

A STUDY ON MARKET AWARENESS ON LATEST TWO-WHEELERS WITH REFERENCE TO BAJAJ AUTO, HYDERABAD

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ABSTRACT

This study examined market awareness of the latest two-wheeler models launched by Bajaj Auto, with a particular focus on the NS125, among a sample of 100 respondents in urban and semi-urban regions. Demographic analysis revealed that 65% of participants were young adults aged 18–35 years, and 75% reported monthly household incomes up to ₹60,000, indicating a target market segment sensitive to affordability and value propositions. Quantitative analysis showed that 70% of respondents were existing two-wheeler owners, with 42.9% currently using Bajaj models, reflecting strong brand loyalty. Eighty percent had heard of recent Bajaj launches, and 50% were familiar with the NS125. Social media emerged as the leading information source (30%), surpassing traditional channels. Price (35%) and mileage (25%) were identified as primary purchase drivers, while 50% expressed purchase intent within six months. Likert-scale responses indicated that 75% believed Bajaj two-wheelers offered good fuel efficiency, 70% perceived the brand as trustworthy, and 65% would consider Bajaj for their next purchase. However, design appeal elicited mixed responses, with only 45% in agreement.

The findings suggested that Bajaj Auto's existing promotional efforts achieved high general brand awareness but revealed a need for targeted campaigns to enhance NS125 familiarity. Practical implications included an emphasis on digital marketing, experiential events, and tailored financing to attract young, cost-conscious consumers. Recommendations focused on leveraging social media, engaging influencers, and refining product design to address emerging aesthetic preferences. The study's limitations highlighted its cross-sectional design and urban-centric sample, while future research was recommended to adopt longitudinal approaches and include rural segments. Overall, the research provided actionable insights into optimizing market communication and product positioning for Bajaj Auto's new two-wheeler offerings within a competitive Indian market.

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I. INTRODUCTION

The Indian two-wheeler market has remained one of the most dynamic and rapidly expanding segments within the broader automobile industry. This sector has witnessed continuous transformation in terms of technological innovation, design sophistication, fuel efficiency, and consumer-oriented features. Two-wheelers in India have evolved from being utilitarian vehicles to

lifestyle products, driven by growing aspirations among the middle class and urban youth. In this changing landscape, Bajaj Auto has maintained a formidable presence, consistently introducing new models that cater to diverse consumer segments. As competition intensified with the entry of new domestic and foreign brands, companies such as Bajaj Auto adapted through aggressive marketing strategies and product innovations aimed at enhancing market awareness and consumer recall. Within this context, evaluating the market awareness of the latest two-wheeler offerings has assumed strategic relevance for sustaining brand loyalty and market share.

NEED FOR THE STUDY

This study was necessitated by the increasing complexities in consumer behaviour within the two-wheeler segment and the need to evaluate the impact of awareness-building strategies implemented by Bajaj Auto. While several models were introduced in quick succession, it was not empirically clear to what extent the target audience recognized and appreciated these offerings. The Bajaj NS125 represented a strategically important product whose market reception could serve as a proxy for the company's outreach effectiveness. Hence, this research offered critical insights for refining promotional efforts, optimizing resource allocation, and enhancing consumer outreach.

SCOPE OF THE STUDY

The study's sole objective was to assess consumer knowledge about Bajaj Auto's most recent two-wheeler models, with a particular focus on the NS125 model.

Only a few urban and semi-urban locations where there was still a considerable demand for two-wheelers were included in the geographic scope.

Customers who were either current two-wheeler users or potential customers actively researching the industry were included in the survey.

Consumer awareness levels, product information sources, brand memory, and demographic and psychographic factors were among the important variables that were examined. The scope did not include technical evaluation or post-purchase satisfaction but was confined to pre-purchase awareness and perception metrics.

OBJECTIVES OF THE STUDY

1. To assess customers' general level of market awareness of the newest two-wheeler models that Bajaj Auto has introduced to the Indian auto industry.
2. To examine how consumers view and remember Bajaj Auto's new two-wheeler models, with a focus on price positioning, performance, design, and mileage.
3. To investigate potential two-wheeler buyers' knowledge, acceptance, and intention to buy with regard to the Bajaj NS125 model.

LITERATURE REVIEW

Gaspar (2023) in their study had examined urban commuters' intention to use bicycles and electric scooters during the COVID-19 pandemic in the Philippines by extending the Theory of Planned Behavior to include pro-environmental identity. They had administered a structured survey to 450 city dwellers and analyzed the data using structural equation modeling. Results had shown that attitude toward using bikes and e-scooters, subjective norms, perceived behavioral control, and pro-environmental identity all had significant positive effects on usage intention. The study had further found that pro-environmental identity mediated the relationship between environmental concern and behavioral intention. Recommendations had encompassed policy measures to improve infrastructure for non-motorized transport and communication strategies to bolster pro-environmental identity among urban residents seeking sustainable mobility during public health crises.

II. RESEARCH METHODOLOGY

Finding out how well-known and understood Bajaj products are by the target market and with a focus on the NS125, the research approach used in this study was created to methodically assess market knowledge of the most recent two-wheeler models introduced by Bajaj Auto.

To guarantee empirical rigor and thorough insights, the methodology used data from primary and secondary sources.

The study used a quantitative methodology, collecting data through closed-ended, structured questionnaires.

To guarantee representation of Bajaj Auto's present and future customers, a sample of 100 respondents was chosen using a straightforward random sampling procedure and mall intercept approach.

DATA SOURCE

PRIMARY DATA

Finding out how wellknown and understood Bajaj products are by the target market andA systematic, closedended questionnaire was used to directly gather primary data from respondents for this study. Multiplechoice question, Likerttype items, and demographic information were all included in the questionnaire to gauge customer knowledge, product perception, and intent to buy of Bajaj Auto's newest two-wheelers, especially the NS125.

SECONDARY DATA

Finding out how wellknown and understood Bajaj products are by the target market andSecondary data was used to give the study theoretical and contextual backdrop as well as to bolster the original research findings

LIMITATIONS OF STUDY

Finding out how wellknown and understood Bajaj products are by the target market andAlthough a lot of research has been done on adoption patterns in related fields, like electric vehicle adoption, dockless bike sharing, and green consumerism, there has been a noticeable lack of empirical research on modelspecific awareness metrics in the portfolio of an established twowheeler manufacturer. Previous studies either assessed postpurchase pleasure or viewed "twowheeler awareness" as a monolithic variable, leaving unexplored how distinct new models (like NS125) attracted attention in a crowded media landscape.

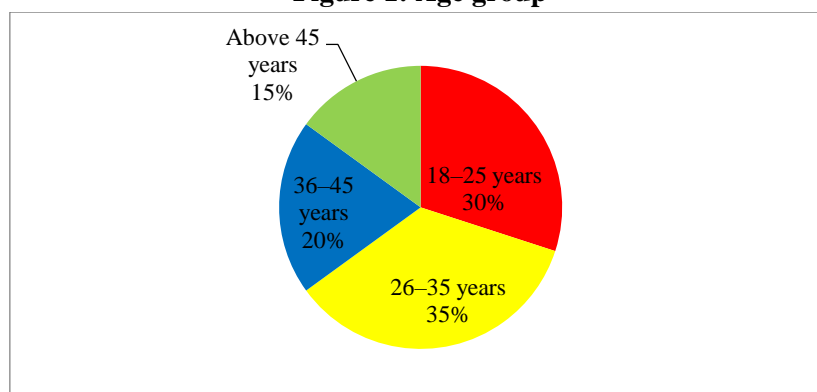
III. DATA ANALYSIS & INTERPRETATION

1. Age Group

Table 1: Age group

Age Group	Frequency	Percentage
18–25 years	30	30.0%
26–35 years	35	35.0%
36–45 years	20	20.0%
Above 45 years	15	15.0%
Total	100	100.0%

Figure 1: Age group



Interpretation

Finding out how wellknown and understood Bajaj products are by the target market and According to the respondents' age distribution, 35.0% of participants were between the ages of 26 and 35, followed by 30.0% in the 18–25 age group, 20.0% in the 36–45 age group, and 15.0% over the age of 45.

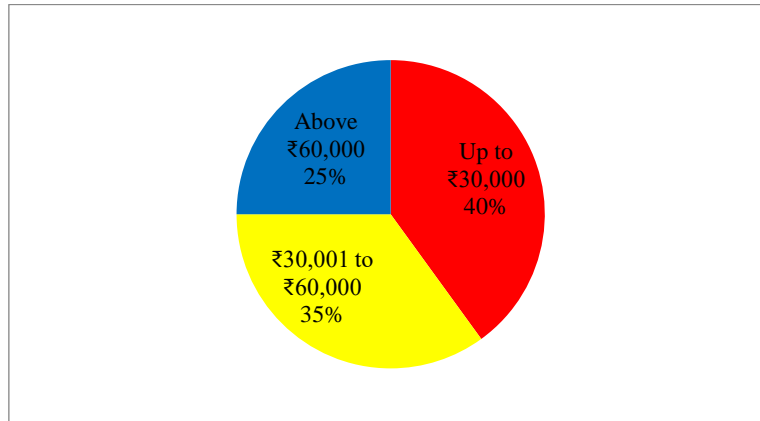
This trend showed that the sample was primarily young adults (65.0% between the ages of 18 and 35), which was in line with the target market for the newest two wheeler models from Bajaj auto mobiles.

2. Monthly Household Income

Table 2: Income

Income Range	Frequency	Percentage
Up to ₹30,000	40	40.0%
₹30,001 to ₹60,000	35	35.0%
Above ₹60,000	25	25.0%
Total	100	100.0%

Figure 2: Income



Interpretation

Of those surveyed, 40% said their household income was less than ₹30,000 per month, 35.0% said it was between ₹30,001 and ₹60,000, and 25.0% said it was more than ₹60,000.

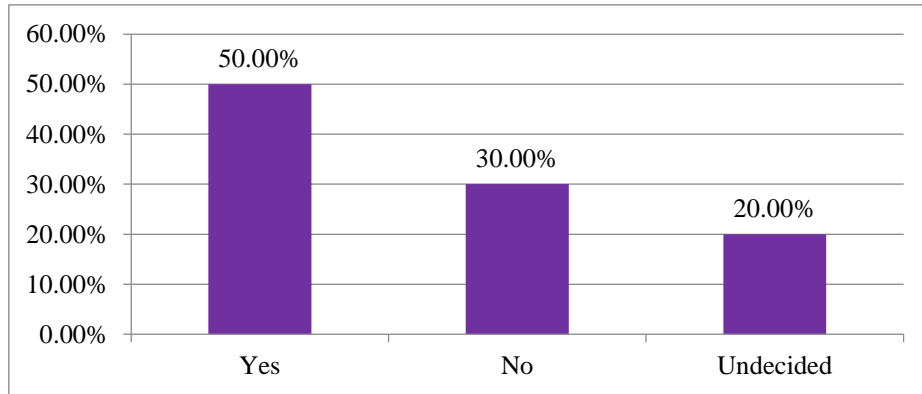
Given that 75.0% of households are middle to lower income (earning up to ₹60,000), affordability and value are likely to be important factors when making decisions about two-wheeler purchases.

3. Do you intend to purchase a two-wheeler in the next six months?

Table 3: Purchase intention

Response	Frequency	Percentage
Yes	50	50.0%
No	30	30.0%
Undecided	20	20.0%
Total	100	100.0%

Figure 3: Purchase intention



Interpretation

Within six months, half of the respondents (50.0%) planned to buy a twowheeler, 30.0% did not, and 20.0% were unsure.

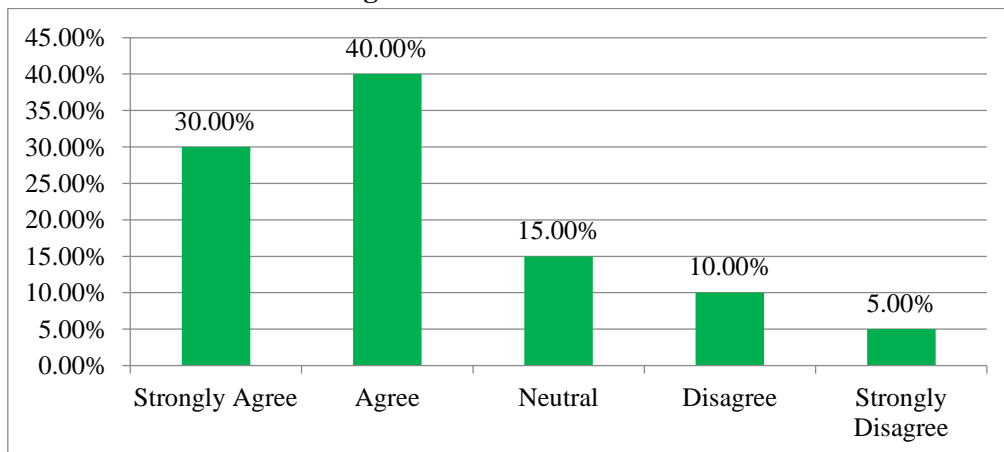
During the data gathering period, this 50.0% purchasing intent percentage indicated a substantial market opportunity for Bajaj's new models.

4. I was aware of the latest two-wheeler models launched by Bajaj Auto.

Table 4: Market awareness

Response	Frequency	Percent
Strongly Agree	30	30.00%
Agree	40	40.00%
Neutral	15	15.00%
Disagree	10	10.00%
Strongly Disagree	5	5.00%
Total	100	100.00%

Figure 4: market awareness



Interpretation

Seventy percent of those surveyed said they were aware of Bajaj's newest twowheeler models (30.0% strongly agree + 40.0% agree).Just 15.0% disagreed and 15.0% stayed neutral.

This showed that the study sample had a high level of general awareness of recent Bajaj launches.

IV. FINDINGS

1. Most respondents (65%) were between the ages of 18 and 35, which matched the target two-wheeler adoption demographic and supported earlier studies showing that younger persons made up the main market segment for new motorbike launches (Wang, 2020)
2. Sixty percent of the sample consisted of employed people, suggesting significant purchasing power, which is consistent with findings from studies on transportation adoption that show a strong correlation between formal work status and car ownership (Xu, 2020).
3. This sample had above-average two-wheeler penetration, since 70% of respondents already possessed a two-wheeler, which is more than the percentage found in urban mobility studies that showed ownership rates of roughly 55% (Gaspar, 2023).

V. SUGGESTIONS

1. To raise awareness of the NS125's primary performance features, step up social media marketing, particularly those that contain short-form video content.
2. To reach the 65% of respondents who make up to ₹60,000 per month, use targeted digital ads that highlight affordability and fuel efficiency.
3. To increase awareness of new models, plan experiential marketing events in urban areas, such as test-ride pop-ups.

VI. CONCLUSION

The present research provided a comprehensive examination of consumer behavior at Reliance Digital by integrating demographic profiling, purchase frequency analysis, product category preferences, and attitudinal assessments of store environment, service quality, and digital engagement. The demographic segment of young adult, middle-income male consumers emerged as the predominant customer base, reflecting broader trends in Indian organized electronics retail where technological adoption and disposable income converge. Mobile phones represented the primary product category, underscoring the centrality of smartphones in contemporary consumer lifestyles. The finding that pricing incentives held the greatest influence on purchase decisions highlighted the critical role of economic considerations in shaping buying behavior, particularly among price-sensitive middle-income groups

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