Consumer Expectation in the Performance of Premium Motorcycles with Reference to Chennai City.

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Abstract:The study was undertaken to find out the expectation level of premium motorcycle consumers with regard to the engine performance and design of the motorcycle which are the most prime factors to buy a high priced and high cubic centimeter motorcycle.

Keywords:Premium motorcycles, Preferences, Expectations, Factors.

I. INTRODUCTION

Premium bike means every bike sold in India over the 150-cc segment. Premium motorcycles are highly demanded these days. This segment is growing fast and many aspirants use the opportunity of this lucrative category and hence this segment boosted sales volume. Premium bikes sales boost higher than 100cc-125 cc commuter class bikes which cost less than premium bikes. The power and style of the premium motorcycle is the unique ability to create stir in the aspirants life. Most of the models fly off the shelf faster than production, forcing companies to expand the portfolio. Adding to the premium quotient, all the premium motorcycles manufacturing companies has undergone an array of attractive features to carry a bold design and enhance its on-road appeal.

The premium motorcycles manufacturers upgrade technology and allow the consumers to play with technology at competitive prices to make riding sporty and fun. The premium bike segment is the fastest growing segment in the sluggish motorcycle market and there are close to two dozen models now available in the market, which is almost double the number from three years ago. Premium motorcycles badge to get the fun of rally styled motorsport racing bikes of the world on to the Indian streets.

II. REVIEW OF LITERATURE

1. MohdRizaimyShaharudin(2011) It is found that Product quality is the most considered factor for the selection of each motorcycle brand/model especially in a market environment where the level of competition is intense and price-competitive .However, it is difficult to meet the customers' expectation on quality since their understanding is varied and inconsistent.
2. Natalia Maehle (2011),Sincere brands share family-related associations and high morals, exciting brands offer consumers the opportunity to experience exciting feelings and are related to special 'exciting' occasions, competent brands are mostly associated with expertise and quality, sophisticated brands are usually of feminine nature, whereas rugged brands are of masculine nature.
3. Yun-oh Whang,JeffAllen,NiquelleSahoury and Haito Zhang(2004), with a sample of 179 male bikers surveyed in psychology to study the different styles of interpersonal love with their bikes, it was found that bike lovers toward motorcycles resemble an interpersonal love being passionate, possessive and selfless in nature.It was found that only passion component of interpersonal love had an impact on loyalty of their bikes.
4. Michael R. Solomon, Rebekah Russell Bennett, JoesphinePrevite(2013), Consumers preferences and decisions are highly dependent on , their friends and peers opinions .
5. DebasisTripathy, Dr. Ronald Mani(2014), Satisfaction is a person's feeling of pleasure and disappointment resulting from comparing a product's perceived performance in relation to his or her expectations. It is only the customer delight that marketer aims for.

III. OBJECTIVE OF THE STUDY

1. To examine the expectations of premium motorcycle consumers with regard to engine performance.
2. To identify the consumers opinion with reference to design of premium motorcycle.

IV. RESEARCH METHODOLOGY

PRIMARY DATA: Primary Data was collected through questionnaire in Chennai city.

SECONDARY DATA: Secondary was collected through websites and publications of books and magazines.

RESEARCH DESIGN: The research is exploratory in nature.

SAMPLE DESIGN: A sample of 560 consumers were taken for the survey from the total premium segment motorcycle consumers population in Chennai through convenience sampling method. The study was undertaken during the period 2018-2019.

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V. DATA ANALYSIS AND INTERPRETATION

1. Age of Consumers

AGE- WISE CLASSIFICATION

S.No	Age	Respondents	Percentage
1	Below 25 years	301	53.8
2	25 to 35 years	203	36.2
3	36 to 45 years	42	7.5
4	Above 45 years	14	2.5
Total		560	100

It is found from the above table that customers below 25 years of age consume premium motorcycles of 53.8 percent and people above 45 years consume 2.5 percent only.

2. Engine Performance Expectation of Consumers

ENGINE PERFORMANCE EXPECTATION LEVEL CLASSIFICATION

S.No	Stroke mm	Respondents	Percentage
1	Most expected	224	40%
2	Expected	112	20%
3	Neither expected nor unexpected	112	20%
4	Not expected	56	10%
5	Never expected	56	10%
Total		560	100

It is found from the above table that 40% of the people mostly expect engine performance and only 10% of the consumers do not expect and has never expected engine performance.

3. Maximum Torque Expectation

MAXIMUM TORQUE EXPECTATION LEVEL CLASSIFICATION

S.No	Maximum Torque	Respondents	Percentage
1	Most expected	504	90%
2	Expected	28	5%
3	Neither expected nor unexpected	17	3%
4	Not expected	6	1%
5	Never expected	5	1%
Total		560	100

It is observed from the above table that 90% of the consumers mostly expect maximum torque and only 5% has never expected at all.

4. Engine Power Expectation

ENGINE POWER EXPECTATION LEVEL CLASSIFICATION

S.No	Engine power	Respondents	Percentage
1	Most expected	532	95%
2	Expected	28	5%
3	Neither expected	0	0%
	nor unexpected		
4	Not expected	0	0%
5	Never expected	0	0%
Total		560	100

It is understood from the above table that about 95% of the consumers expect high engine power.

5. Design Expectation of The Consumer

DESIGN EXPECTATIONLEVEL CLASSIFICATION

S.No	Seat design	Respondents	Percentage
1	Most expected	224	40%
2	Expected	56	10%
3	Neither expected nor unexpected	196	35%
4	Not expected	39	7%
5	Never expected	45	8%
Total		560	100

It is shown from the table that 40% of the consumers mostly expect seat design and only 7% of the consumer do not expect seat design.

6. Bike ColourAttaction

BIKE COLOUREXPECTATION LEVEL CLASSIFICATION

S.No	Bike colour	Respondents	Percentage
1	Most expected	504	90%
2	Expected	28	5%
3	Neither expected nor unexpected	17	3%
4	Not expected	6	1%
5	Never expected	5	1%
Total		560	100

About 90% of the consumers mostly expect bike colour attraction and about 1% of the consumers do not and never expect bike colour attraction.

7. Stylish Head And Tail Lamp

STYLISH HEAD AND TAIL LAMP EXPECTATION LEVEL CLASSIFICATION

S.No	Style of head and tail lamp	Number of of Respondents	Percentage
1	Most expected	420	75%
2	Expected	56	10%
3	Neither expected nor unexpected	56	10%
4	Not expected	17	3%
5	Never expected	11	2%
Total		560	100

About 75% of the consumers mostly expect head and tail lamp attraction and only 2% of the consumers never expect head and tail lamp attraction.

VI. FINDINGS AND SUGESSTIONS

Research paper confirms that people in the age group below 25 mostly expect Engine power followed by torque

and stroke. With regard to design of the vehicle, bike colour is most expected followed by stylish head lamp and tail lamp and seat design. Thus the research paper identifies and brings out the expectations to the premium motorcycle manufacturers to understand the consumers expectations and perceptions.

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