rare on entirely absent in Nepalese business perspective.

1.3   Statement of the Problem

In recent years, the international business environment has been marked by far-reaching changes. In the last few years, the business environment of Nepal too has been changed drastically. An implementation of one window system for both domestic and foreign investors and adoption of free and liberal trade policy have increased the business activities to a great extent throughout the country. Consequently, business has become more complex and competitive. To survive in such a changing and competitive business environment, all activities of the business must be focused on the consumer.

In really, the consumer is sovereign, deciding whether to accept or reject a product on the basis of whether or not it meets perceived needs and desires, to meet perceived needs and desires of the consumers. However, understanding of consumer buying behavior is a complex and difficult task as it is influenced by many factors such as cultural, social, personal and psychological. In addition, consumer behavior is a changing phenomenon.

Consumers' needs and desires undergo change from time to time. In order to adapt business with changing pace of consumers' needs and desires, it is essential for marketers to conduct research continuously on consumers. Realizing this fact, business enterprises of advanced countries have carried out a series of researches on consumer behavior. However, such practices of studying consumer buying behavior are rare in our country. Here, an attempt has been made to study the consumer behavior with respect to decision making process of motorbike purchase in Kathmandu city.

1.4   Objectives of the Study

The main objectives of this study are mentioned below:

1. To study and analyze the decision making process of motorbike owners in Kathmandu and to determine the purpose of motorbike purchasing.
2. To evaluate and find out the factors influencing for brand sold as well as consumer buying behavior.
3. To find out the impact of service mileage and credit facility in motorbike purchase decisions.

1.5   Importance of the Study

Competition brings threats to the marketer and opportunities to the buyers. Nepalese market is also gradually netting by cutthroat competition. Different types of product 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 on the other hand it makes 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 motorcycle purchase in Kathmandu, both the marketer 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 product. Especially this study benefits the dealer of the Hero Honda Bikes specifically Syakar Company Ltd. It also benefits the owner of motorcycle of Kathmandu city. It will provide valuable guidelines and reference to the scholars and who are interested in conducting further research on buyers buying behavior.

1.6   Limitations of the Study

This research is conducted for partial fulfillment of master degree in business studies. The researcher being a student has very limited resources. Thus, this study has certain limitations which are as follows:

Consumer's decision-making process is the study with motorbike as a product. Thus, the result of this study is more applicable to this product only.

This study is confine only in Kathmandu city. All the respondents for this study are taken from Kathmandu city. Thus, sample size taken for the study is small in comparison to the population of the study.

The study is entirely based on the opinion, views and responses of the respondents. Opinions of the respondents are as a sense of truth, which may not be correct at all time due to changing behavior of customers.

In spite of these limitations, lots of efforts are made to make this study more accurate and practical.

1.7   Organization of the Study

This study has been organized under five chapters.

Chapter I: Introduction

This chapter contains Background of the study, Focus of the study, Statement of the problem, Objectives of this study, Importance of the study and Limitations of the study.

Chapter II: Review of Literature

This chapter is designed for the Review of Related Literature; especially the consumer's decision process and factors influencing buyer's behavior. Other relevant past studies also have been reviewed.

Chapter III: Research Methodology

This chapter describes the methodological aspect of the study. It contains Research Design, Population and Sample, Nature and Sources of data, Data collection procedure and Data analysis tools.

Chapter IV: Data Presentation and Analysis

This chapter incorporates the main body of the study data presentation and analysis. This chapter highlights the objective wise data presentation, analysis and interpretation. Major findings of this study are also presented in this chapter.

Chapter V: Summary, Conclusion and Recommendations

Finally, summary, conclusion and recommendations are presented in chapter.

In addition, extensive references and appendices are presented at the end.

CHAPTER II

2.0 LITERATURE REVIEW

The study of the consumer's behavior is to study how an individual make decision to spend their available recourses (time, money, effort) on consumption- related items. It includes the study of what they buy, why they buy it, when they buy it, how they buy it and how often they use it. Consumer behavior is the study of the decision-making units and processes involved in acquiring, consuming and disposing of goods, services, experiences and ideas (Martin,1967:46). Consumer or buyer behavior is the process whereby individuals decide whether, what, when, how, and from whom to purchase goods and services

The previous chapter highlighted the concept, problems, objectives and focus of the study. This chapter, review of literature is the theoretical framework that provides the bases and inputs for this study.

This thesis is mainly based on the field of consumer buying behavior. Consumer behavior being one of the vital parts of marketing is no doubt of great importance for a manufacturing company to make excellent sales plan.

Though, consumer behavior is not the common field. Still people are writing on since last decades. So, earlier reports too have been reviewed & new horizon of study consumer behavior has been made clear.

. For the study purpose, literature has been reviewed in terms of two different levels.

i) **Conceptual Review:** This portion includes relation to the subject matter of reviewing the book and internet publication.

ii) **Review of previous Studies:** In this part, previous theses, research article and project report are reviewed.

2.1   CONCEPTUAL REVIEW:

2.1.1   Consumer:

The term consumer is often used to describe two different kinds of consuming entities. The personal consumer and the organizational consumer. The personal consumer buys goods and services for his/her own use, for the use of the household or as a gift for the friend. In each of these contexts, the goods are bought for final use by individuals, who are referred to as end- users or ultimate consumers.

The second category of consumer - the organizational consumer, includes profit and non-profit business, government agencies and institutions. All of which must buy products, equipment and services in order to run their organization. Manufacturing company must buy the raw materials and other components needed to manufacture and sell their own products, services. Companies must buy the equipment necessary to render the services they sell, government agencies must buy the office products needed to operate their agencies and institutions must buy the materials they need to initiate their operational activities.

2.1.2   Consumer Behaviour:

In simple terms, Consumer behaviour means the behaviour which consumer shows before or after purchase as well as the process of purchasing.

The term consumer behaviour can be defined as the bahaviour that the consumer display in searching for, purchasing, using evaluating and disposing of products, services and ideas which they expect will satisfy their needs (Schiffman and L.L. Kanuk, 1990).

2.1.3   Model of Consumer Behavior

The main components of model of consumer behavior are explained below.

1.   Stimuli:

Consumers are stimulated by:

a. Marketing mix consist of Product, Price, Place and promotion variables.

b. Environmental forces consisting of Political, economic, technological & socio-cultural variables.

2. Influences:

a. Consumer characteristics: They consist of :

Culture: It determines a person's wants & behavior. Each culture consist subcultures-nationalities, religions, racial groups. Social class is also important for consumer behavior

Social: They are reference groups, family, social roles and status.

Personal: They are: Age & stage in life cycle, occupation, income, lifestyle, personality.

Psychological: They are: Motivation, Perception, Learning, beliefs and attitudes.

b. Consumer Decision Process: It consists of:

- ❖ Problem recognition
- ❖ Information search
- ❖ Evaluation of alternatives
- ❖ Purchase decision
- ❖ Post purchase behavior

3   Responses:

They are consumer decision about:

- ❖ Product choice
- ❖ Brand choice
- ❖ Channel choice
- ❖ Purchase timing
- ❖ Purchase amount

Marketers can influence consumer behavior. They cannot control it.

Figure: 2.1

Model of Consumer Behavior

Stimuli	Influences	Responses

Marketing Mix Stimuli
Environmental Forces Stimuli

Consumers Characteristics
Customer's Decision Process

Consumer's decisions
Choice of Product brand, channel, purchase timing & amount etc.
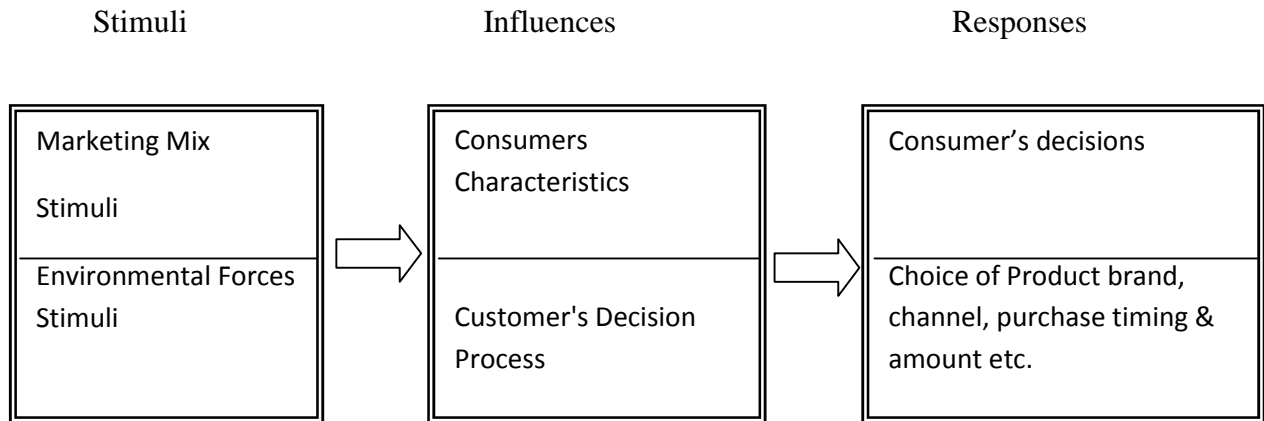
2.2 Buyer Decision Process

Followings are the basic steps for buyer decision process.

1. Need Recognition-

The decision process begins when the buyer recognizes a need. Buyers may experience a need themselves or others trigger them. Arousal of a need drives the person into a state of discomfort and anxiety. It is reduced when the consumer acts to satisfy the need.

2. Information Search-

Once a buyer recognizes the need, he will search for ways of satisfying it. The search for information is very costly. It requires time and effort. The buyer may obtain information from several sources. These sources include- (Nicosia, 1999)

a) Personal sources-Family, Friend, Neighbors, and Acquaintances etc.

b) Commercial sources Advertising, salespeople, dealers, packaging, displays, etc.

c) Public sources- Mass Media, consumer rating organizations etc.

d) Experiential sources Handling, examining, using the product.

Buyers learn about various alternatives, their features, strength and weakness through information search. They collect information of related products from all possible sources for better evaluation of alternative products.

3. Evaluation of Alternatives-

After collecting information about alternatives, buyer review the information evaluates the alternative, and select the best alterative that best satisfies their needs. Each individual has own system of evaluation. The consumer may have single criteria quality of the product or several criteria such as quality, ease of use, size, price etc.

4. Purchase Decision-

After searching information and evaluation, the consumer must make purchase decision. The first outcome in the decision is to purchase or not to purchase. If the decision is to purchase series of related decision must be made regarding brand payment methods, warranties, delivery, after sales service and installation.

5. Post Purchase Evaluation-

The final stage in decision process is post purchase evaluation of the purchase decision. Buyer must still decide whether they have made wise decision. After purchase, buyer uses the product meets the product and decides whether satisfied or dissatisfied. If the product meets the consumer's expectations they are delighted. This consequence reinforces future loyalty to the brand.

2.3 Factor Influences on the Buying Process

Buyers make many buying decisions every day. Their buying process is influenced by a number of factors, they can't be control by others totally but it can be take into account. These factors classified under the following three heading. (Engle and Blackwell, 2002)

1. Buying Situation-

Buying process varies with the type of buying situation. Buying situation further divided into-i) Extensive problem solving ii) Limited problem solving iii) automatic response.

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

2. **Buyer Characteristics-**

Buying process is largely influenced by buyer's characteristics. Each buyer has hundreds of characteristics. The major characteristics of buyer are explained below- (Howard and seth, 1998)

i)   **Demographic characteristics-** 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.

ii) **Socio-economic Characteristics-** A buyer's economic situation wills realty affect product choice. Buyers can be categorized into social classes based on their income, education and occupation. For example, buyer with higher income is in higher social classes. Social class can be used a predicator of a buyer's buying process. Buyers in high social class are generally exposed to more information about products and have opportunities to evaluate more alternatives than buyer in social classes when a purchase decision is made.

iii) **Personality-** Personality refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment. It can be useful in analyzing buyer behavior for same product choice.

iv) **Life Style-** People coming from the same social class and even occupations may have quite different life styles. Life styles refer to the patterns of living as expressed in a person's activities, interests and opinions. The techniques of measuring life styles are known as psychographics. People's life style undoubtedly influences their choice of products and their brand preferences. There are no common accepted categories of life style.

v) **Learning-** Learning may be defined as changes in behavior resulting from previous experiences. Learning theorists say that most human behavior is learned. Learning occurs through the interplay of drives, stimuli, cues and response and reinforce. Repeated reinforcement leads to a habit or brand loyalty. Once a habitual behavior pattern has been established, it replaces conscious, willful behavior.

vi) **Beliefs and attitudes-** 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 evaluation. Beliefs and attitudes are influenced by personal experience and information gained from various personal and impersonal sources. People tend to act on their beliefs and attitudes.

3. Group Influence

Each buyer belongs to number of groups. These groups include a family, social clubs and organizations and reference groups. The way we think, believe and act is determined to a great extent by groups. (Shrestha, 2002)

i) **The Family-** Family members can strongly influence buying process. The decision as to which product or brand to purchase may be family decision.

ii) **Reference Group-** The term reference group is used to indicate a group of people that influence a person's attitude and behavior. Each group develops its own standards of behavior that serve as frames of reference for the individual members. Members share these values and are expected to conform to the group's behavior pattern. (Shrestha, 2002)

2.4   Review of Previous Studies

In this segment different former thesis of Tribhuvan University has been reviewed once, which I thought very much supportive during my study. These theses provide me baselines for my overall study.

A) In (2010) Dahal has conducted a research studies titled **"Patterns Of Consumer Decision Making Process While Purchasing High Involvement Goods In Nepal"**. The study has the objectives-

a.   To study patterns of decision making strategies consumers utilize while making purchase of durable goods.

b.   To study level of pre-purchase information seeking and their correlates.

c.   To analyze decision making criteria and rules employed in evaluation of alternatives.

The study was based on primary data. Required information was collected from 300 consumers of Kathmandu valley using structured questionnaire. The tools used are factor analysis, cluster analysis, discriminated analysis and path analysis. The major findings of the study were,

⟩   Though not very expensive, the Nepalese buyers undertake information search with greater emphasis upon dealer and interpersonal source of information.

⟩   Sources of information available to Nepalese buyers have five dimensions brochures, test drive, advertisements, interpersonal source and dealer visit.

⟩   Nepalese buyers have rather small- evoked set size for both the makes and model.

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

B)   In 2004 (Bhandari) has conducted a research on **"Brand preference study on motorbike with reference to Kathmandu city"**. The main objectives of the study were;

)   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 was mainly based on primary data. Motorcycle was taken as sample product. The sample was taken within Kathmandu city. Samlpe constitutes 120 motorbike rider of Kathmandu City. The findings of the study were as follows;

)   Hero Honda has been found as the most preferred brand. Yamaha as the second, K- Bajaj as the third, other brands as fourth, Lifian as the fifth and Dayang as the sixth preferred brand respectively.

)   On the basis of profession. Hero Honda has been most popular except in business category, k bajaj has been popular in business category.

)   It was found that brand loyalty exists in the motorbikes buyers.

)   The price factor has been found as the main factor for brand switching.

)   Hero Honda has been positively perceived in terms of fuel efficiency resale value and aesthetic looks.

)   Yamaha has been found having high resale value, high power and moderate looks.

)   K-Bajaj has been represented by its fuel efficiency, more after sales services and moderate looks.

)   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.

)   Dayang brand of motorcycle has been found more positive on its aesthetic looks and finance facility.

C)   In (2011) Piya Subash has conducted a study on "The marketing of soft drinks".

The main objectives of the study were:

- To examine the potential consumer is purchasing soft drink.
- To estimate demand of soft drink in Chitwan.
- To find out relationship between brand preference and advertising.
- To ascertain the market leader of soft drinks in Chitwan district consumer's point of view.

The main findings of the study were.

- Market of soft drinks in Chitwan district is so good, but consumers are very conscious about soft drinks brand and enthusiastic.
- Coca-cola brands are sales higher than Pepsi-cola in the Chitwan.
- The advertising of Coca-cola of the NTV is much more attractive than that of the Pepsi-cola.
- There are competitions in sales but less competition in preference in brand.
- The market share of soft drinks is less than cold drinks in Chitwan.

D) Shahi (2008) conducted a research study on, "Personal computer buyer behavior" with the objective of:

- To analyze the level of buyer awareness about personal computer.
- To ascertain brand preference of buyers.
- To analyze the purpose of buying personal computer.

Fifty respondents were selected from Kathmandu valley. Only those samples were included who had acquired personal computer. Random and convenience sampling method was used in this study. The data were collected through a self-administered questionnaire survey in Kathmandu valley manually at convenient time. The major findings of this study were as follows:

- Assembled computer are more favor than brand computer.
- Time efficiency is basic motivating factor for personal computer user.
- The respondents had their priority for personal and family use of personal computer.

- Respondents are price sensitive; they are dependent on process of purchasing personal computer.
- People with higher income and education were the prominent buyer of the personal computer.

E) In (2009) Jenu Thapa conducted a research study on "Buying Behavior Of Mineral Water Consumers In Kathmandu Valley" with the objective of:

- To examine the buying habit of different consumer groups

- To explore the idea of brand preference and the determining factors.

Major Findings of the Study were:
- About 75% consumers especially above 20 years age are purchasing mineral water products since 5 or more than 5 years.
- 75% consumers prefer grocery/cold store for purchasing mineral water since the stores are conveniently available at most of the locations and also some of them believe that there the mineral water is chilled in refrigerators.
- One consumer out of each 4 has been happened to buy a faulty product and most of them complain that they have found problems related to quality of the water.
- The result also shows that about 75% consumers are conscious enough to complain the seller whey they find fault product and 1 out of each of those would take another options for that strictly.
- Brand awareness is very low in the consumers of mineral water. Only one out of each 8 consumers can recall 3 brand names when asked. About 30% consumers can recall only one brand name while about 20% can't recall even a single brand name.
- 80% consumers are aware about the existing promotional activities and most of them have noticed advertisements in Television, Radio and Paper. None of the consumer above 35 years age has noticed advertisement in radio.

In this way different published and unpublished literatures support me during my study. These sources assist me to carry out the study, sampling process and to reach conclusion of arise problems and make conclusion. So I'm very much grateful to the publishers and researchers.

CHAPTER: III

3.0 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It facilities the research work and provides reliability and validity to it. Research methodology employed in this study is presented below.

3.1   Research Design

Research design is the specification of procedures for collecting and analyzing the data necessary to help, identify or react to a problem or opportunity. It assist to collect information in order to help identify or react to a problem or opportunity faced by the marketers or researchers (Pant, 2010). The collected information has some value as it helps improve the decision.

The research design under this study is Descriptive research design. Descriptive research design describes certain phenomena, such as the characteristics of users of a product, the variation in use in terms of age, income, lifestyle etc. Descriptive information provides a sound basis for the solution of marketing problem. Descriptive research is a fact-finding operation searching for information. It is a type of survey study, which is generally conducted to assess the opinions, behavior, or characteristics of a given population and to describe the situation and events occurring at present. The objective of the study is to examine buyer behavior and decision making process with respect to motorbike purchase in Kathmandu. Descriptive research is widely conducted to solve various marketing problems. So according to the nature of the study I have chosen the descriptive research design.

3.2   Population and Sample

Population consists of total motorbike owner in Kathmandu for this study. It includes well-defined number of the motorbike owner. Sample is the selection of certain number of respondents out of population. Sample is taken out of whole universe.

The sample of respondents used in this study constitutes 100 motorbike buyers of Kathmandu city. Kathmandu city was chosen the geographical region to draw the sample from because

the motorbike traffic here is tremendous compared to any other district. The respondents in sample are believed to the true representative of the population.

3.3   Nature and Source of Data

The information and data required for conducting the study was entirely based on primary source. Primary information and data were gathered through structured questionnaire. Based on the objectives of the study, a comprehensive questionnaire was developed which included questions pertaining to consumer decision-making process and factors influencing behavior.

3.4   Data Collection Procedure

The data were collected through self-administered structured questionnaire. It was collected at mutual convenient place in Kathmandu city. The respondents were supported by oral explanation when they did not understand the questionnaire.

3.5   Data Analysis Tools

The collected data has been tabulated as required and represented in bar diagram. For the primary analysis, the questionnaire were distributed and collected to make them applicable for presentation and analysis. Presentation of data is done on table form simple diagram, bar diagram and pie chart. The interpretation and explanation are made whenever necessary.

CHAPTER IV

4.0 DATA PRESENTATION AND ANALYSIS

In this chapter, the data and information obtained from the questionnaire have been presented and analyzed comparatively keeping the objective in mind. This chapter has been organized into three sections. In the first section, presentation and analysis has been done to identify decision-making process of motorbike owners. The second section of the chapter deals to determine the factors that influence the consumer buying behavior of motorbike in Kathmandu city. Likewise, in the last section, presentation and analysis has been done to study the profile of the motorbike buyers.

4.1 Presentation and Analysis to Decision-making Process of Motorbike Owners

In this section, an attempt has been made to identify decision-making process while making a motorbike purchase. For this purpose, questions relating to problem recognition consumer search behavior, alternative evaluation, and consumer choice process and post acquisition process have been employed. The analysis has been done on the basis responses provided by the respondents.

4.1.1 Problem Recognition

In this section, three sets of question have been asked to the consumers. The first question was asked to find out consumer's preference to motorbike in comparison to other vehicles. Table 4.1 shows the actual result of the respondents.

Table 4.1

Reason for Preferring Motorbike

Reason	No of respondents	Percentage
It is economical	36	36
It saves time	28	28
It is easy to handle	14	14
Easy movement	22	22
Total	**100**	**100**

Source: Field Survey, 2012

Figure 4.1

Reason for Preferring Motorbike
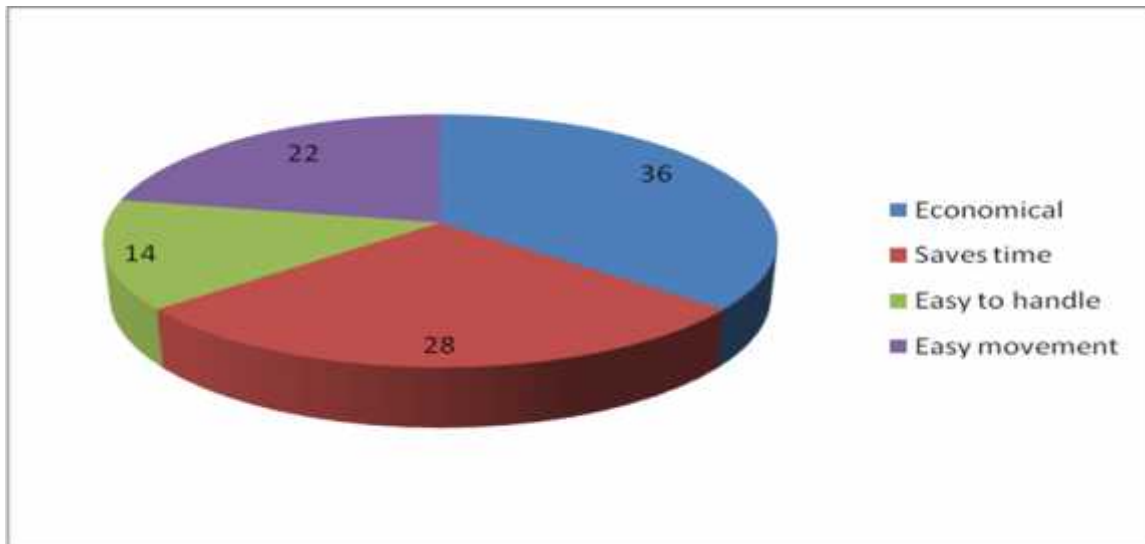
The second question was asked to fine the purpose of motorbike riding. Table 4.2 reflects the purpose of motorbike riding.

Table 4.2

Purpose of Motorbike Riding

Purpose	No of respondents	Percentage
Transportation	70	70
Pleasure	12	12
Status	4	4
Interest	14	14
Total	**100**	**100**

Source: Field Survey, 2012

Figure 4.2

Purpose of Motorbike Riding
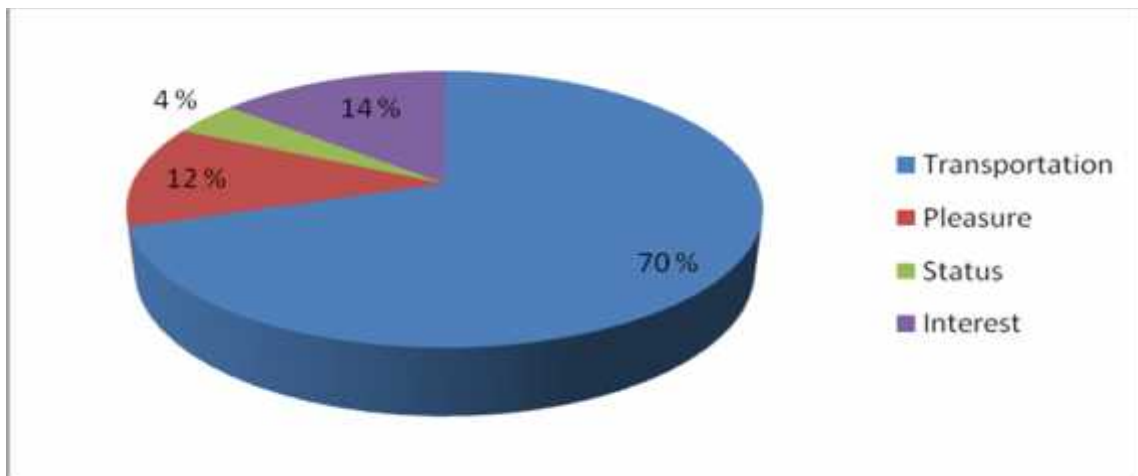
The final question was asked to find out the effect of advertisement on problem recognition. Table 4.3 shows the actual result of the respondents.

Table 4.3

Advertising Effect on Problem recognition

Option	No of respondents	Percentage
Very high	4	4
High	24	24
Moderate	44	44
Low	10	10
Very low	18	18
Total	**100**	**100**

Source: Field Survey, 2012

As shown in the table 4.3, 44% of respondents were moderately affected by advertisement on problem recognition, 24% highly, 18% very low and 10% low respectively. Figure 4.3 represents the data more clearly.

Figure 4.3

**Advertising Effect on Problem Recognition**
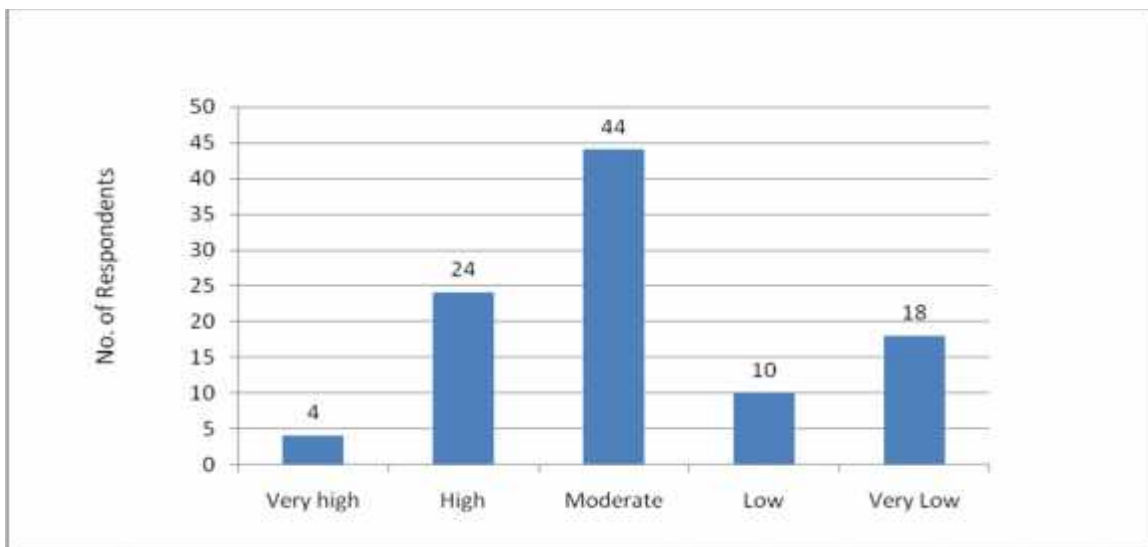
4.1.2 Consumer Search Behavior

In this section, three sets of question have been asked to the consumers. The first question was asked to find out how the consumers first happened to know the model of motorbike they bought. Table 4.4 shows the actual result of the respondents.

Table 4.4

Source of First-hand Information

Source	No of respondents	Percentage
Friends	28	28
Family	24	24
Advertisement	36	36
Show room	12	12
Total	100	100

Source: Field Survey, 2012

As shown in the table 4.4, 36% of respondents were first know about the model of motorbike from advertisement, 28% from friends, 24% from family and 12% from show room respectively. Figure 4.3 represents the data more clearly.

Figure 4.4

Source of First-hand Information
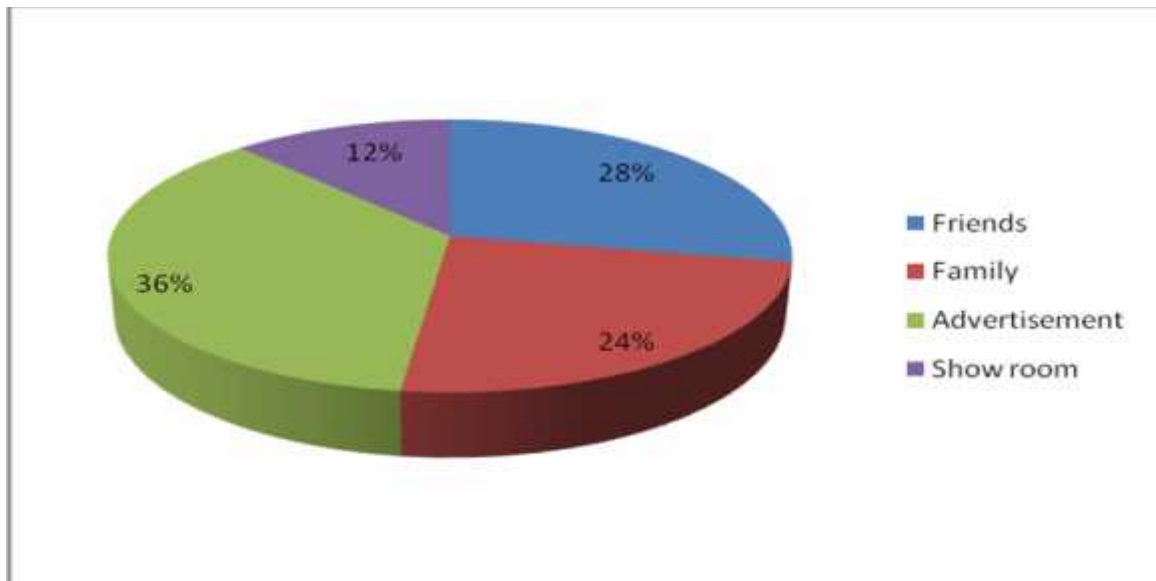
The second question was asked to find out information sought by the buyers before purchasing a motorbike. Table 4.5 shows the result of the respondents.

Table 4.5

Information Sought on Motorbike

Source	No of respondents	Percentage
Features	32	32
Performance	48	48
Price	16	16
After-sale service	4	4
Total	**100**	**100**

Source: Field Survey, 2012

Table 4.5 represents information sought by respondents on motorbike. 48% of respondents sought information on performance on performance of a motorbike like mileage, ride frequency of repair, etc. Similarly, 32% of respondents look information on features like electric start, disc brakes, looks, etc. and 16% looks for price. Only 4% of respondents look for after-sale service. It has been explained more clearly in figure 4.5.

Figure 4.5

Information sought on Motorbike
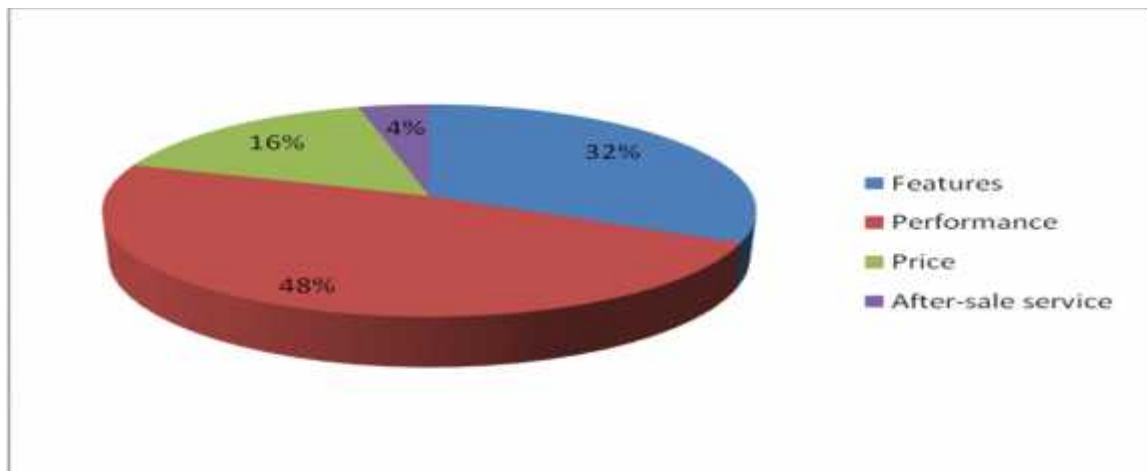
The final question under this section was asked to fine out the source of information consumers used while purchasing a motorbike. Respondents have been asked to rank different sources of information they used. Table 4.6 shows the result of the respondents.

Table 4.6

Ranking Source of Information used by the consumers

Rank Factor	1st		2nd		3rd		4th		5th		Total
	No.	%	No.	%	No.	%	No.	%	No	%	
TV	28	28	18	18	14	14	16	16	24	24	100
Friends	24	26	36	36	16	16	16	16	6	6	100
Dealers	12	12	20	20	28	28	24	24	16	16	100
Brochure	10	10	16	16	24	24	18	18	32	32	100
Test driving	24	24	10	10	18	18	26	26	22	22	100
Total	100	100	100	100	100	100	100	100	100	100	

Source: Field Survey, 2012

As shown in the table 4.6, respondents have given rank to the sources of information they used while purchasing a motorbike. TV is the most used source of information which is in the first rank with 28%, followed by friends and family in the second rank with 36%.

Similarly, visit to dealers is in the third rank with 28%, test-driving is in the fourth rank with 26% and finally manufacturer's brochure is in the fifth rank with 32%.

4.1.3 Alternative Evaluation

Under this section, two sets of question have been asked to know the consumers evaluation criteria. The first question was asked to identify the criteria one can possibly use while checking different modals of motorbike. Table 4.7 shows the result of the respondents.

Table 4.7

Criteria used while selecting different Models

Criteria	No. of respondents	Percentage
Price	24	24
Mileage	28	28
Looks	8	8
Release value	20	20
Warranty	6	6
After sale service	8	8
Credit facility	6	6
Total	**100**	**100**

Source: Field Survey, 2012

Table 4.6 shows that the motorbike buyers first look for mileage while evaluating different models of motorbikes which is 28%. It is closely followed by price with 24%, resale value with 20%, looks and after sale service with 8% and credit facility and warranty with 6% respectively. The data are represented in figure 4.6 for better understanding.

Figure 4.6

Criteria used while selecting different Models
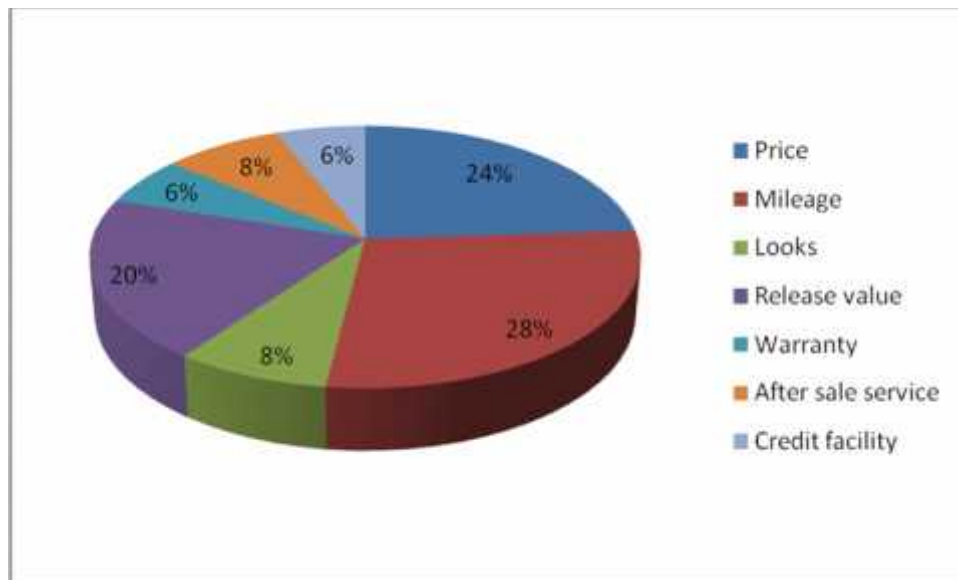
This second question was asked to find out the recommendation used by the buyers while selecting the model of the motorbike. Table 4.8 shows the result of the respondents.

Table 4.8

Recommendation used by the Consumers

Recommendation	No of respondents	Percentage
Friend	50	50
Family members	40	40
Salesperson	6	6
Relationship	4	4
Total	**100**	**100**

Source: Field Survey, 2012

Table 4.8 shows the recommendation used by the respondents while purchasing a motorbike. It is clearly from the table that 50% of the respondents use friend as a recommendation. Only 4% of respondents use relatives, which is the least source used for recommendation. Similarly, use of family members as recommendation is 40% and salesperson is 6% respectively. The data has been presented in figure 4.7.

Figure 4.7

Recommendation used by the Consumer
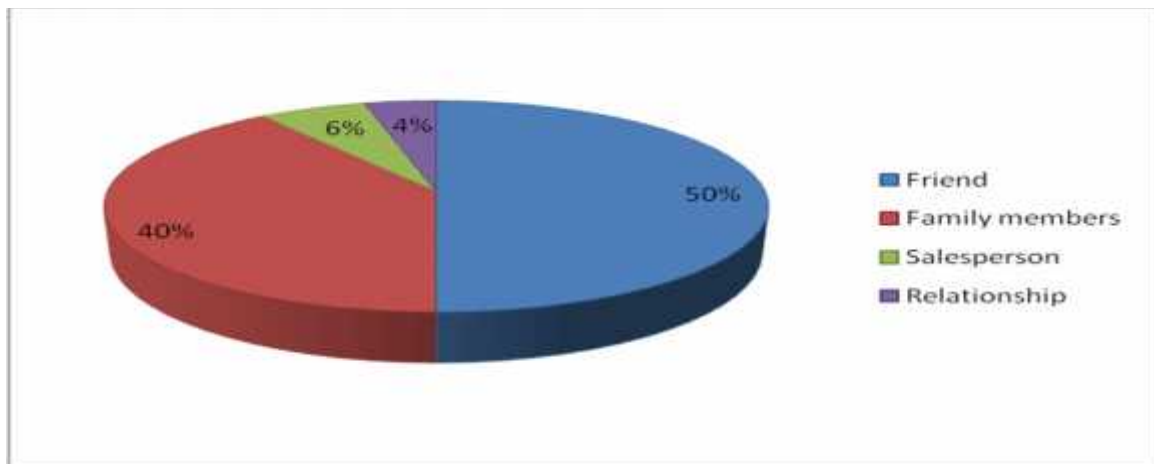
4.4 Consumer Choice Process

This section two, sets of question have been presented and analyzed to identify consumers' choice process. The first question deals with the factors influencing consumer choice process. Respondents have been asked to rank the factors influencing their choice process. Table 4.9 shows the result of the respondents.

Table 4.9
Factor Influencing Consumer Choice Process

Rank	1st		2nd		3rd		4th		5th		Total
Factors	No.	%	No.	%	No.	%	No.	%	No.	%	
Price	30	30	20	20	18	18	20	20	12	12	**100**
Brand	12	12	26	26	28	28	20	20	14	14	**100**
Model	24	24	6	6	30	30	18	18	22	22	**100**
Spare parts	24	24	18	18	8	8	26	26	24	24	**100**
Resale Value	10	10	30	30	16	16	26	26	28	28	**100**
Total	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	

Source: Field Survey, 2012

In the table 4.9, respondents have given rank to the factors influencing consumer choice process while purchasing a motorbike. As shown in the table, price is the most important factors influencing consumer buying decision which is in the first rank with 30%. Resale value of a motorbike is in the second rank with 30%. Similarly, model of a motorbike is in

the third rank with 30% followed by spare parts available in the fourth rank with 26% and brand of a motorbike in the fifth rank with 14%. According to the sample collected, price has been found as the most influencing factor in consumer choice process of a motorbike.

Under consumer choice process, the second set of question has been asked to identify how attitude of others affect while making a product choice. Attitude of friends, family members and relatives also influences consumer decision-making process. Thus, the respondents were asked to identify how attitude of others influences consumer choice process. Table 4.10 shows the result of the respondents.

Table 4.10

Attitude of others Influencing Consumer Choice Process

Options	No of respondents	Percentage
Very high	10	10
High	28	28
Moderate	18	18
Low	18	18
Very low	26	26
Total	**100**	**100**

Source: Field Survey, 2012

As shown in the table 4.10, 28% of respondents were highly affected by attitude of others on consumer choice process which was closely followed by 26% who had very low effect. Similarly, 18% of respondents had moderate effect as well as 18% respondents had low effect on attitude of others. Only 10% of respondents were found to be very highly affected by attitude of others. Figure 4.8 represents the data more clearly.

Figure 4.8

Attitude of others Influencing Consumer Choice Process
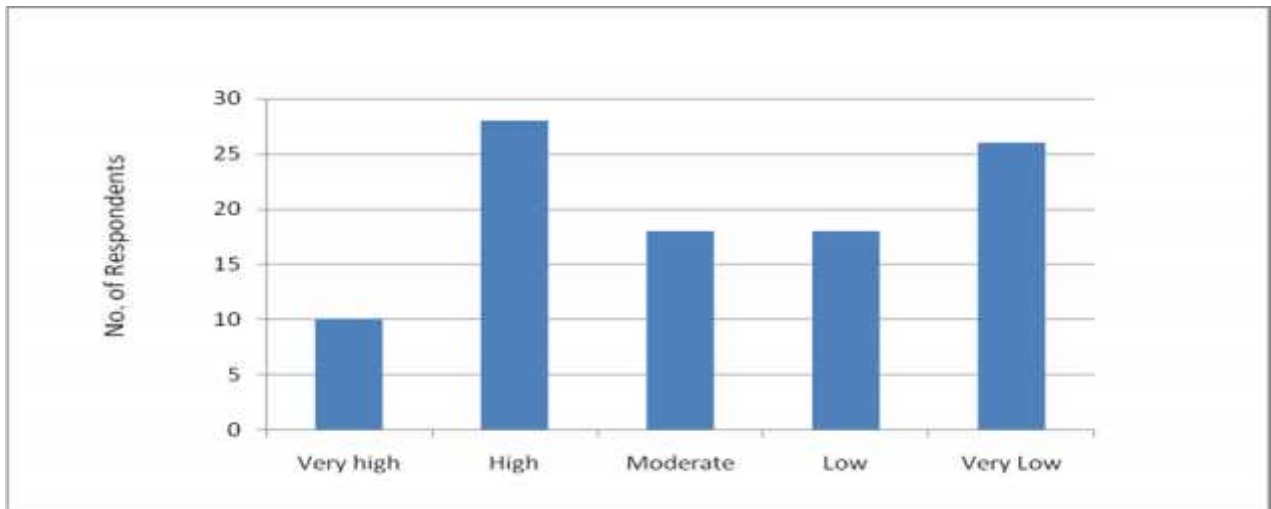
4.1.5 Post Acquisition Process

For finding out post acquisition process, the consumers were asked how well they were satisfied with their motorbike. Table 4.11 shows the result of the respondents.

Table 4.11

Satisfaction Level of Respondents

Satisfaction level	No. of respondents	Percentage
Delighted	10	10
Satisfied	54	54
Just satisfied	22	22
Dissatisfied	4	4
Disappointed	10	10
Total	**100**	**100**

Source: Field Survey, 2012

Table 4.11 shows the satisfaction level of respondents after the purchase of motorbike. It is related with the post acquisition of the respondents. It is found that 54% of respondents are satisfied with the purchase of their motorbike. Similarly, 22% of respondents are just satisfied with their decision. But, 10% of respondents are disappointed with their motorbike as well as 10% are delighted. Only 4% respondents have been found to be dissatisfied with their

43

purchase of motorbike. The satisfaction level of respondents was high according to the sample collected. The data has been presented in figure 4.9 for better understanding.

Figure 4.9

Satisfaction Level of Respondents
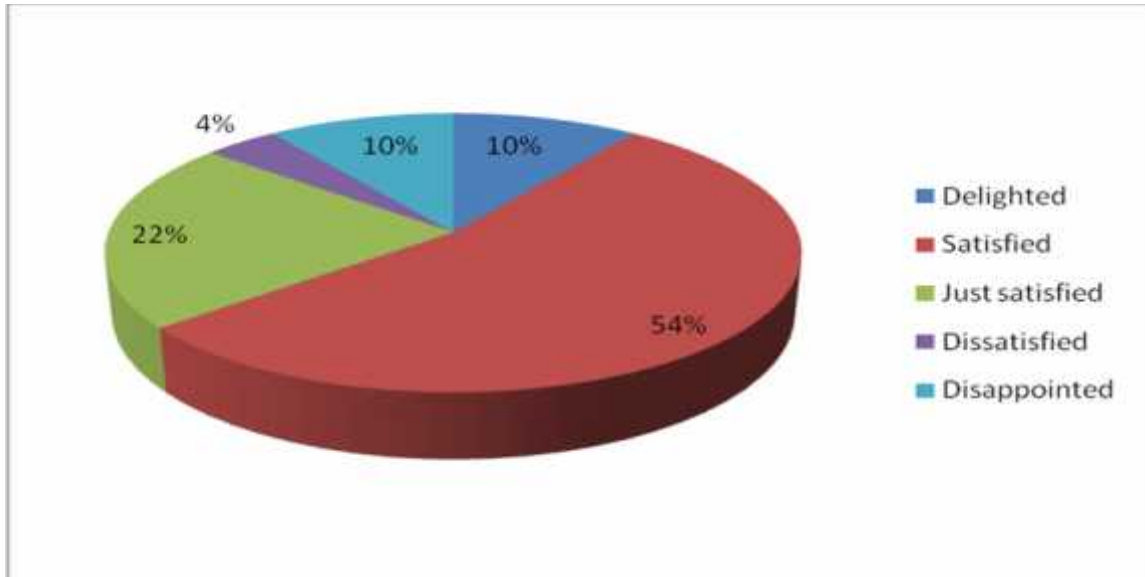
4.2   Presentation and Analysis of Factors Influence Consumer Behavior

The second objective of this study is to find out factors influencing consumer behavior. A consumer's buying behavior is influenced by social, personal, cultural psychological factors. Research into all these factors can provide clues to research and serve consumers more effectively. To achieve this objective, question relating to factors influencing consumer behavior have been employed. The analysis has been done based on responses provided by the respondents.

4.2.1 Personal Belief of Respondents

A buyer's decision is influenced by personal characteristics. A statement stating, "Japanese motorbikes are better than motorbike manufactured in order countries," was presented to respondents. Table 4.12 shows the result of the respondents.

Table 4.12

Personal Belief of respondents regarding Japanese Motorbike

Option	No of respondents	Percentage
Strong agree	42	42
Agree	18	18
Undecided	12	12
Disagree	12	12
Strong disagree	16	16
Total	**100**	**100**

Source: Field Survey, 2012

As shown in the table 4.12, 42% of respondents strongly agree with the statement that Japanese motorbikes are better than motorbike manufactured in other countries. Similarly, 18% of the respondents agree with the statement, 16% strongly disagree, 12% disagree and 12% are undecided. The data has been presented in the figure 4.10.

Figure 4.10

Personal belief of Respondents regarding Japanese Motorbike
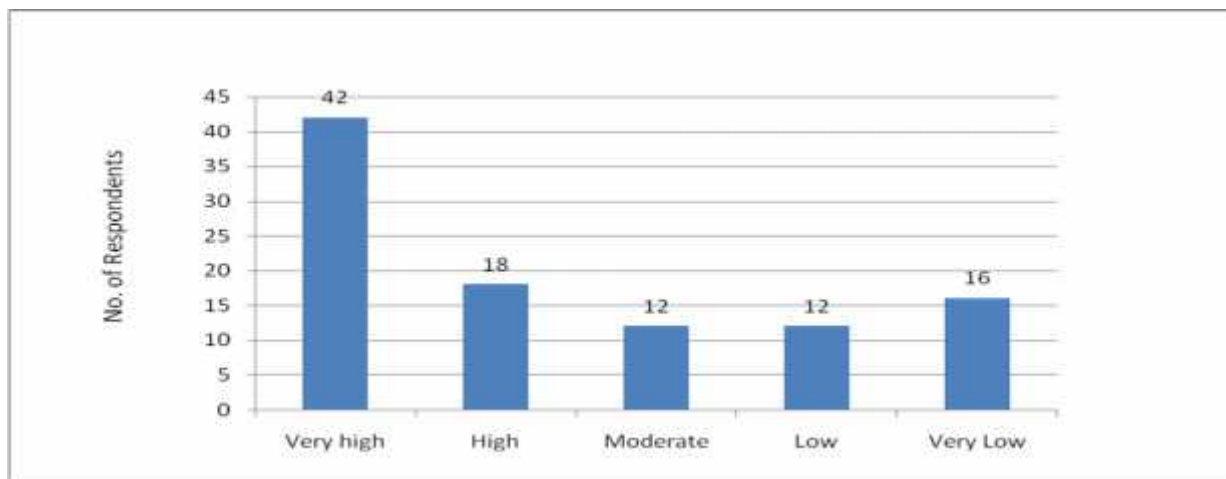
4.2.2 Factors Influencing Consumer Behavior

In this section, an attempt has been made to identify factors influencing consumer behavior. Respondents have been asked to rank the factors influencing consumer behavior. Table 4.13 shows the result of the respondents.

Table 4.13

Factors Influencing Consumer Behavior

Rank Factors	1st		2nd		3rd		4th		Total
	No.	%	No.	%	No.	%	No.	%	
Social	20	20	42	42	18	18	20	20	**100**
Personal	58	58	24	24	10	10	8	8	**100**
Cultural	10	10	14	14	38	38	38	38	**100**
Psychological	12	12	20	20	34	34	34	34	**100**
Total	**100**	**100**	**100**	**100**	**100**	**100**	**100**	**100**	

Source: Field Survey, 2012

As shown in the table 4.13, respondents have given rank to the factors influencing consumer behavior while purchasing a motorbike. It is clearly seen from the table that personal factors like interest, occupation and lifestyle is the most important factors influencing consumer behavior which is in the first rank with 58%. Social factors like friends, family members and neighbors are in the second rank with 42%. Similarly, cultural factors like nationality, religion and social class is in the third rank with 38%. Psychological factors like recognition, belongings and belief are found to be the least influencing factors in consumer behavior which is 34%. According to the sample collected, personal factors have been found to be the most influencing factors in consumer behavior while purchasing a motorbike.

4.3 Presentation and Analysis to Identify the Profit of the Consumers

Final objective of this study is to fine out the profile of the motorbike owners. In this section, questions have been asked to obtain demographic information relating to gender, education level, occupation and age of the respondents. The responses to these questions are presented in the respective tables.

4.3.1 Education Level of Respondents

All the respondents have been classified into four categories based on their education level. Table 4.14 shows the analysis of respondents in terms of highest level of education.

Table 4.14

Education Level of Respondents

Education Level	No of Respondents	Percentage
SLC	2	2
Intermediate	28	28
Graduate	54	54
Postgraduate	16	16
Total	**100**	**100**

Source: Field Survey, 2012

Table 4.14 shows the education level of respondents. It is found that 54% of respondents are graduate, 28% have completed intermediate level, 16% are post graduate and only 2% have SLC as the highest level of education. The data has been presented in figure 4.11.

Figure 4.11

Education Level of Respondents
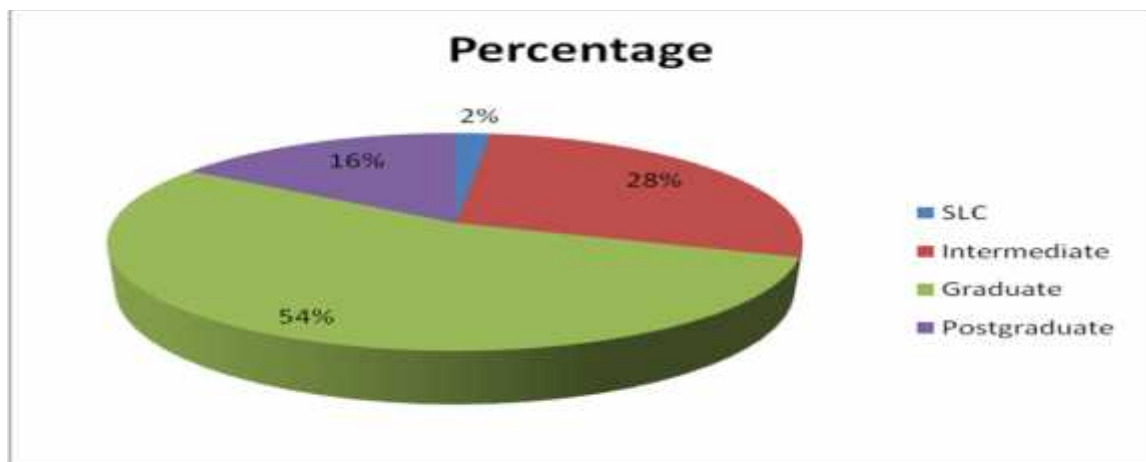
4.3.2   Current Occupation of Respondents

All the respondents have been divided onto four categories based on their current occupation. Table 4.15 shows the analysis of respondents in terms of their respective occupation.

Table 4.15

Current Occupation of Respondents

Current Occupation	No of Respondents	Percentage
Students	24	24
Job holder	62	62
Business	8	8
Social worker	6	6
Total	**100**	**100**

Source: Field Survey, 2012

Table 4.15 shows 62% of respondents are job holder, 24% are student, 8% are businessman and 6% are social worker. According to the sample collected, most of the respondents are found to be a job holder. Figure 4.12 respondents the data more clearly.

Figure 4.12

Current Occupation of Respondents
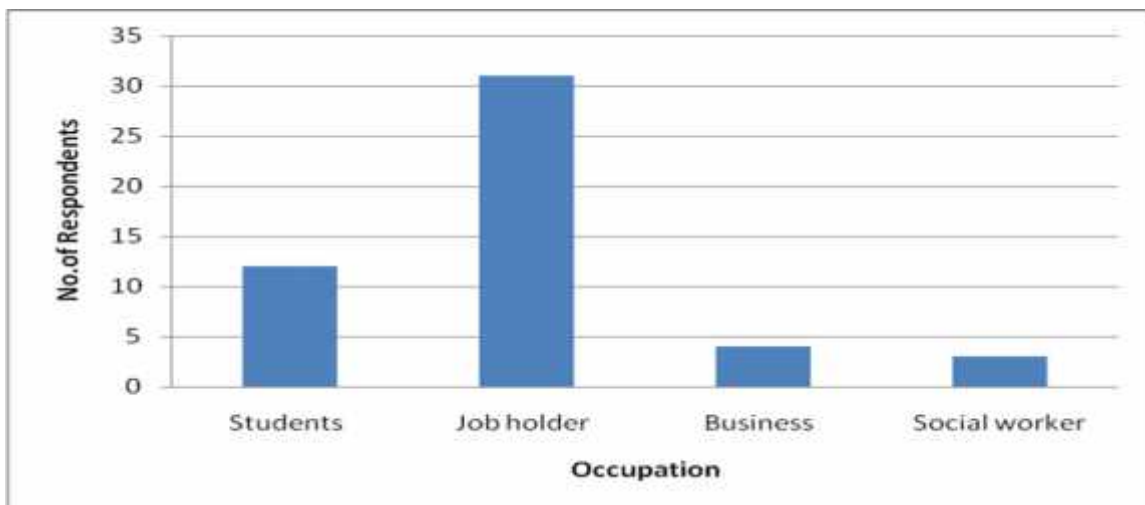
4.3.3 Age Group of Respondents

All the respondents have been divided into four categories based on their age group. Table 4.16 shows the analysis of respondents in terms of their age group.

Table 4.16

Age Group of Respondents

Age Group	No. of Respondents	Percentage
18-29	78	78
30-39	14	14
40-49	6	6
50 or above	2	2
Total	**100**	**100**

Source: Field Survey, 2012

Table 4.16 shows the age group of respondents. Most of the respondents fall in the age group of 18-29 which is 78%. It is followed by the age group of 30-39 which is 14% and 40-49 which is 6%. Only 2% of respondents are found to be in the age group of 50 or above. The most active buying age group according to the data is 18-29 years. The data has been presented in the figure 4.13 for better understanding.

Figure 4.13

Age Group of Respondents
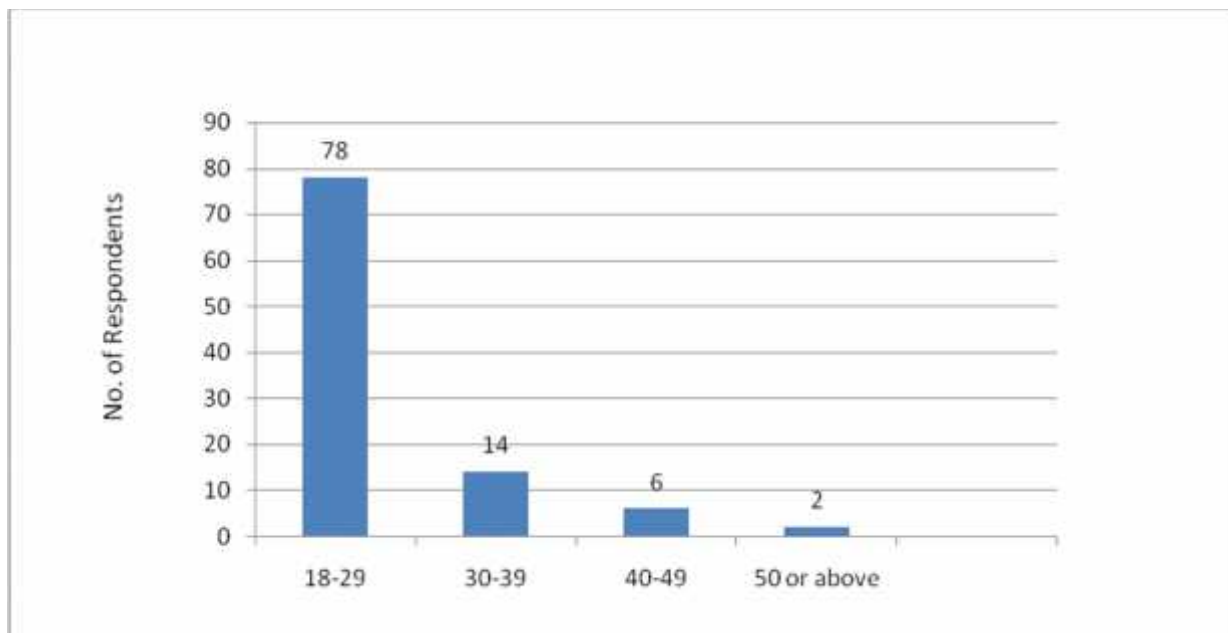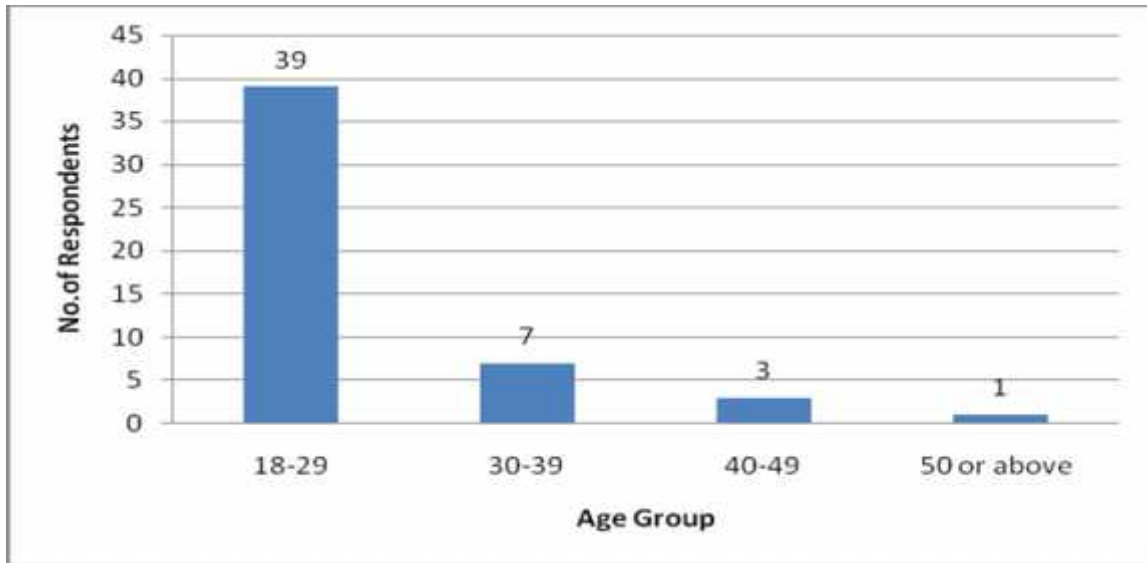
4.4   Major Findings of the Study

Based on the analysis of respondents on consumer behavior with respect to decision making process of motorbike purchase in Kathmandu city, the major findings of the study has been presented below:

1.   Most of the respondents preferred motorbike in comparison to other vehicles because it is more economical and time saving. Only few respondents have been found prefer motorbike for its easy handling.

2.   A large number of motorbike riders used motorbike for the purpose of transportation. While the other used for interest, pleasure and status respectively.

3.   The study has found 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.   Performance of motorbike like mileage, ride and frequency of repair are the most sought information by the respondents in the consumer search behavior.

6.   Respondents have given rank to different sources of information they used while purchasing a motorbike which are as follows:

    TV advertisement   1st Rank

    Friends and Family   2nd Rank

    Visit to dealers   3rd Rank

    Test-driving   4th Rank

    Manufacturer's brochure   5th Rank

7. 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.

8. Friends are the most used source for recommendation while evaluating different model of motorbikes.

9. Respondents have given rank to the factors influencing consumer choice process while purchasing a motorbike which are as follows.

Price	1st Rank
Resale value	2nd Rank
Model	3rd Rank
Spare parts available	4th Rank
Brand	5th Rank

10. The study has found out that attitude of others highly affect the consumers in their buying decision process.

11. The respondents strongly agree with the statement that Japanese motorbikes are better than motorbike manufactured in other countries.

12. Respondents have given rank to different factors influencing consumer behavior which are as follows

Personal factors	1st Rank
Social factors	2nd Rank
Cultural factors	3rd Rank
Psychological factors	4th Rank

13. On the basis of education level, large numbers of respondents have been found to be in the graduate level. Only few respondents have SLC as highest level of education.

14. The current occupation of most of the respondents is found to be jobholder. So, most of the jobholder seems to use motorbike for transportation.

15. On the basis of age group, most of the respondents have been found to be in the age group of 18-29 years. Thus, the most buying age group according to the study is 18-29 years.

CHAPTER V

5.0   SUMMARY, CONCLUSION & RECOMMENDATIONS

5.1   Summary

One of the important and traditional areas of study in consumer behavior has been the consumer decision process leading to product purchase. The study of consumer decision-making involves the analysis of how people choose between two or more alternative acquisitions and the process that take place before and after the choice.

The success and failure of any business entirely depends on consumer's reaction to a firm's marketing mix or strategies. It is therefore essential for the marketer to understand the consumer buying behavior for long-term survival in today's changing and competitive business environment.

Consumer behavior may be defined as the decision and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services. But understanding of consumer behavior is effort of investigation and exploration of consumers. But such practice of investigation and exploration on consumer buying behavior are too rare of entirely absent in Nepalese business perspectives.

In such circumstances, an attempt has been made in this work to study consumer behavior with respect to decision-making process of motorbike purchase in Kathmandu city. The study is aimed at determining decision-making process of motorbike purchase, determining factors influencing consumer behavior and studying profile of the consumer.

The sample of respondents used in this study constitutes 50 motorbike buyers of Kathmandu city. Kathmandu city was chosen the geographical region to draw the sample from because the motorbike traffic here is tremendous compared to any other district. The information and data required for conducting the study was entirely based on primary source. Primary information and data were gathered through structured questionnaire. Based on the objectives of the study, a comprehensive questionnaire was developed which included questions pertaining to consumer decision-making process and factors influencing consumer behavior.

The first objective of the study has been made to identify decision-making process while making a motorbike purchase. For this purpose, questions relating to problem recognition, consumer search behavior, alternative evaluation, consumer choice process and post acquisition process have been employed. The analysis has been done on the basis of responses provided by the respondents.

Another stream of research in this study has focused at finding out factors influencing consumer behavior. A consumer buying behavior is influenced by social, personal, cultural and psychological factors. Research into all these factors can provide clue to reach and serve consumers more effectively. To achieve this objective, questions relating to factors influencing consumer behavior have been employed.

The final objective of this study has focused at finding out the profile of the motorbike owners. In this section, questions have been asked to obtain demographic information relating to gender, education level, occupation and age of respondents.

Presentation and analysis of data on each of these objectives have been done on the basis of responses provided by the respondents.

5.2   Conclusions

This study has been undertaken to identify consumer behavior with respect to decision making process of motorbike purchase in Kathmandu city. Responses of various respondents have been collected, presented and analyzed. Based on this information, following conclusions can be made.

1.   Motorbike has become the best means of transportation in comparison to other vehicles as it is economic, it saves time, it is easy to handle and it is easy to ride in crowded streets.

2.   Nepalese consumers are moderately affected by advertisement on problem recognition.

3.   Performance of motorbike like mileage, ride and frequency of repair are the most sought information by the respondents in the consumer search behavior.

4. TV advertisement is the most used source of information while purchasing a motorbike.

5. Nepalese consumers use friends as recommendation while evaluating different model of motorbikes.

6. Price is the most influencing factor in consumer choice process.

7. Personal factors like interest, occupation and lifestyle is the most influencing in consumer behavior.

8. Jobholders are the main customers of a motorbike. Similarly, an active segment motorbike owner is in the age group 18-29 years.

5.3 Recommendations

The study has shown that different consumers go through different decision-making process while purchasing a motorbike. Similarly, behavior is influenced different factors and situations. On the basis of major findings of the study, following recommendations have been made.

1. Most sought information on a motorbike is its performance like mileage, ride and frequency of repair. So, it is suggested to give high performance on performance of a motorbike.

2. TV advertisement should be followed while providing information to the potential buyers.

3. The study has found that Nepalese buyers mostly use friends as recommendation. So, it is suggested to provide good after-sale service to its buyers so that they can exchange satisfaction level with the potential consumers.

4. Competitive price should be charged to influence consumer choice process.

5. According to this study, the most influencing factors in consumer behavior is personal factor like interest, occupation and lifestyle. So, the manufacturers should give high priority to personal factor of the potential consumers.

6. Most active buying age group is 18-29 years. So, the preference of the youth should be highly considered.

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Appendix

Survey on Motorbike Buyers.

My name is Mohana Shrestha. I am a student of Padma Kanya Multiple Campus. Currently, I am doing master's degree in management. I am interested in finding out individual's decision-making process while purchasing a motorbike. For this purpose, I request you to fill up this questionnaire giving valuable time. Your response to this questionnaire would help me to carry out my research effectively. All the information provided by you will be kept confidential.

Section A: Problem recognition

1. Why do you prefer motorbike in comparison to other to other vehicles?
   a. It is a economical ☐   c. It is easy to handle ☐
   b. It saves time ☐   d. Easy movement in crowded streets ☐

2. What is the purpose of motorbike riding?
   a. Transportation ☐   b. Status ☐
   b. Pleasure ☐   c. Interest ☐

3. In what extent did you desire to own a motorbike watching an advertisement?
   a. Very High ☐   d. Low ☐
   b. High ☐   e. Very Low ☐
   c. Moderate ☐

Section B: Consumer search behavior

1. How did you happen to know first about the model of motorbike you bought?
   a. My friends told me ☐   c. I saw its advertisement ☐
   b. My family member/relative told me ☐ d. I happened to see it in a dealer's show room ☐

2. Please tell me about the kind of information you sought about motorbike before you bought your motorbike?
   a. Features-electric start, disc brakes, looks ☐   c. Price ☐
   b. Performance-mileage, ride, frequency of repair ☐   d. After-sale service ☐

3. Which of the following source of information did you use to collect information prior to purchase of your motorbike? Please rank sources of information, 1 being the highest.
   a. TV advertisement   1   2   3   4   5
   b. Friends/Family   1   2   3   4   5
   c. Visit to dealer   1   2   3   4   5
   d. Manufacturer's brochure   1   2   3   4   5
   e. Test driving   1   2   3   4   5

Section C: Alternative evaluation

1. The list below presents a number of criteria one can possibly use while checking different models of motorbike. Please check the criteria you used while evaluating different models of motorbike.

a. Price ☐   e. Warranty ☐

b. Mileage ☐   f. After-sale-service ☐

c. Looks ☐   g. Credit facility ☐

d. Resale value ☐

2. Was the model of motorbike you bought recommended by

a. Friend ☐   c. Salesperson ☐

b. Family member ☐   d. Relative ☐

Section D: Consumer choice Process

1. What are the factors influencing your buyer decision? Please rank the factor, 1 being the highest

a.	Price	1	2	3	4	5
b.	Brand	1	2	3	4	5
c.	Model	1	2	3	4	5
d.	Spate parts available	1	2	3	4	5
e.	Resale value	1	2	3	4	5

2. To what degree do the factor below affect in your buying decision? Please tick one of the number, 1 being the highest.

a.	attitude of others	1	2	3	4	5
b.	Situational factors	1	2	3	4	5

3. Did you go alone or with somewhere you knew when you went to buy a motorbike?

a. Alone ☐   b. With someone ☐

4. Why have you chosen to go with someone you know?

a. To help in deciding which motorbike to buy ☐   c. To get his/her help in inspecting different ☐ models

b. To get discount from the dealer ☐   d. To make sure I make the right decision ☐

Section E: Post acquisition process

1. How well are you satisfied or dissatisfied with your motorbike?

    a. Delight ☐   d. Dissatisfaction ☐

    b. Satisfied ☐   e. Disappointed ☐

    c. Just satisfied ☐

2. Are you using motorbike for purpose you bought?

    a. Yes ☐   b. No ☐

3. If no, what actions have you taken?

    a. Sole it ☐   b. Exchanged it ☐   c. Looking for sale ☐

Section F: Factors influencing buyer's behavior

Following are some personal belief statements. Please indicate your agreement or disagreement with each statement, where I indicate you highly agree.

1. Japanese motorbikes are better than motorbike manufactured in other countries.

        1   2   3   4   5

2. Price of a motorbike reflects its quality.

        1   2   3   4   5

3. When you first seriously through about buying a new motorbike, did you knew which brand to busy?

    a. Japanese: Definitely yes ☐   Not sure ☐   Definitely no ☐

    b. Indian: Definitely yes ☐   Not sure ☐   Definitely no ☐

    c. Others: Definitely yes ☐   Not sure ☐   Definitely no ☐

4. Please check the factors that influenced your choice of the motorbike you bought. Please the sources, one being the highest.

a.	Social factors-friends, family neighbors	1	2	3	4	5
b.	Personal factors-interest, occupation, lifestyle	1	2	3	4	5
c.	Cultural factors-nationality, religion, social class	1	2	3	4	5
d.	Psychological factors-recognition, belongings, belief	1	2	3	4	5

Section G: Profile of the consumer

1. Your gender: a. Male   ☐   b. Female   ☐

2. Please check the category representing the highest level of education you have completed.

   a. SLC   ☐   c. Graduate   ☐

   b. Intermediate   ☐   d. Postgraduate   ☐

3. What is your current occupation?

   a. Student   ☐   c. Business   ☐

   b. Job holder   ☐   d. Social work   ☐

4. Which of these categories best describes your age?

   a. 18-29   ☐   c. 40-49   ☐

   b. 30-39   ☐   d. 50 or above   ☐

5. Your monthly income :

   a.   5000-10,000   ☐   c. 15000-20000   ☐

   b.   10,000-15,000   ☐   d. above 20,000   ☐