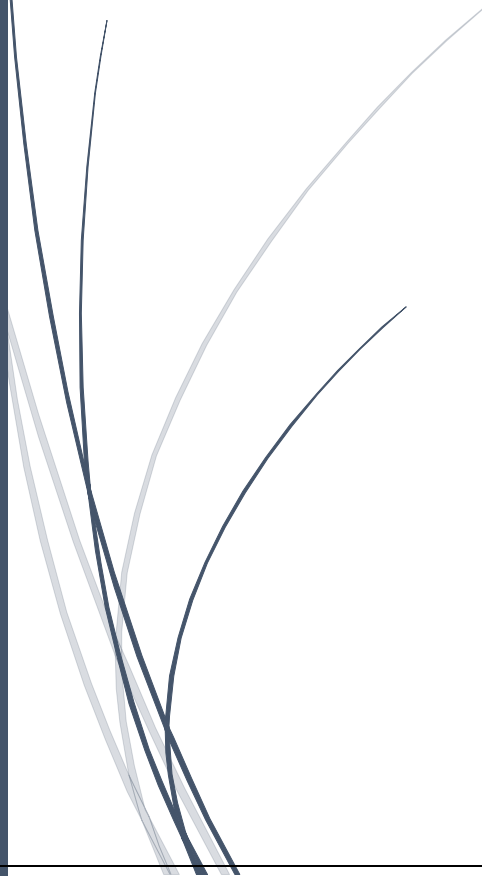


**RUNNER**

5/9/2019

Analyze and Determine the  
consumer buying behavior of  
100-110cc motorcycle  
segment in Dhaka City





Inspiring Excellence

Report on  
**Analyze and Determine the consumer buying behavior of 100-110cc  
motorcycle segment in Dhaka City**



**Submitted to:**

Ms. Ummul Wara Adrita

Lecturer, BRAC Business School

BRAC University

**Submitted by:**

Ruhani Tanjim -16104180

Date: 8<sup>th</sup> May'2019

## Letter of Transmittal

8<sup>th</sup> May,2019

Ms. Ummul Wara Adrita  
Lecturer, BRAC Business School  
BRAC University,  
66, Mohakhali, Dhaka

### **Subject: Submission of Internship Report**

Dear Ma'am,

I am pleased to submit my internship report on “**Analyze and Determine the consumer buying behavior of 100-110cc Motorcycle segment in Dhaka City**” which fulfills the partial requirement of completing my Bachelor in Business Administration (BBA) studies. I have tried my level best to reflect your valuable suggestions and all the learnings that I have got to learn during my academic years.

Thank you for all your co-operations and suggestions that help me preparing my report. I have also prepared this report with my supervisor in Runner Automobiles Limited. Here I am submitting my internship report and would be grateful enough if you accept my report and oblige thereby.

Sincerely,  
Ruhani Tanjim  
ID-16104180

---

## Letter of Endorsement

8th May,2019  
BRAC University,  
66, Mohakhali, Dhaka

The internship report entitled “**Analyze and Determine the consumer buying behavior of 100-110cc Motorcycle segment in Dhaka City**” has been submitted with fulfillment of the requirements for the degree in Bachelor in Business Administration (BBA) on 8<sup>th</sup> May,2019 by Ruhani Tanjim, ID-16104180. The report has been accepted and may be presented to the Internship Defense.

Sincerely,  
Internship Supervisor

---

Ms. Ummul Wara Adrita  
Lecturer, BRAC Business School  
BRAC University

## ACKNOWLEDGEMENT

At first, I would like to express my immense gratitude to Almighty Allah for enabling me a prosperous life and my parents who have been my constant support throughout my life. I would like to express my gratitude to my academic advisor **Ms. Ummul Wara Adrita** who has been helping me by providing guidelines for preparing this report.

Secondly, I would like to express my thankfulness to **Mr. Shibli Ahmed**, my supervisor in RAL under his guideline and supervision I have completed my internship and considering me capable enough of working in Runner Automobiles Limited of Runner Group. Again, I would like to express thanks to my colleague **Mr. Mahmudul Hasan** and **Tareq Rahman** for supporting me throughout my internship period.

For making this report I have put an extensive effort and did some research under their guidance. This report would never have been possible without the support and assistance of the people whom I approached during my internship period.

## Executive Summary

Runner Group of company is a renowned organization in Bangladesh operating business in the sector of Automobile, Motors, Lube & Energy, Footwear and Properties etc. Runner Automobiles limited is a prominent motorcycle producing company in Bangladesh with an astonishing blend of capacities and resources to give a stage to assigning solid development in the contemporary promptly altering transportation demand. Runner Automobiles Limited (RAL) operating in Bangladesh has an extensive collection of motorcycles of total thirteen in number which includes ten motorcycles from their own Runner Group and rest three of UM Runner. RAL is functioning in Bangladesh with more than 1000 employees starting of all level of employees to the Chairman. This report is going to analyze the consumer buying behavior of 100-110cc motorcycle segment in Dhaka city. It is a coordinated strategy through which an organizations assemble strong customer relationships and make an inducement for their clients and for themselves. Consumer behavior delineates the study of how, when and where people do or do not buy the product. Considering the consumer behavior really creates an impact of being a successful marketer.

In this report, I have tried to discuss about the consumer behavior, their buying decision, their way of knowing about the products and their attitude mechanisms and scrutinizing the consumer tactics of 100-110cc motorcycle segment in Dhaka city. For assessing the consumer buying decision a questionnaire was prepared focusing on needs, preferences and factors of the consumer in choosing the motorcycle. The report includes quantitative research of consumer behavior. By analyzing and interpreting the data received from the survey, I have found some findings based on which some recommendations were made with a clarified conclusion.

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## Organizational Overview

### **History of Runner:**

Runner Group, starting business ventures with the flagship company Runner Automobiles Limited (RAL) in the year 2000, has emerged as a prominent business conglomerate in Bangladesh. Runner Motors Limited (RML), a major concern of Runner Group, was formally commissioned on 12th October 2004 in Dhaka, Bangladesh. As per agreement with Eicher Motors Ltd. of India inked in 2004, RML has been playing the role of Exclusive Distributor of famous Eicher brand trucks and pickups in Bangladesh.

Runner Automobiles Ltd. is committed to achieve business excellence through ultimate customer satisfaction, preventing environmental pollution and ensuring healthy work atmosphere. RAL's manufacturing plant is located in Bhaluka, Mymensingh about 70 km of North of Dhaka. Factory total area is 0.16 sq km and 395 employees are working in the facility. Production capacity of this manufacturing plant is about 500 pcs motorcycles per day and yearly 100,000 pcs. Factory has facilities of press shop, weld shop, paint shop, engine assembly conveyor, vehicle assembly conveyor, central quality control section, stores/OBL & research and development. Press shop includes highly modernized shop equipped with hydraulic and mechanical presses of wide capacity range (20-400ton). Paint shop is fully automated with ABS components, TSA paint & Epoxy Coat. Engine assembly conveyor includes sub-assembly facility, leakage testing, engine firing & testing etc. Central quality control includes specific test for horn, brake, headlight, winker, magneto (ACG), sheet metal, rear cushion, front fork, corrosion and dust leakage test.

Over time, Runner has expanded its business ventures in diversified fields like automotive, oil and gas, lubricant and energy, real estate, land development, green technology generated bricks manufacturing, leather and footwear etc.

Recently, Runner Automobiles limited has gone under an authorized dealership of Vespa and Aprilia of the Piaggio group. They are now the authorized dealer of Vespa and Aprilia motorcycles and scooters in our country.



**Vision:**

We will establish RUNNER as a trusted brand through satisfying customers' need offering desired products & services at an affordable price.

**Mission:**

- Our Mission is to establish our brand image by meeting customer requirement through environment friendly technology and taking care of return on investment of stakeholders.
- We will materialize our vision with effective and efficient human resource using lean manufacturing process with high productivity.
- We will exceed customer perceived value to make this world a better living.

**Core Values of Runner Group:**

- R = Respect customers' feelings.
- U = Unite together as a team and celebrate success.
- N = No wastage is permissible.
- N = Never being complacent.
- E = Enjoy responsibility.
- R = Recognize social and environmental awareness

**The Ventures of Runner Group:**

- Runner Automobiles Ltd
- Runner Motor Ltd
- Runner Bricks Ltd
- Runner Properties Ltd
- Runner Lube & Energy Ltd
- Runner Oil & Gas Ltd
- Runner Footwear Ltd
- Runner land Development Ltd

**Products:**

Runner Automobiles Limited (Two Wheelers) has total 13 motorbikes so far of which 5 motorcycles belong to the 100-110cc segment. They are:



Bullet  
100.54cc  
Tk 95,000



Royal+  
110cc  
Tk 91,000



Cheeta  
100cc  
Tk 79,000



F100-6A  
100cc  
Tk 80,000



Kite+  
110cc  
Tk 83,000

The Motorcycle of Runner is then divided into two categories which includes: Factory & Manufacturer. The factory is then divided into two categories:

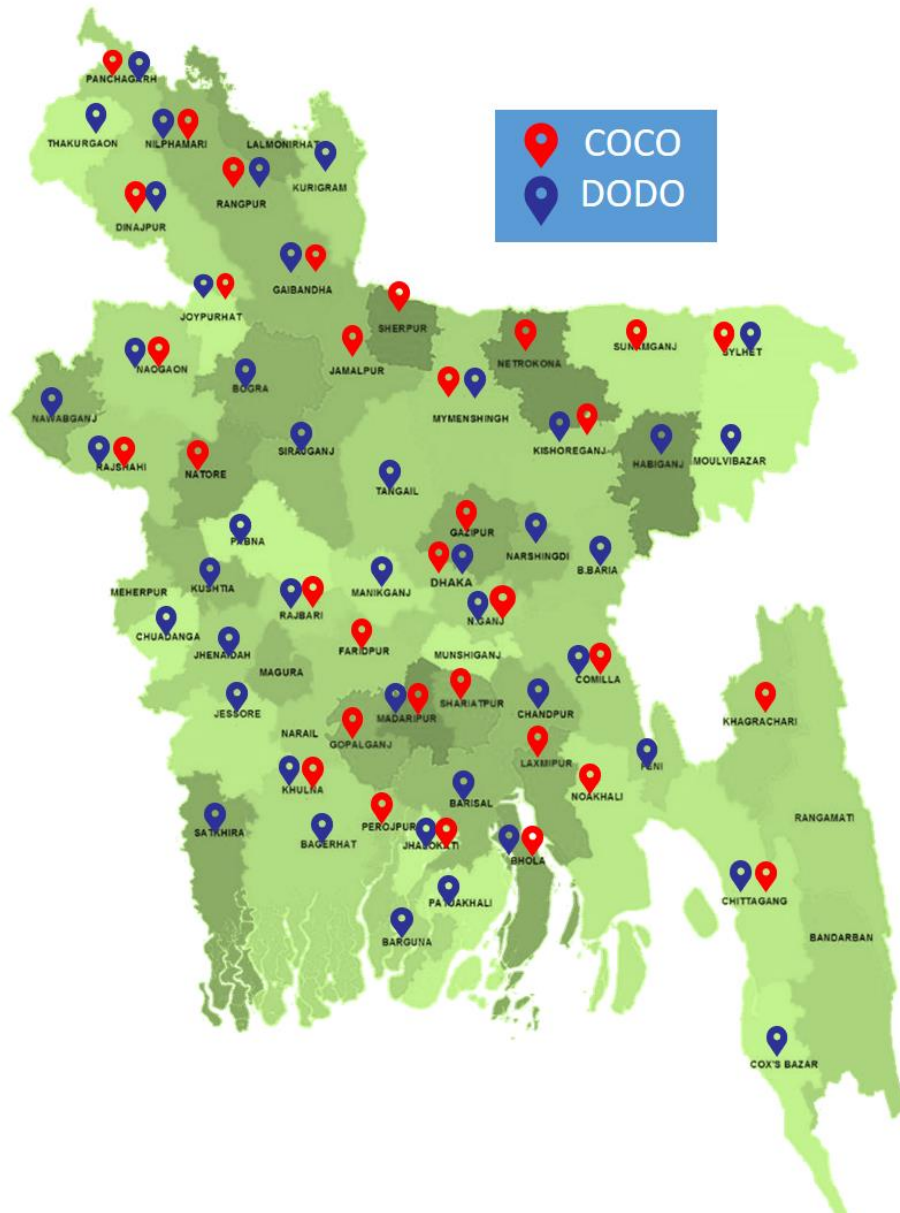
- 1) COCO (company owned company operator)
- 2) DODO (dealer owned dealer operated).

The number of branches of COCO in Bangladesh is 51 whereas, the number of branches of DODO in Bangladesh is 130.

The location of COCO and DODO in all over the country is given below in a map.



# RUNNER



## 1. Introduction of the Report

### **Consumer buying behavior:**

Consumer buying behavior is the entirety of a consumer's insolences, inclinations, goals, and judgements regarding the consumer's behavior in the marketplace when procuring a product or service. It involves of both psychological and bodily activities of consumer. Consumer behavior is very multifaceted and vibrant which keeps on fluctuating frequently. Depending on the choice and preferences the buying decision of the consumer also changes. As a buyers' perspective, the consumer behavior denotes to that behavior where consumer will search, purchase, consume, evaluate and dispose the goods and service they purchase. And it will ultimately lead to their satisfaction after purchasing. The choice, preference and intention of buying the goods or service mostly determine the consumer buying behavior. Consumer behavior is influenced by a large group of factors going from individual, talented requirements, appearances and qualities, identity attributes, social financial and social foundation, age, sex, proficient status to social impacts of different sorts applied a family, companions, partners, and society all in all. Therefore, the promoting idea is consumer situated and the accentuation is more on the buyer instead of the products and service itself.

Consumer buying behavior process includes certain steps like: Problem recognition, Information search, Evaluation of choices, purchase and post-purchase decision. A consumer needs to go through these stages in buying a particular product or services.

In this report, I am going to analyze and determine the consumer buying behavior of 100-110cc segment based on some survey questionnaire asking the consumer of two wheelers are perspective and opinions of purchasing and consuming motorcycle.

### **1.1 Rationale of the study:**

The report titled “Analyze and Determine the consumer buying behavior of 100-110cc motorcycle segment in Dhaka city.” is prepared as an integral part of the internship program of the undergraduate degree in BRAC Business School. There always exists massive gap between theoretical knowledge and its practical implementation. This report is to bridge up this gap. This report will help to get acquainted with different marketing activities and aspects, especially with the analysis of consumer buying behavior decision. This report will be helpful to understand that why it is important for companies to analyze the consumer buying behavior limited in Dhaka city and what factors mostly influence their buying decision in the two wheeler segment.

### **1.2 Statement of the problems:**

With the expansion of two wheeler industry, demand for motorcycles are increasing day by day. In the paper proposed to make an attempt of realizing the consumers’ point of view and their buying behavior towards 100-110cc segment coming in to a well-defined conclusion.

### **1.3 Scope and delimitations of the study:**

Every report claims to have a certain scope describing the purpose of the report. The scope of this report is the analyze the consumer buying behavior of 100-110cc motorcycle segment in Dhaka city. The scope of this report is limited into Dhaka city only. And to focus on the consumers of only 100-110cc motorcycle segment.

### **Limitations of the study:**

To conduct this report, we had certain limitations due to which there was some imperfections in the report. This report was based on primary and secondary data but due to lack of time and some restrictions we had some restrictions and had to base on the secondary data. Collection of data from the survey questionnaire was not adequate since many consumers did not gave the proper answers in a proper way.

#### **1.4 Objective of the report:**

The objective of the study may be viewed as:

General objective

Specific objective

##### **General Objectives:**

This internship report is prepared primarily to fulfill the Bachelor of Business Administration degree requirement under BRAC Business School, BRAC University and get an overall idea of brand & communications of the marketing department of Runner Automobiles Limited.

##### **Specific Objectives:**

More specifically, this study obliges the following aspects to figure out analysis of consumer buying behavior of 100-110cc motorcycle segment in Dhaka city. And a comprehensive research has been done on the consumer buying behavior of 100-110cc motorcycle segment and analyze it and to prepare an effective report on it.

#### **1.5 Research Question:**

For conducting the research on consumer buying behavior of 100-110cc motorcycle segment, I have prepared a survey questionnaire. The area of concern in this report is to analyze the consumer buying behavior of 100-110cc segment in Dhaka city. It comprises of how many consumers are consuming it and what are their responses and attitude towards it and also determining their sources.

### ❖ Job Responsibility at Runner Automobiles Limited:

I consider myself fortunate enough having the opportunity of doing my Internship in Runner Automobiles Limited (Runner Group). My internship program started from 12<sup>th</sup> January, 2019 and ended in 12<sup>th</sup> April, 2019 a time span of 3 months. Having a major in Human Resource Management and minor in Marketing, I was appointed in the marketing department of RAL. It a matter of question that my major does not matches with my internship. However, having a minor in Marketing and being appointed in Marketing department, I was really excited and ready to face the challenges by working with the marketing team. This internship really helped me in learning a lot since during our academic life we did not had enough scope and opportunity of practicing our theoretical knowledge's. Working there I got the chance of exploring myself enthusiastically and finding myself capable of working there, despite of having a major in HRM.

I worked with an excellent team where everyone was so helpful and co-operative. My department was mainly responsible for branding, communicating and doing promotional activities of Runner motorcycles both in home and aboard (Nepal). The work activities during my internship period are mentioned below:

- I prepared many Note-sheets and Work Order of many events and programs which was organized by Runner Group and other organizations. Also in the events where Runner had the sponsorship.
- Preparing presentations slides for meetings with many agency and vendors that helped us in branding and promoting our products. During those meetings I was fully able to relate my theoretical knowledge in the practical field.
- Organized and participated many big events like Dhaka Bike Show 2019 and 5<sup>th</sup> Dhaka Motor Show 2019 which took place from 14<sup>th</sup> March to 16<sup>th</sup> March, 2019 in ICCB, Dhaka.
- Taking feedback and interacting with customers through communicating in various events and occasions.
- Participated in many meetings with clients both internally and externally which helped in high enthusiasm of learning and relating my theoretical knowledge with the practical ones.



## 2. Review of Related Literature:

It is seen that the two wheeler industry in Bangladesh is expanding day by day and the number of motorcycle users are also increasing. More people are shifting from cars towards motorbike due to many reason of having high facilitation of maintaining the motorbikes. However, the consumer buying behavior directly influences the expansion of two wheeler industry in our country, special in the capital Dhaka city. People are now purchasing motorcycle due to traffic jam which makes a lot of time wastage. However, with the foreign companies like Honda, Hero, TVS, Suzuki and Bajaj operating in our country, the growth of two wheeler industry has been increasing in a massive way.

According to **Schiffman. G. Leon and kanuk lazare Leslie-** The main role for the study consumer behavior as separated of promoting educational programs is to see how clients settle on their purchase choices. There bits of knowledge empower promoters to structure progressively successful marketing methodologies

(Dr. Raj A. Jesu Kulandai, and Prof. Kaviarasu S. John, 2015) found in his investigation that the Indian bike industry is extending and growing up every year and the bike section is represented by veritable players viz. Hero, Honda, Bajaj, TVS etc. The investigation finds that purchasing conduct of bikes in Chennai city is altogether impacted by various showcasing boosts offered by the producers. It too exposes the general population from low and middle class lean towards bike as it matches with their individual and family prerequisites. Greater part of the respondents has guaranteed that fuel-effective, solid brand and accessibility of save parts are the most special components for purchasing of a motorbike.

### 3. Methodology of the study:

The study is done in a methodical way starting from selecting the topic and to final report research by advising with my university advisor and supervisor. The research is led in an efficient technique beginning from choice of the subject to last report planning. The basic part was to distinguish and gather information; they were arranged, categorized, translated and displayed in an efficient way to locate the essential applications. The general procedure of approach followed in the research is clarified further.

**Sources of data:** The report has been prepared on the basis of two methods:

1. Primary Data
2. Secondary Data

**3.1 Primary Data:** The primary data has been collected from by doing a survey, asking question to the customers and existing employees of Runner Group. Interviewing and interacting with the staffs also.

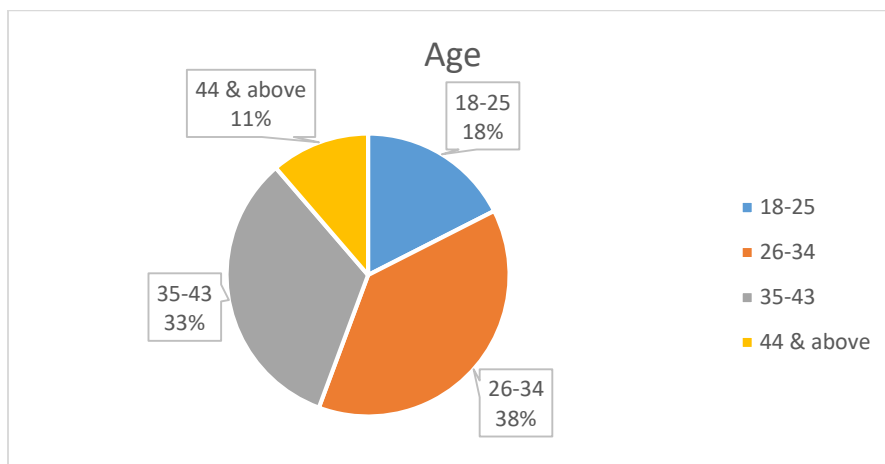
**3.2 Secondary Data:** The secondary data has been collected from the annual reports of Runner Group, documents from their website and also from the research papers, journals and other files of the organizations.

Again, for conducting the research usage of different graphs, tables and data are required, which added value and made easy for the accomplishment of the report.

#### 4. Analysis and Interpretation of data:

On the basis of the data obtained by doing the survey (where the sample size is 95 respondents) about the consumer buying behavior of 100-110cc motorcycle segment, some analysis and interpretations are made using the graphs and tables. The analysis and interpretations of the obtained are discussed elaborately below:

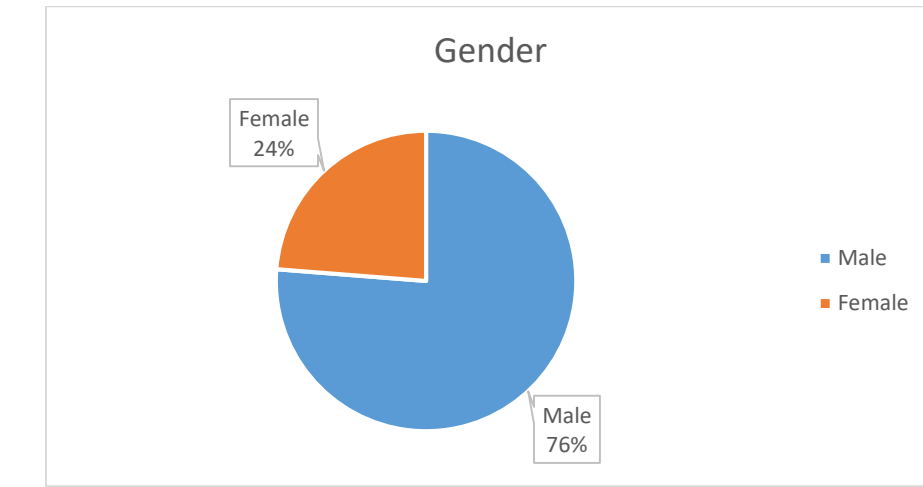
##### 4.1 Age:



##### Interpretation:

Age is an important factor of determining any data or evidence. It is because age defines the choices and preferences of the consumer towards any products or services. In determining the consumer behavior towards 100-110cc motorcycle in Dhaka city, the age has been divided into four steps starting from 18 to 25 years, 26 to 34 years, 35 to 43 years and above the age of 44. The consumers of 18-25 years are 18%, 26-34 years is 38%, 35-43 years is 33% and 44 above age is 11%. However, the data obtained shows that the age group starting from 26 to 34 years are the largest motorcycle consumer in Dhaka city. Most consumers of 100-110cc motorcycle belongs to this age group.

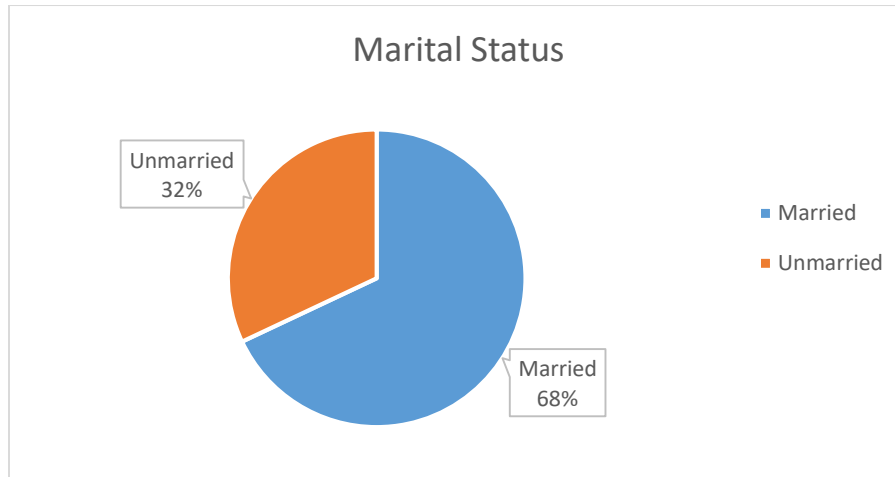
#### 4.2 Gender:



#### Interpretation:

While conducting the survey for analyzing the consumer buying behavior, it is seen from the chart that 76% of the respondents were male while the rest 24% of the respondents were female. Therefore, from this interpretation we can see that most of the consumers of motorcycle in Dhaka city are male. Female are driving motorcycle and scooters however; their numbers are not that higher relative to that of male. Therefore, the ration of male is comparatively higher than that of the female. Since our country is developing and equal rights have been established for both male and female, yet it needs long time to go for both male and female driving the motorcycle in equal ratio in our city.

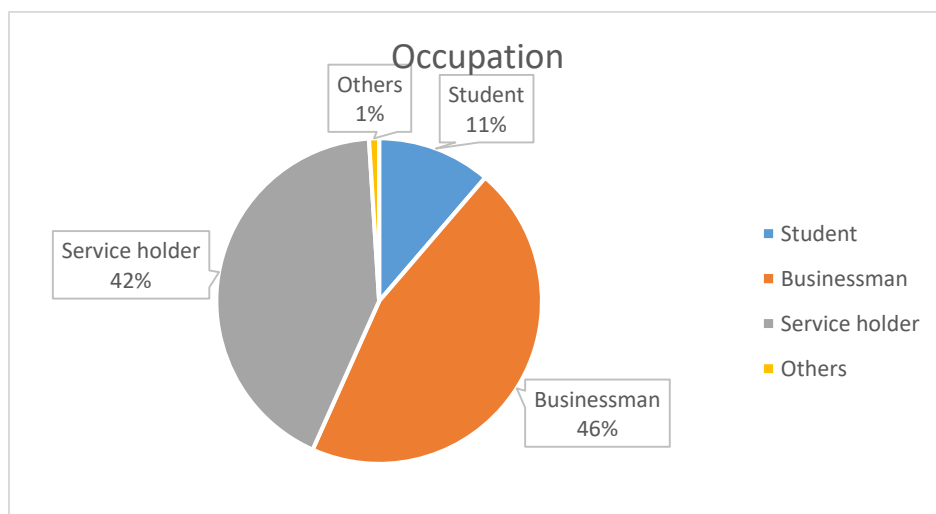
### 4.3 Marital status:



### Interpretation:

The marital status of the consumers shows that most consumers of 100-110cc motorcycle segment are married which is 68% and unmarried group is 32%.

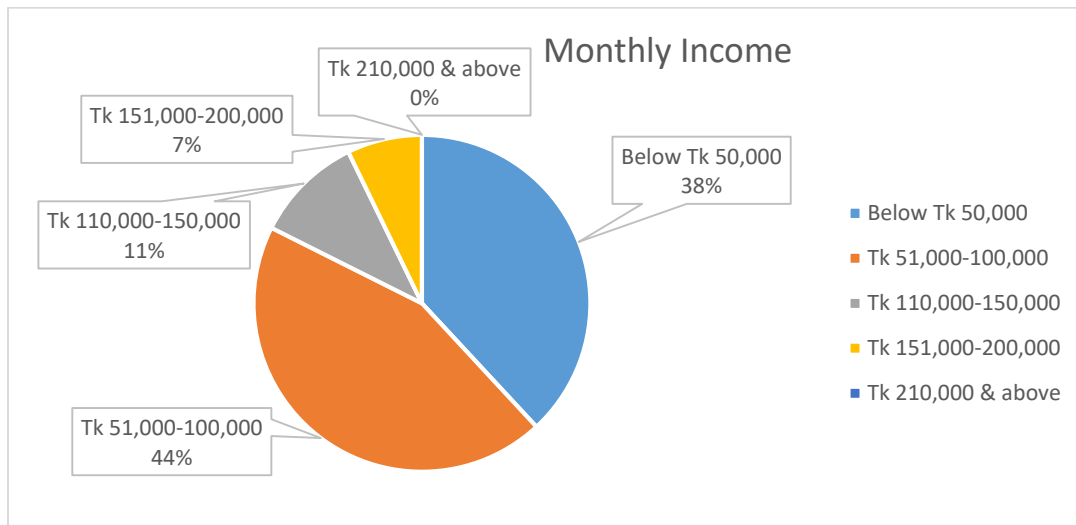
### 4.4 Occupation:



**Interpretation:**

Occupation is an important factor in consuming the motorcycles. From the data above, we see that student holds 11%, service holders hold 42% and businessman holds 46% which is huge. The graph above shows that huge percentage of the chart is occupied by the businessman i.e. the businessman includes 46% which is nearly half of the consumers group of motorcycles. The businessman mostly prefers the motorcycle of 100-110cc segment, since the businessman had to travel a lot for their business purpose. Again, purchasing a motorcycle requires finance which the businessman and service holders can afford by their own and can maintain the motorcycle.

**4.5 Monthly Income:**

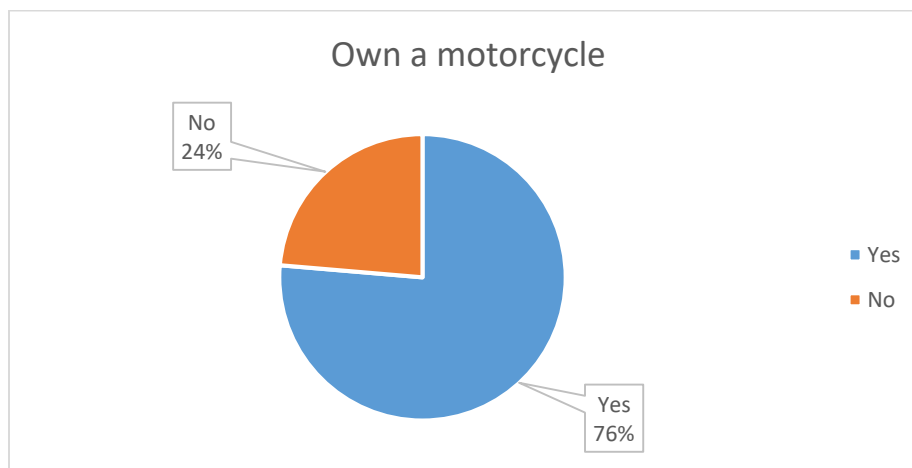


**Interpretation:**

For any concern, income plays an important role. Monthly income defines the role and status of the user of the products and services. By doing the survey, the data obtained shows that maximum percentage of the respondents earns within a range of below Taka 50,000 to Taka 100,000. The chart shows that 38% of the respondents earn below Taka 50,000 and 44% of the respondents earns

within a range of Taka 51,000 to Taka 100,000. The price range of 100-110cc motorcycles matches with the monthly income of these respondents to purchase or even maintain the motorcycle of 100-110cc segment. Considering the price range of Runner motorcycles, the price range starts from Taka 79,000 to Taka 95,000 and most consumers can even purchase these motorcycles of 100-110cc by payment at one time or installment basis.

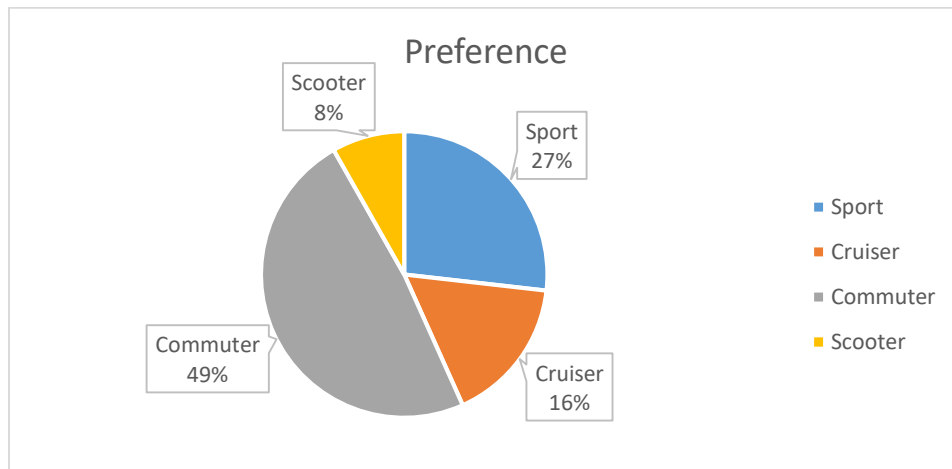
#### **4.6 Own a motorcycle?**



#### **Interpretation:**

Since this survey was based on the consumer buying behavior of motorcycles, so by doing the survey, we got to collect that about 76% of the people own a motorcycle and most of them are consuming the motorcycle segment of 100-110cc. And, 24% of the people do not own a motorcycle.

#### 4.7 Which motorcycle (two wheeler) do you prefer?

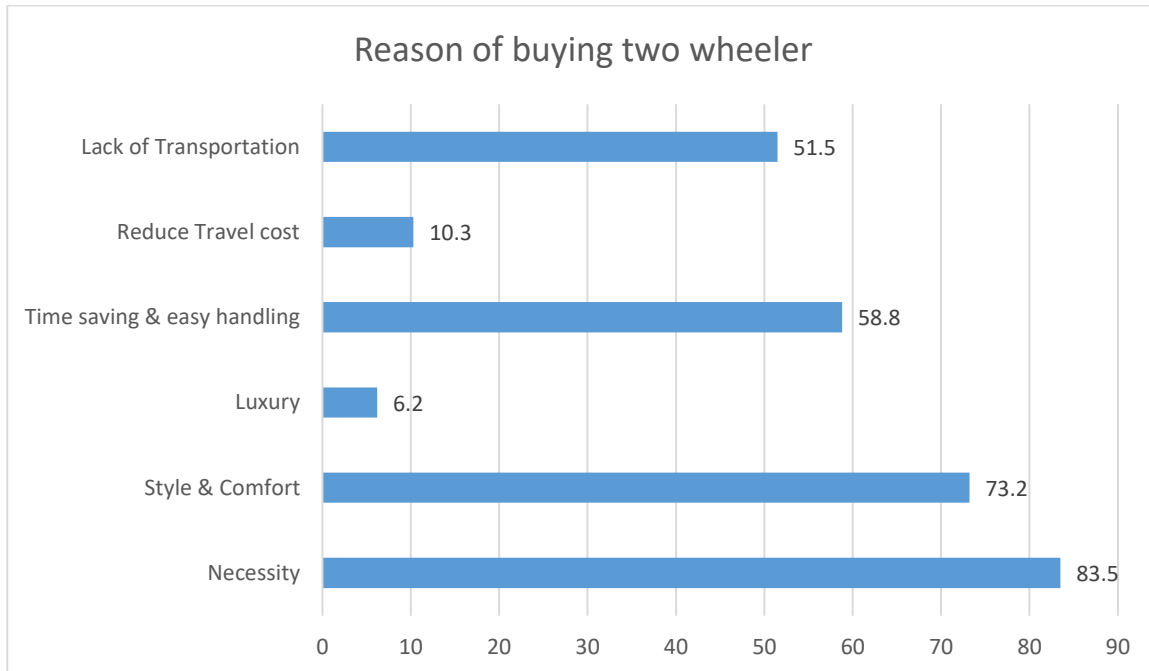


#### **Interpretation:**

Preference and choice are both an important factors of consumer buying behavior. The consumer has the right of preferences and choose the best and suitable products for themselves. In predilection of motorcycle (two-wheeler), the chart shows that 49% of the respondents' desire to own commuter type motorcycle for their daily usage. Again, 27% of the respondents prefer sport motorcycles whereas, 16% and 8% of the respondents prefer cruiser and scooter motorcycles for their usage. Commuter delineates the most comfortable and desirable motorcycle towards maximum consumers for which most of the respondents prefer having the commuter. On the other hand, sport motorcycles are stylish and represents a sense of standard and status among the society for which young generations prefer the sport motorcycles. Other than this, scooter are other comfortable ride and cruiser being the exclusive one.



#### 4.8 Reason for buying the motorcycle (two wheeler)?



#### **Interpretation:**

The data derived from the graph shows that the top reason of buying a motorcycle (two wheeler) is necessity. About 83.5% of the respondents responded that their top reason or priority of purchasing the motorcycle lies in the necessity.

Again, style and comfort is another big reason which occupies 73.2% of the responds. Comfort is an imperative thing which a buyer thinks at its first place of purchasing.

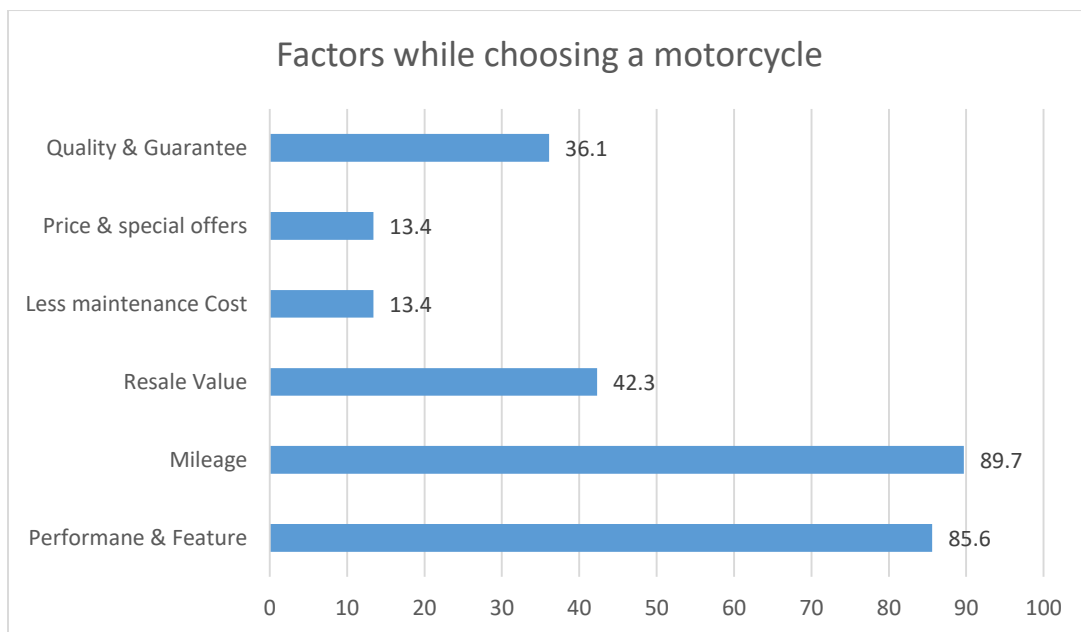
Moreover, the graph shows that 58.8% of the respondents consider that easy handling and time saving could be another important factor of purchasing a motorcycle. Dhaka city being one of the busiest and crowded city motorcycle is the easiest transport plying in the streets of Dhaka. One can easily reach to the destination on time by riding a motorcycle since it needs less space roaming around the roads in between the heavy and larger vehicles.

Again, lack of transportation covers 51.5% by the respondents. They think that motorcycle can be an alternative way of roaming from one place to another in the shortest possible time. Public

transportation is a huge problem in Dhaka city and most they are not available in sufficient numbers, as a result of which people had to spend hours waiting for the transport.

Though, maintaining an own transport can be a bit hazy and costly however 10.3% of the respondents think that it will reduce the daily travelling cost. And, luxury can be another reason of purchasing a motorcycle by 6.2% of the respondents.

#### **4.9 Factors considering while choosing the motorcycle (two-wheeler):**



#### **Interpretation:**

There always remain certain factors while choosing any product, the reason behind which a consumer steps forward in purchasing. In view of that, 85.6% of the respondent's claims that performance and features of the motorcycle is the most important factors while choosing a

motorcycle. More the high-tech performance or features of the motorcycle, the more satisfying services given by the motorcycle according to the consumers.

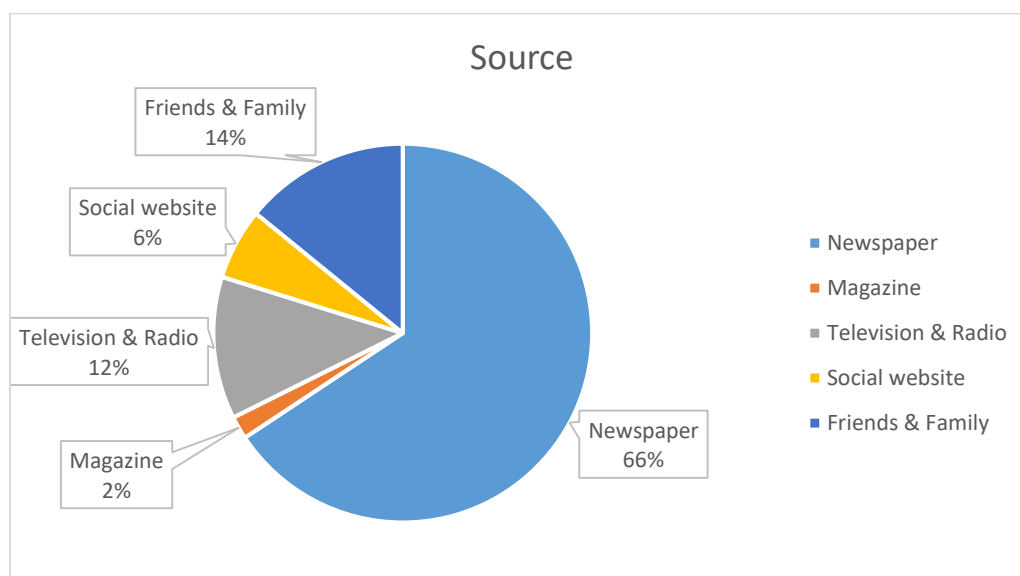
Mileage is also another vital factor according to 89.7% of the respondents. Mileage also expresses a factor of choosing a motorcycle. The more mileage a motorcycle has the more perfectly it functions according to the consumer.

Moreover, resale value is another factor of choosing by 42.3% of the respondents since the consumer might even think of changing or shifting to another motorcycle by selling it.

Again, the quality and guarantee provided by the motorcycle is also a considerable factor by 36.1% of the respondents. Quality and Guarantee is something which comes to the mind of the consumer after the purchasing price of the product. The good quality assured to the consumer, the higher the selling increases with a high customer satisfaction

And lastly, price & special offers and less maintenance cost are considerably important factors while choosing the motorcycle by 13.4% of the respondents.

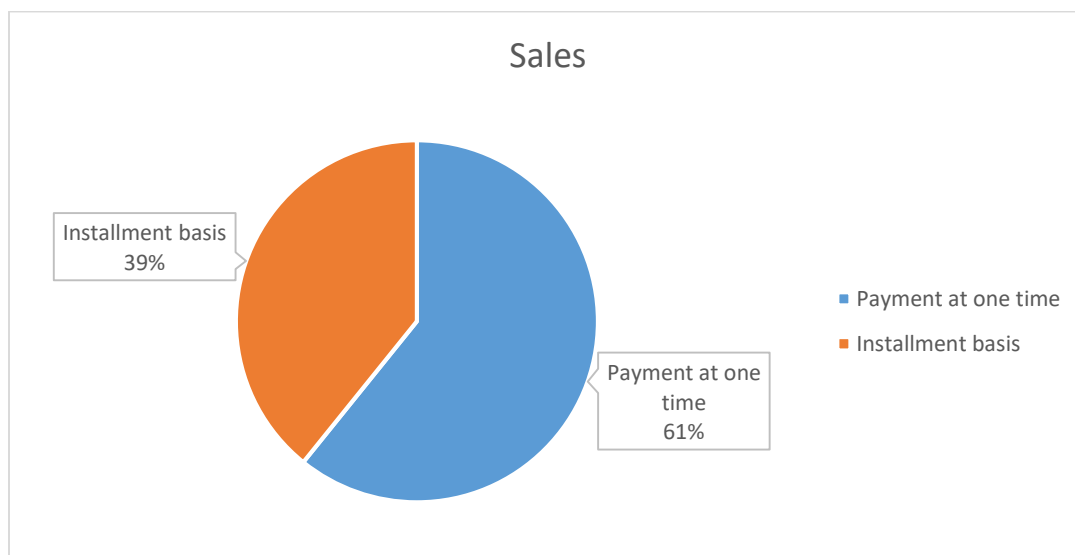
#### 4.10 How do you come to know about your motorcycle (two wheeler)?



**Interpretation:**

Source is factor which influences the purchase decision of the buyer. From the chart we see that 66% of the people got to know about their motorcycle from the newspaper, which is indeed a valuable cradle of knowing any news or information. Friends & family being the adjoining ones to anyone, plays an important role in letting the users know about their motorcycle according to 14% of the respondents. 12% of the respondents got to know through the television & radio while 6% from the social website which is becoming famous now-a-days among us. And 2% of the respondents through magazine.

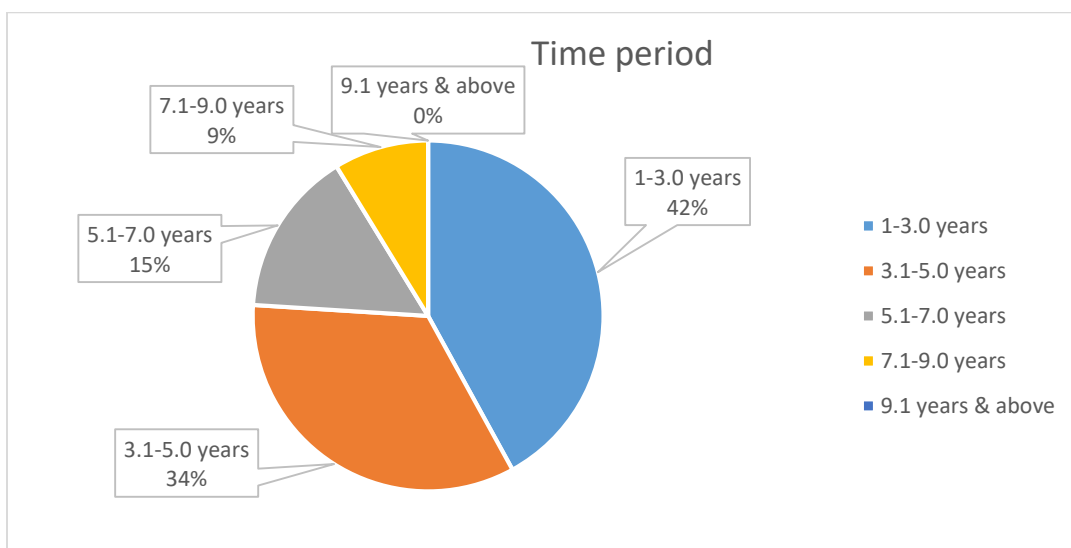
**4.11 How did you buy your motorcycle (two-wheeler)?**



**Interpretation:**

According to the survey, 61% of the respondents bought their desired motorcycle through Payment at one time while 39% of the respondents bought it on Installment basis. The motorcycle company ensures both payment at one time and installment through down payment system for their consumer to purchase their desirable motorcycles (two-wheeler). Installment basis buying system is creating invaluable and helpful ways among the consumers for purchasing the product.

**4.12 How long have you been using your vehicle (two wheeler)?**

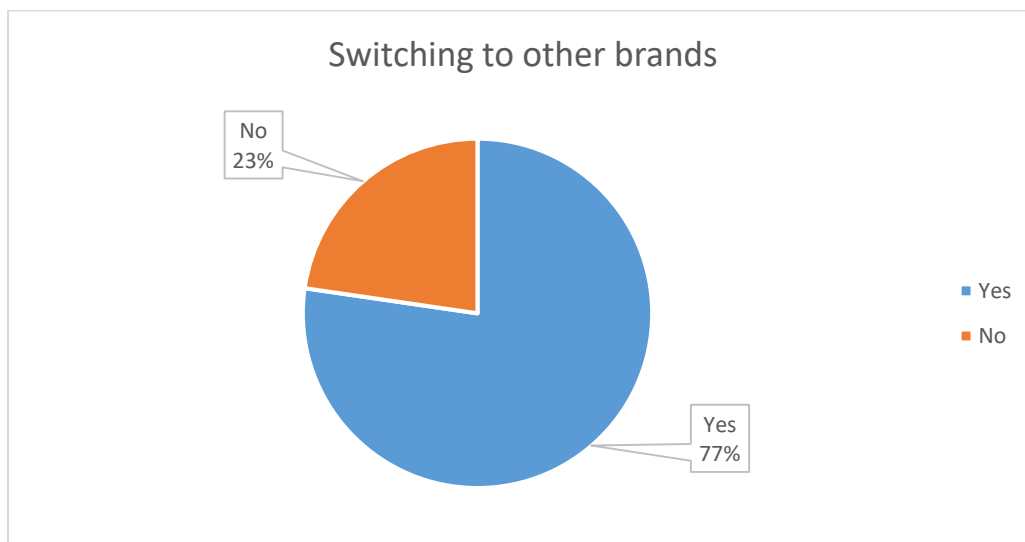


**Interpretation:**

By doing the survey, the respondents were asked about how long are they using their motorcycle (two-wheeler). It is found that 42% of the respondents have been using their motorcycle for 1 to 3 years i.e. most of the consumers of 100-110cc motorcycles are new users and have been using their two wheeler for a short time. Again, 34% of the respondents have

been using them for around 3 to 5 years. Continuingly, 15% of the respondents using it for around 5 to 7 years whereas, 9% of the respondents are old users of 100-110cc motorcycle segment i.e. they are using it for more than 7 years and above.

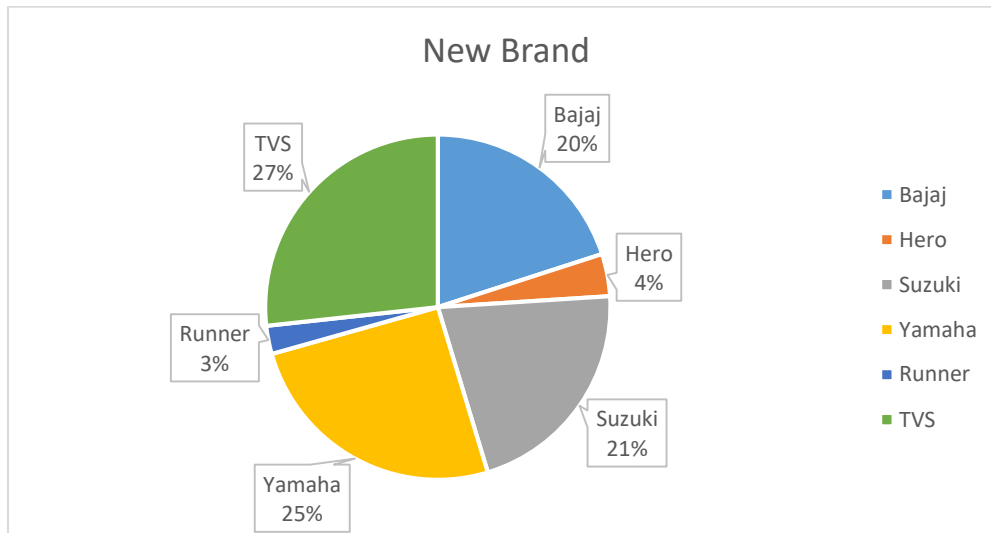
#### 4.13 Plans to switch over to other brands:



#### Interpretation:

Consumers never stick to one product or services for life long until or unless they are being loyal to any particular brand. They plan or decide to amend their products after certain time depending on the availability & design of products and of course going with the trend of fashion and models. While doing the survey, the respondents were asked about switching to other brands and 77% of the responded positively that they have plans to change or switch to brands. While rest 23% of the respondents do not have any plans of switching to other brands.

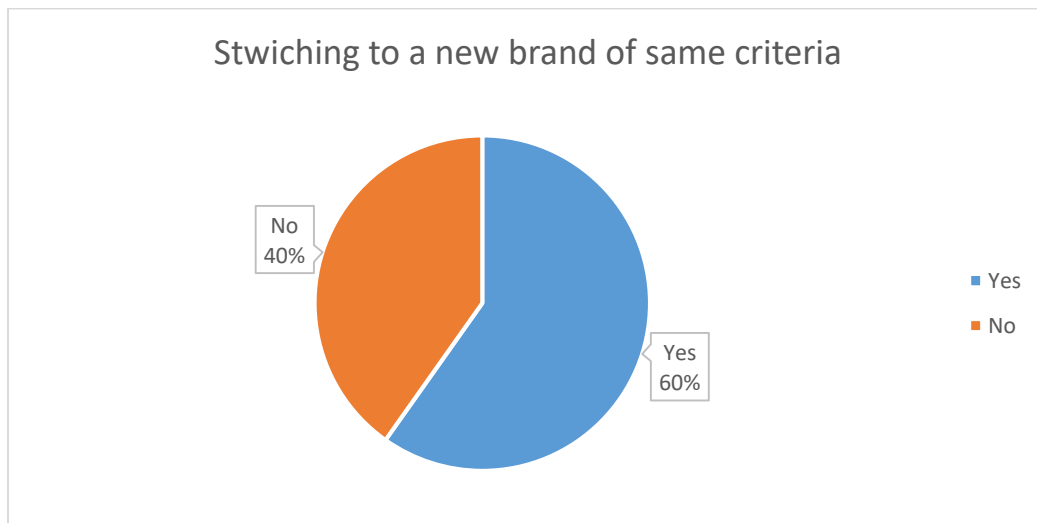
**4.14 If Yes, based on the previous question, what would be your next brand?**



**Interpretation:**

Based on the question of switching to other brand apart from the brand which they are, the respondents were even asked about the preferable brands. About 27% of the respondents planned to purchase motorcycle from TVS, 25% from Yamaha, 21% from Suzuki, 20% from Bajaj, 4% from Hero and 3% from Runner respectively. These competitor's brand are grabbing the consumer's attentions and they are trying to occupy the larger portion of the automobile industry. The choices and preferences of switching to other brands totally depends on the consumers' personal perception and choices.

**4.15 Suppose a brand is introduced in the market with similar features with less price, will you try to switch over?**

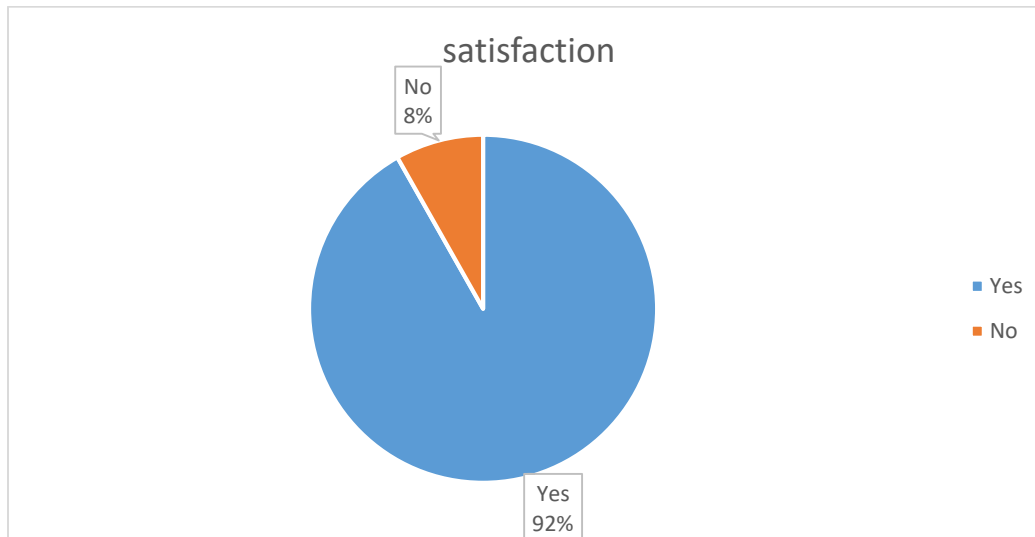


**Interpretation:**

A question was thrown to the consumers that resembles that would they like to switch to a new brand having the same features with less price in where 60% of the respondents reacted positively of purchasing or switching to that particular new brand. Whereas, 40% of the respondents denied of switching to that particular new brand.



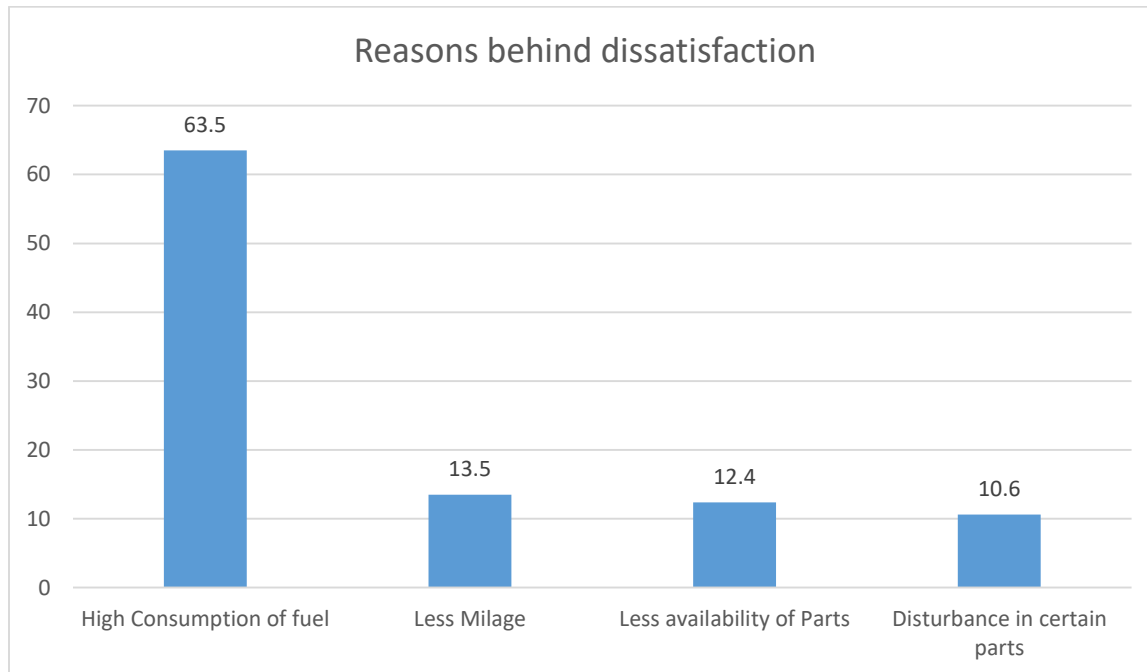
**4.16 Are you satisfied with the performance of your motorcycle (two wheeler)?**



**Interpretation:**

Satisfaction is something which eventually give a mental peace in the mind of the consumer. Asking about the satisfaction towards their motorcycle, 92% of the respondents were satisfied by the performance of their motorcycles. However, only 8% were dissatisfied by the performance of their motorcycle.

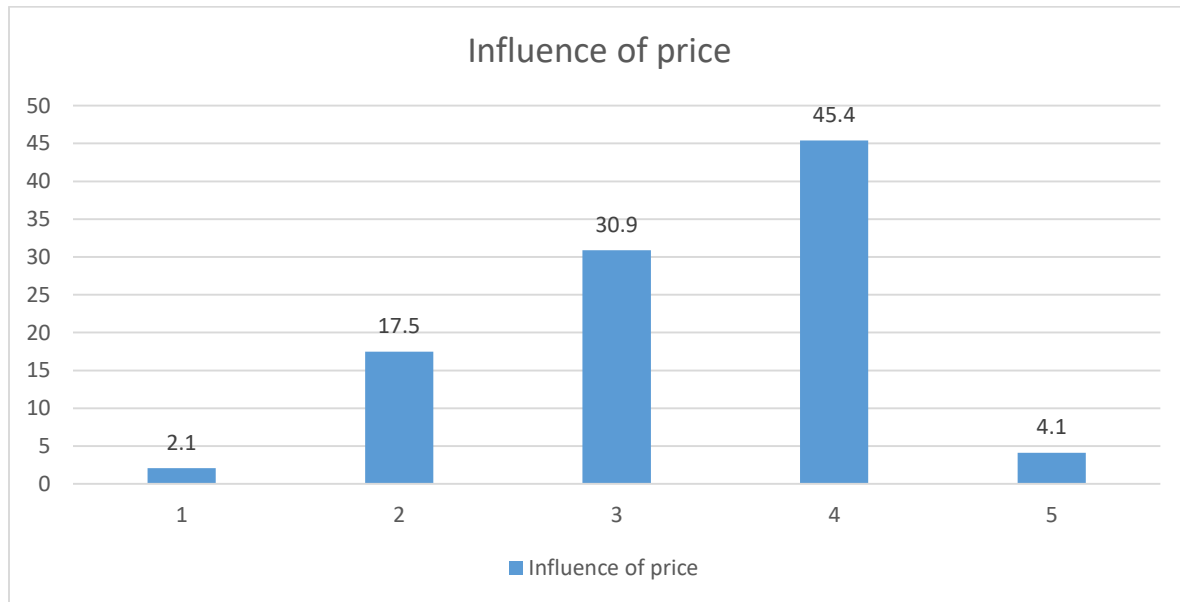
**4.17 If No, based on your previous question, what are the reason?**



**Interpretation:**

Asking the reasons of being dissatisfied towards the performance of their motorcycle, 63.5% of the respondents complained about high consumption of fuel and most of them were the users of Runner motorcycle and Hero also. Some respondents were dissatisfied due to less mileage as promised. Again, lack of availability of spare parts and disturbance and mal functioning in the clutch plate and other often led them to their dissatisfaction towards their motorcycle.

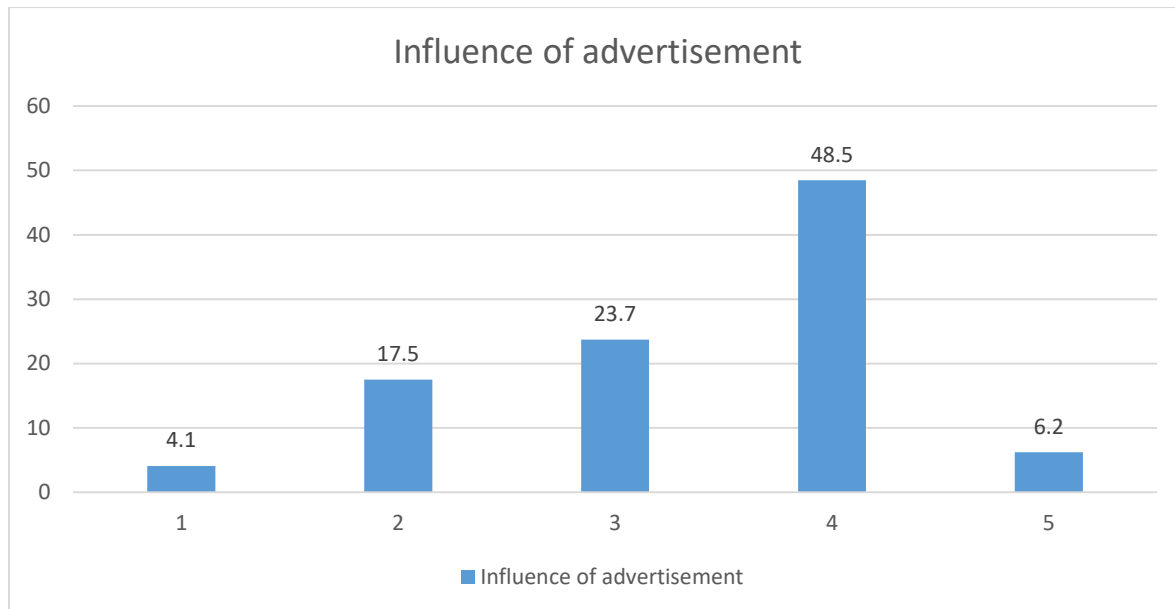
#### **4.18 How is the influence of price?**



#### **Interpretation:**

The price has an influence on the consumer buying behavior. It is believed that the price is the vital influencer of consumer buying behavior and it eventually effect the consumer behavior. Having a low price might encourage more consumers to purchase the product regardless of the quality and assurance. However, if the price increases, the magnitude of the goods and chattels declines depending on the quality. By doing the survey, starting from the lower range 1 to higher range 5, it found that 45.4% of the consumer has the highest influence on price whereas 30.9% and 17.5% of the respondents has the second and third highest influence on price. It is seen that prices of 100-110cc motorcycles are in the convenient range of the consumer's budget and many tends to have bought those motorcycles compared to the other segment.

#### **4.19 How is the influence of advertisement?**



#### **Interpretation:**

Advertising is an unconventional way of letting know people about the product or services and embolden them in their buying decision. Traditional media context like newspaper, magazine, television, radio etc. are the potential sources through which advertising can done influencing the consumer in their buying decision. However, by doing the survey, starting from the lower range 1 to higher range 5, it is found that 48.5% of the respondents has the highest positive influence of advertisement in consumer buying decision. Advertisement has influenced the motorcycle consumer to purchase their product. Again, 23.7% and 17.5% of the respondents has the second and third highest influence of advertisement.

## 5. Findings:

Doing the analysis and interpretation of the data, we have found some results which are mentioned below:

- It is found that 38% of the population riding the 100-110cc motorcycle belongs to the age group of between 26 to 34 years old, while 33% of the population belongs to 33 to 43 years old. Therefore, mostly young and adult young generation are in to the apt of driving 100-110cc motorcycle.
- Considering the percentage of gender, the percentage of male is 76% which is more than that of the female having a percentage of 24%.
- Measuring the marital status, 68% of the population driving 100-110cc motorcycle are married while the rest 32% are unmarried. So, married people are driving these motorcycles more to their work place.
- Determining the occupation, 46% of the respondents are businessman while 42% are service holders and rest 11% are students. Most working class people prefer riding the 100-110cc motorcycle and find it comfortable and affordable using these motorcycles (two-wheeler).
- The monthly income of the consumers of 100-110cc motorcycle are mostly between the range of Taka 51,000 to Taka100,000 i.e. 44% of the population. And, 38% of the respondent's monthly income is below Taka 51,000. The monthly income of the consumers of 100-110cc motorcycle has a minimum range of earnings.
- By conducting the survey, it is found that 76% of the respondents own their own motorcycle while rest 24% do not own their motorcycles.
- Asking the preference of motorcycle, 49% of the respondents prefer commuter, while 27% prefer sport motorcycles. And 16% and 8% of them prefer cruiser and scooters respectively.
- Determining the reason of buying the motorcycle, 83.5% noted the necessity is the top most reason of availing the motorcycle. And 73.2% stated that style & comfort are the second top reason of buying the motorcycle. Moreover, 58.8% of the them claimed that time consuming and easy handling is another reason. And 51.5% stated lack of

transportation could be another main reason. While luxury 6.2%, Status 16.5% and reducing travel cost 10.3% could be another reasons.

- While choosing the motorcycle, 85.6% and 89.7% of the respondents stated that performance & features and mileage is an important factor in choosing the motorcycle. Again, 42.3% of the respondents appealed that resale value is a foremost factor along with quality & guarantee responded by 36.1% of the respondents. Additionally, less maintenance cost and price claimed both 13.4% of the respondents.
- Consumer respondents stated that 67% of the them found the source of their motorcycle from the newspaper. 12% and 14% of them got to know from their friends & family and television. While the rest of them got to know from the social website and magazines.
- 61% of the respondents bought their motorcycle through payment at one time while the rest 39% of them bought it through installment basis from the company.
- 42% of the respondents have been using their motorcycle for a time of 1 to 3years, i.e. they are apparently new users. Again, 34% of them have been using within a time span of 3 to 5years. And, 15% and 9% of them have been using for 7 to 9 years and more than 9 years respectively.
- In switching to other brands, 77% of the respondents reacted positively of switching to other brands while rest of the 23% respondents do not want to switch to other brands.
- In asking about their new brand preferences, 27% of the respondents planned to purchase motorcycle from TVS, 25% from Yamaha, 21% from Suzuki, 20% from Bajaj, 4% from Hero and 3% from Runner respectively.
- In switching to a new brand of having the same features in less price, 60% of the respondents wants to switch to the new brand while the rest 40% did not want to.
- Finding the level of satisfaction, 92% of the respondents were satisfied by the performances of their motorcycle while 8% were dissatisfied by the performance of their two wheeler.
- Inquiring about the reason of their dissatisfaction, it is found that 63.5% of them reported that their motorcycle consumes a lot of fuel and their motorcycle belongs to Runner. 13.5% claimed the mileage is less than promised and 12.4% stated that the spare parts are less available in the market and they have a suffer a lot in finding those parts while rest claimed that there occurs frequent problem in the clutch plate and others.

- In the last part, the influence of price of their motorcycle has highly influenced 45.4% of the respondents, while 30.9% and 17.5% were also influenced. Although 4.1% of the respondents were mostly influenced but their percentage is low.
- Lastly, 48.5% of the respondents were also highly influenced by the advertisement. Again, 23.7% and 17.5% respondents were influenced too, including that 6.2% of the respondents were mostly influenced by advertisement.

## 6. Suggestions & Recommendations:

Based on the findings of the data received, we have got some recommendations and suggestion. They are mentioned below:

- The number of female riders should be augmented by acquainting motorcycles like scooter with their comfort capacity and choices. Runner should present or introduce scooter motorcycle more that energize and pull in the female purchasers.
- Runner should make such 100-110cc bikes which ought to pull in the understudies and youths within their aptitude.
- Runner should produce motorcycles which are moderate to the general population (by reducing the price) who are procuring less or underneath Taka 50,000. So most elevated number of buyers can buy the motorcycles inside their restrictions.
- Runner should to do their encroachment even more frequently in the social sites since most extreme number of individuals are progressively accessible in social sites.
- Runner should concentrate more on structure and looks of the bike, keeping the performance remarkable, with the goal that buyers won't consider changing to the competitors' brand.
- Runner should make significant strides in fixing the issue of high fuel utilization. Additionally, they should make the spare parts of their motorcycles progressively accessible in the market.
- Many respondents complained about less mileage, so the company should increase the mileage of Runner 100-110cc motorcycles.
- Company should concentrate on assuring high influence of price and advertisement in the consumers' mind.



## 7. Conclusion:

The consumer buying behavior in purchasing the two wheeler mostly depends on the demographic factors including the choices, preferences and satisfaction of the consumers. However, company should assemble a strong brand awareness and reliability among its consumers. Majority of the consumers of two wheelers are young generations and they prefer motorbikes over cars since they are attractive, easy in handling and time consuming in roads, Therefore Runner should focus in manufacturing such motorcycles which encourages the youth to purchase more. Having the two wheeler industry being explosive and existing some intense rivalries in the market, still there are lot of opportunity for attaining success in the two wheeler industry.

Currently, due to the establishment of Pathao, Uber, Shohoz and Piickme, there has been a rapid growth in the two wheeler industry and Runner has gone through a huge marketing due to this ride sharing business. Many unemployed youths are now earning through this ride sharing businesses and number of consumers are also increasing since many people are shifting towards two wheelers having unique features, cost effective and easier to maintain.

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Appendix:

**Survey Questionnaire:**

**Survey Questionnaire on Consumer Buying Behavior of 100-110cc motorcycle segment:**

**1.Name:** \_\_\_\_\_

**2. Age:**

- a) 18-25
- b) 26-34
- c) 35-43
- d) 44-above

**3. Marital Status:**

- a) Married
- b) Unmarried

**4.Gender:**

- a) Male
- b) Female

**5. Occupation**

- a) Student
- b) Businessman
- c) Service Holder
- d) Others

**6. Monthly Income:**

- a) Below Tk 50,000

- b) Tk 51,000-Tk 100,000
- c) Tk 110,000-Tk 150,000
- d) Tk 151,000- Tk 200,000
- e) Tk 210,000- above

**7. Do you own any motorcycle?**

- a) Yes
- b) No

**8. If Yes, please mention the model:**

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**9. Which motorcycle (two wheeler) do you prefer?**

- a) Sport
- b) Cruiser
- c) Commuter
- d) Scooter

**10. What are the reason for buying the motorcycle (two-wheeler)?**

- a) Necessity
- b) Style & Comfort
- c) Luxury
- d) Status
- e) Time saving & easy handling
- f) Reduce Travel cost
- g) Lack of Transportation

**11. Which factors do you consider while choosing the motorcycle (two wheeler)?**

- a) Performance & Features
- b) Mileage
- c) Resale Value

- d) Less maintenance Cost
- e) Price & special offers
- f) Quality & Guarantee

**12. How do you come to know about your motorcycle (two wheeler)?**

- a) Newspaper
- b) Magazine
- c) Television
- d) Radio
- e) Friends & Family

**13. How did you buy your motorcycle (two wheeler)?**

- a) Payment at one time
- b) Installment Basis

**14. How long have you been using your vehicle?**

\_\_\_\_\_

**15. Do you have plans to switch over to other brands?**

- a) Yes
- b) No

**16. If Yes, based on the previous question, what would be your next brand?**

\_\_\_\_\_

**17. Suppose a brand is introduced in the market with similar features with less price, will you try to switch over?**

- a) Yes
- b) No

**18. Are you satisfied with the performance of your motorcycle (two wheeler)?**

- a) Yes
- b) No

**19. If No, based on your previous question, what are the reason?**

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**20. How is the influence of price?**

- a) 1
- b) 2
- c) 3
- d) 4
- e) 5

**21. How is the influence of advertisement?**

- a) 1
- b) 2
- c) 3
- d) 4
- e) 5