

A STUDY ON MARKETING STRATEGIES OF BAJAJ MOTORS, MYDUKUR

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ABSTRACT

The Indian two-wheeler industry is highly competitive and price-sensitive. Bajaj Auto has established a strong market position through competitive pricing, fuel efficiency, and brand reputation. This study examines the marketing strategies adopted by Bajaj Motors, Mydukur, focusing on customer attraction, retention, and sales performance. The research follows a descriptive design and uses both primary and secondary data. Primary data were collected from 110 respondents through structured questionnaires using random sampling. Secondary data were obtained from company reports, journals, and reliable online sources. Percentage analysis, tables, and charts were used for data interpretation. The findings reveal that traditional promotional methods remain effective, while digital marketing strategies require further strengthening. The study concludes with recommendations to enhance online marketing, customer engagement, and service quality.

Keywords: Marketing Strategies, Marketing Mix (4Ps), Promotional Tools, Customer Perception, Customer Satisfaction, Brand Image, Consumer Behavior.

INTRODUCTION

Marketing strategies play a crucial role in the success of automobile dealerships, especially in a competitive environment such as the Indian two-wheeler market. Bajaj Motors, Mydukur, focuses on increasing customer awareness, improving showroom footfall, enhancing customer experience, and building brand loyalty. In the modern business environment, effective marketing and promotional strategies significantly influence sales growth and long-term sustainability. This study evaluates market segmentation, value proposition development, multi-channel promotion, and the impact of digital transformation on marketing performance.

OBJECTIVES OF THE STUDY

1. To examine the marketing strategies adopted by Bajaj Motors, Mydukur.
2. To analyze promotional tools used for customer attraction and retention.
3. To evaluate customer perception toward Bajaj's marketing efforts.
4. To suggest measures for improving marketing strategies based on findings.

SCOPE OF THE STUDY

- The study focuses on analyzing the marketing strategies adopted by Bajaj Motors, Mydukur.
- It examines the application of the Marketing Mix (Product, Price, Place, Promotion).
- The research evaluates customer perception towards pricing strategies and affordability.
- It studies promotional tools such as advertising, sales promotion, personal selling, and digital marketing.
- The research covers showroom-level marketing practices and customer engagement strategies.

- It analyzes segmentation, targeting, and positioning (STP) strategies used to attract different customer groups.
- The study evaluates customer satisfaction and brand loyalty levels.
- It examines the effectiveness of traditional versus digital marketing approaches.
- The research analyzes sales performance in relation to promotional activities.
- It studies consumer buying behavior in the two-wheeler market.

LIMITATIONS OF THE STUDY

- The study is limited to Bajaj Motors, Mydukur, and does not compare extensively with competitors.
- The research is geographically restricted to a specific region.
- The sample size of 110 respondents may not represent the entire population.
- The study is based partly on respondents' opinions, which may be subjective.
- Time constraints limited extensive data collection.
- The study focuses only on recent marketing strategies.
- Rapid market changes may affect the long-term validity of findings.
- Confidential company data was not accessible for analysis.
- The research does not deeply analyze global marketing operations.
- Secondary data sources may have limitations in accuracy.

RESEARCH METHODOLOGY

The study is based on a descriptive research design to analyze the marketing strategies adopted by Bajaj Auto.

Sources of Data:

- Primary Data: Collected through structured questionnaires and surveys from customers.
- Secondary Data: Collected from company reports, official website, journals, books, and online articles.

Sampling Method:

The study uses a Random sampling method to collect responses from selected respondents.

Sample Size:

110 respondents

Data Collection Tool:

A structured questionnaire containing both closed-ended and open-ended questions was used to gather information.

Data Analysis Techniques:

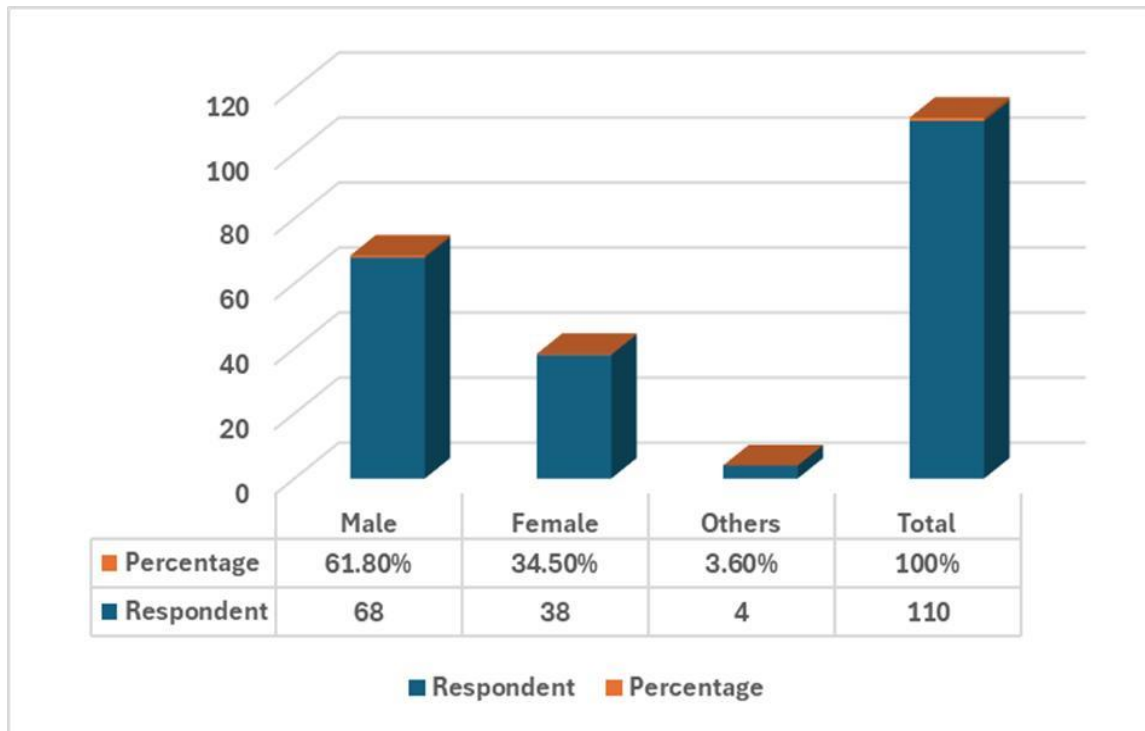
The collected data is analyzed using percentage analysis, tables, charts, and graphs for better interpretation.

DATA ANALYSIS & INTERPRETATION:

1. Gender

Gender	Respondent	Percentage
Male	68	61.8%

Female	38	34.5%
Others	4	3.6%
Total	110	100%



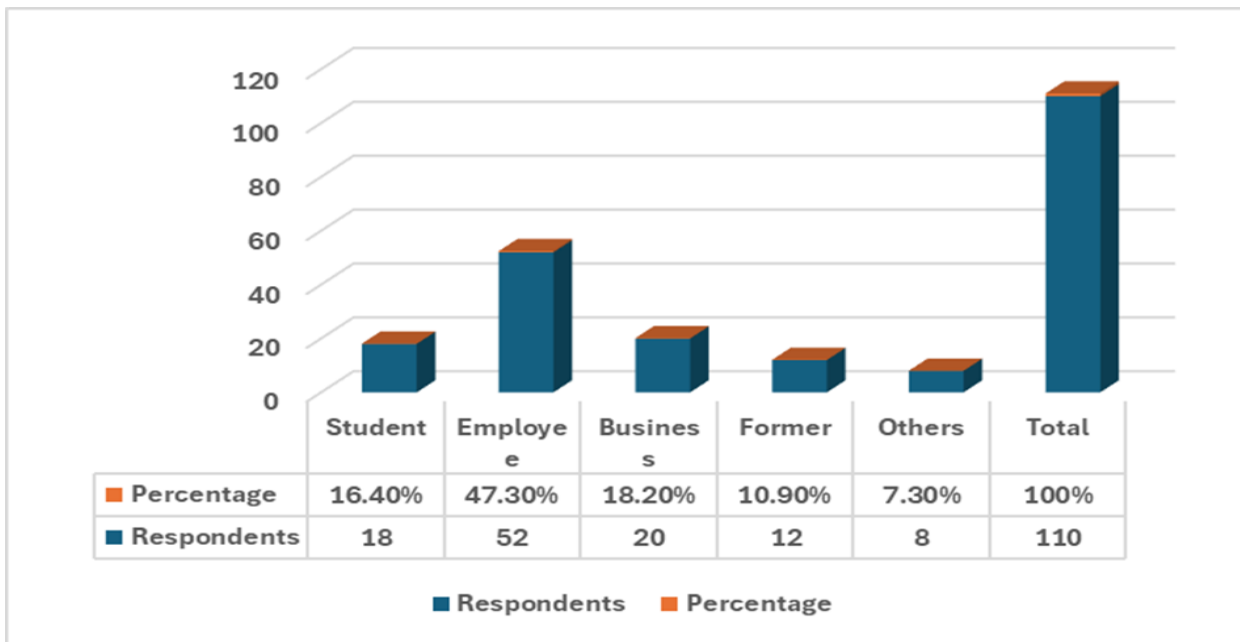
Interpretation:

From the above bar chart ,the majority of respondents are male (61.8%), indicating higher participation from male customers. Female respondents represent 34.5%, showing significant representation, while a small percentage belongs to other categories. This distribution reflects a diverse customer base.

2. Occupation

Occupation	Respondents	Percentage
Student	18	16.4%
Employee	52	47.3%
Business	20	18.2%

Former	12	10.9%
Others	8	7.3%
Total	110	100%

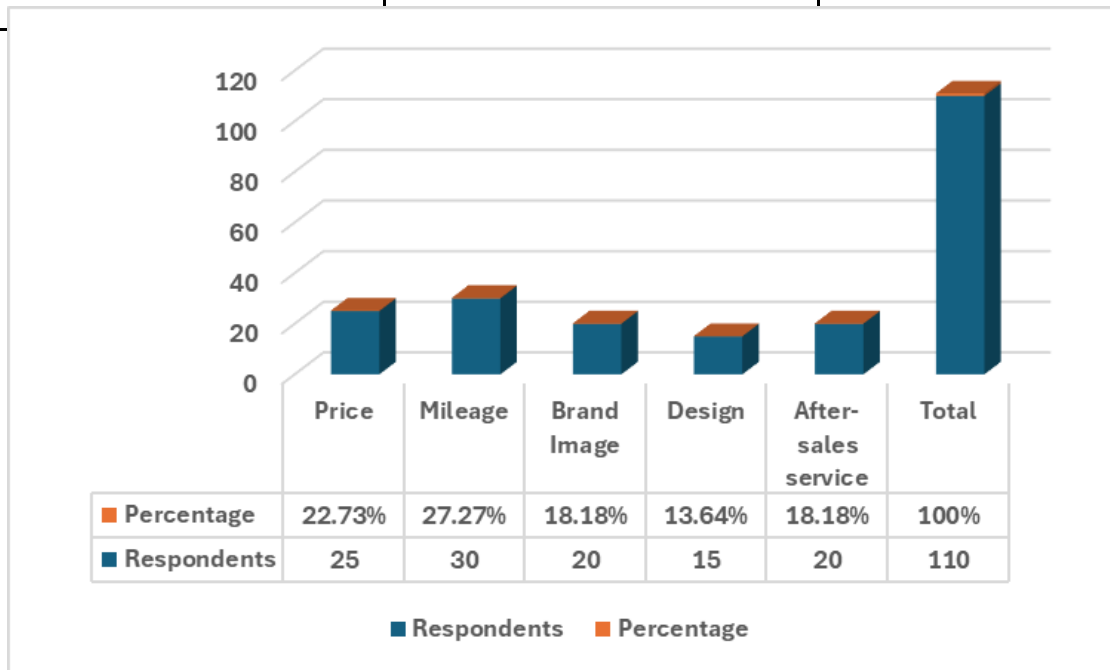


INTERPRETAION:

The age-wise distribution reveals that 41.8% of respondents belong to the 21–30 age group, followed by 25.5% in the 31–40 category. Together, these working-age groups constitute the majority of customers. Respondents below 20 and above 50 each account for 9.1%, while 14.5% fall in the 41–50 category.

3. What factors influenced your decision to purchase Bajaj vehicles?

Rating	Respondents	Percentage
Price	25	22.73%
Mileage	30	27.27%
Brand Image	20	18.18%
Design	15	13.64%
After-sales service	20	18.18%
Total	110	100%

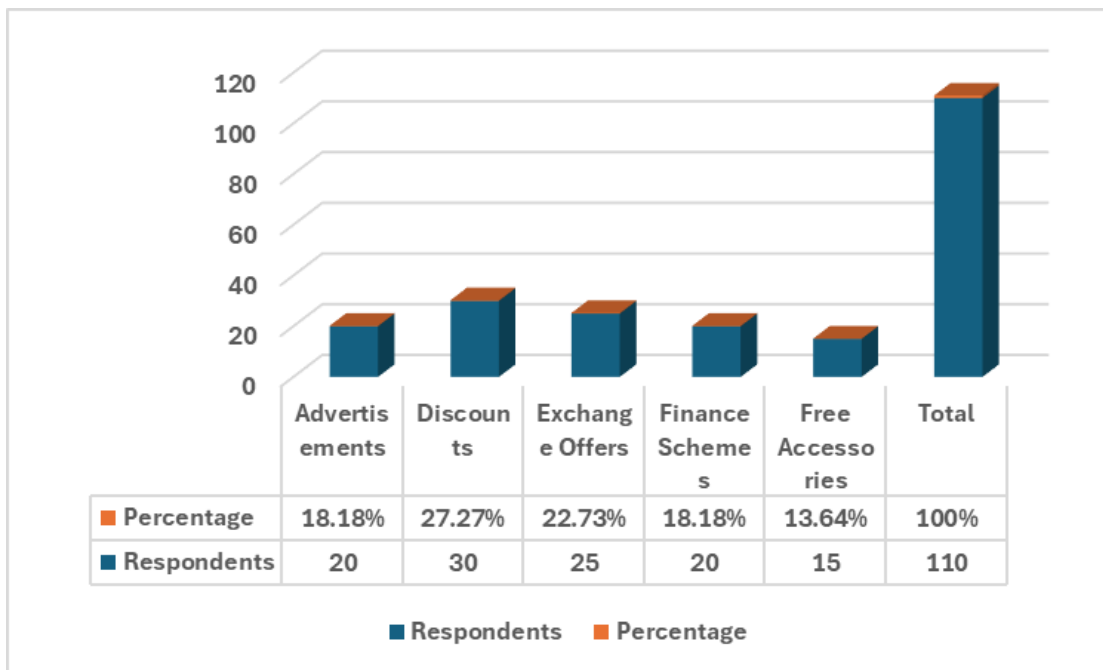


INTERPRETATION:

Mileage (27.27%) is the primary factor influencing purchase decisions, followed by Price (22.73%). This clearly indicates that customers give high importance to fuel efficiency and affordability. Brand Image (18.18%) and After-sales service (18.18%) also play an important role in influencing buyers. Design (13.64%) has comparatively less impact. Overall, customers are more concerned about economic benefits than style.

4. Which promotional tools attracted you most?

Tool	Respondents	Percentage
Advertisements	20	18.18%
Discounts	30	27.27%
Exchange Offers	25	22.73%
Finance Schemes	20	18.18%
Free Accessories	15	13.64%
Total	110	100%

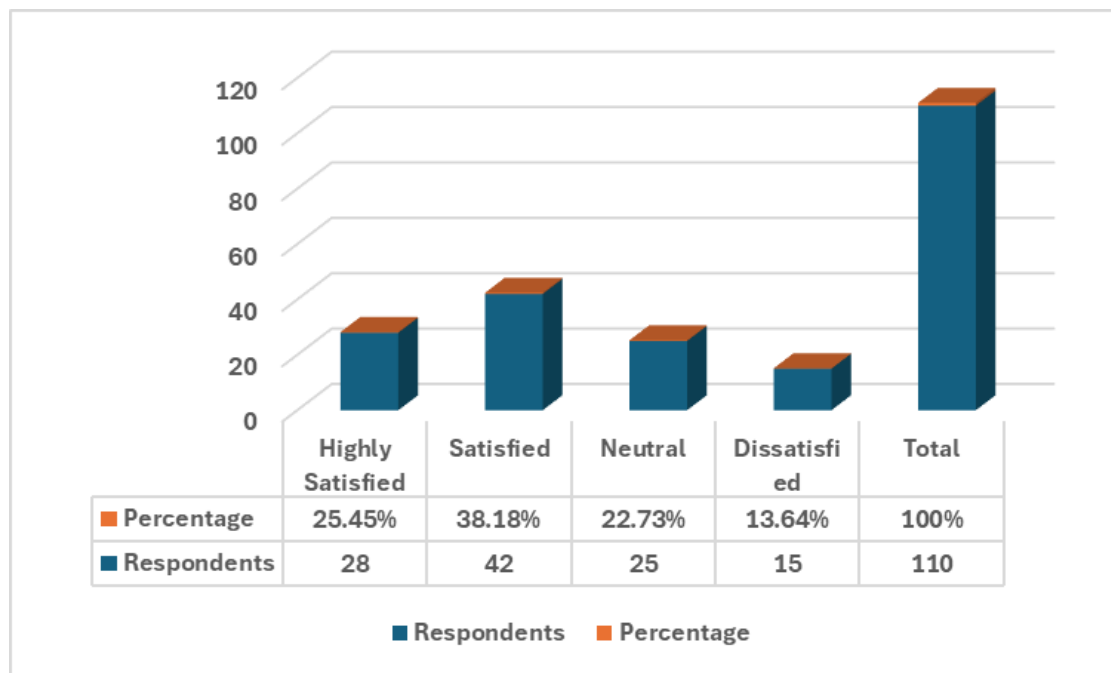


INTERPRETATION:

Discounts (27.27%) are the most attractive promotional tool, followed by Exchange Offers (22.73%). This indicates customers are more influenced by direct financial benefits. Advertisements and Finance Schemes (18.18% each) also attract customers, but Free Accessories (13.64%) have comparatively less impact. Overall, price-related promotions are more effective than non-monetary benefits.

5. Are you satisfied with the pricing of Bajaj vehicles?

Response	Respondents	Percentage
Highly Satisfied	28	25.45%
Satisfied	42	38.18%
Neutral	25	22.73%
Dissatisfied	15	13.64%
Total	110	100%



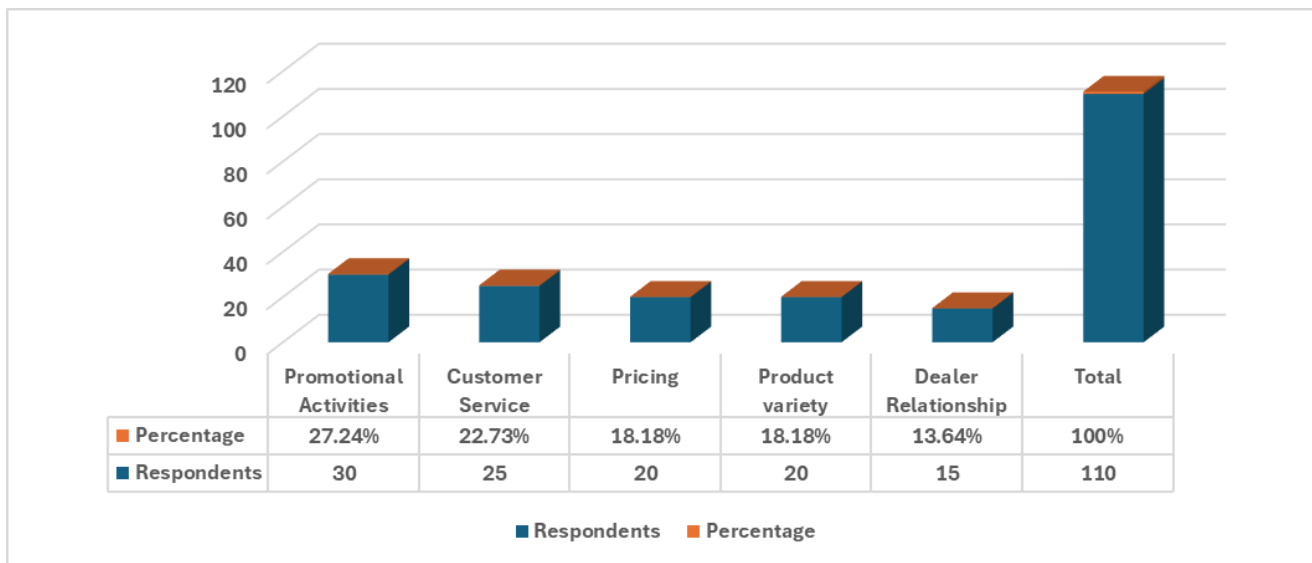
INTERPRETATION:

Most respondents are either Satisfied (38.18%) or Highly Satisfied (25.45%) with pricing. This confirms that Bajaj vehicles are considered affordable and competitively priced. However, 13.64% dissatisfaction suggests that some customers may expect better pricing or additional value.

6. What areas need improvement in Bajaj Motors' marketing strategies?

Area	Respondents	Percentage
Promotional Activities	30	27.24%

Customer Service	25	22.73%
Pricing	20	18.18%
Product variety	20	18.18%
Dealer Relationship	15	13.64%
Total	110	100%



INTERPRETATION:

Promotional Activities (27.27%) and Customer Service (22.73%) are identified as major areas requiring improvement. Pricing and Product Variety (18.18% each) also need attention. Dealer Relationship (13.64%) has comparatively less concern but still requires focus.

FINDINGS

- 61.8% of respondents are male and 34.5% female, showing higher participation from male customers but overall diverse representation.
- The largest age group is 21–30 years (41.8%), indicating strong engagement from young and working-age consumers.
- Mileage (27.27%) is the primary factor influencing purchase decisions, followed by Price (22.73%). This clearly indicates that customers give high importance to fuel efficiency and affordability.
- Discounts (27.27%) are the most attractive promotional tool, followed by Exchange Offers (22.73%). This indicates customers are more influenced by direct financial benefits.
- Most respondents are either Satisfied (38.18%) or Highly Satisfied (25.45%) with pricing. This confirms that Bajaj vehicles are considered affordable and competitively priced.
- Promotional Activities (27.27%) and Customer Service (22.73%) are identified as major areas

requiring improvement. Pricing and Product Variety (18.18% each) also need attention.

SUGGESTIONS

- Increase focus on female customers by designing targeted marketing campaigns and introducing models that appeal to women riders.
- Develop marketing strategies aimed at the 21–30 age group, such as digital promotions, social media campaigns, and youth-oriented branding.
- Continue emphasizing fuel efficiency in advertisements, while also working on improving mileage further to maintain competitive advantage.
- Keep pricing competitive and introduce flexible financing options (EMIs, low down payment schemes) to attract price-sensitive customers.
- Offer more discounts and exchange schemes regularly, especially during festive seasons, to boost sales and customer attraction.
- Improve promotional activities by increasing visibility through advertisements, influencer marketing, and online engagement.
- Enhance customer service quality by training staff, reducing response time, and improving after-sales support.
- Expand product variety by introducing new models, updated designs, and advanced features to meet changing customer preferences.
- Strengthen customer feedback systems to regularly monitor satisfaction levels and make improvements accordingly.
- Build stronger brand loyalty programs, such as rewards, service benefits, and referral incentives, to retain existing customers

CONCLUSION

Bajaj Auto maintains a strong market position by effectively meeting the needs of young and middle-income customers who prioritize mileage, affordability, and value for money. The high satisfaction levels with pricing confirm that the company's competitive pricing strategy is one of its major strengths. Additionally, discounts and exchange offers significantly influence buying decisions, showing that customers respond positively to direct financial benefits.

However, the study also highlights the need for improvement in promotional activities and customer service. Strengthening digital marketing efforts, enhancing promotional creativity, and improving service quality will be essential to further increase customer satisfaction and brand loyalty. Expanding product variety and targeting a broader demographic segment, including female customers, can also help widen market reach. Overall, by building on its strengths in pricing and fuel efficiency while addressing promotional and service gaps, Bajaj Auto can sustain growth and strengthen its competitive position in the two-wheeler industry.

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