

**A STUDY ON CONSUMER PERCEPTION TOWARDS HERO MOTOCORP
LIMITED**

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ABSTRACT

In this computerized time, it is anything but difficult to know the data about items and administrations of a specific brand/organization. Simultaneously consumers run over with the contenders' items and administrations moreover. Consumers need quality items at serious cost with long haul sturdiness just as magnificent client care much after the deals. In the event that consumers don't get appropriate help they will change to contenders' products. To stay away from this organization ought to convey quality merchandise/items with best client assistance during presales and post-deals.

Keywords: Consumers, organization, quality.

INTRODUCTION

In the business procedure, Consumer Perception is the key job to hold existing consumers and to engage new consumers. It encourages the organizations to distinguish the consumer mindfulness, impression towards the merchandise and ventures of organizations. It additionally helps to keep up great connection with the current clients. In this computerized time, it is anything but difficult to know the data about items and administrations of a specific brand/organization. Simultaneously consumers run over with the contenders' items and administrations moreover. Consumers need quality items at serious cost with long haul sturdiness just as magnificent client care much after the deals. In the event that consumers don't get appropriate help they will change to contenders'

products. To stay away from this organization ought to convey quality merchandise/items with best client assistance during presales and post-deals.

FACTORS INFLUENCING CONSUMER PERCEPTION

According Philip Kotler many factors influence consumer perception. The following factors are quite common.

- Quality
- Price
- Influence by others
- Advertising
- Packaging
- Convenience

OBJECTIVES OF THE STUDY

- To study consumer perception towards Hero MotoCorp Limited.
- To check the consumers' awareness towards Hero MotoCorp Limited.
- To know the consumers' future requirements in two-wheeler segment

RESEARCH METHODOLOGY

The examination will be done through overview strategy. The assortment of information will be done through survey, meet and related sites. The zone of this study comprises of Hyderabad city limits. The structuring of poll needs exactness and grouping of the subject with the goal that the respondents can without much of a stretch comprehend the question and can answer it earnestly and accurately.

Sources of Data Primary data:-

Primary data comprises of unique data for the particular reason within reach. It is direct data for the immediate clients of respondents. The devices used to gather the data may shift and can be gathered through different techniques like poll, individual meeting.

Secondary data:-

Auxiliary data is the data which is as of now been gathered and amassed. It is gathered from papers, periodicals, magazines, sites and so forth.

Sample Design Sample size: 100

Sampling Technique: Convenient Sampling technique is used for this project.

Data Collection Tool

Questionnaire is the primary form of collecting data.

LIMITATIONS OF THE STUDY

- The study is limited to two – wheeler automobile industry only.
- The study is limited to Hyderabad city only.
- Sample size is limited to 100 only.
- The response may be biased.

DATA ANALYSIS AND INTERPRETATION

1) Which company two wheeler do you prefer?

S No	Options	Number of Respondents	Percentage of Respondents
1	Hero MotoCorp Ltd	52	52%
2	Bajaj	21	21%
3	TVS Motors	13	13%
4	Honda Motors	4	4%
5	Royal Enfield	5	5%
6	Yamaha	3	3%
7	Others	2	2%
	Total	100	100%

Interpretation: 52% prefer Hero MotoCorp two-wheeler. 21% Bajaj, 13% TVS Motors, 4% Honda Motors, 5% Royal Enfield, 3% Yamaha and 2% prefer other company two-wheeler

2). To what extent have you been utilizing Hero Motorcycle / Scooter?

S No	Options	Number of Respondents	Percentage of Respondents
1	One Year	14	14%
2	Two Years	25	25%
3	Three Years	30	30%
4	Four Years	14	14%
5	Five Years	12	12%
6	More than Five Years	5	5%
	Total	100	100%

Interpretation: 14% have been using Hero Motorcycle / Scooter for one year. 25% for two years, 30% for three years, 14% for four years, 12% for years and 5% have been using Hero Motorcycle / Scooter for more than five years.

3). Which bike of Hero MotoCorp, do you like most?

S No	Options	Number of Respondents	Percentage of Respondents
1	Splendor	35	35%
2	Passion	28	28%
3	CD Dawn	7	7%
4	Karizma	4	4%
5	Others	26	26%
	Total	100	100%

Interpretation: 35% like Splendor, 28% Passion, 7% CD Dawn, 4% Karizma and 26% like Other models or brands of Hero MotoCorp two-wheeler.

4). Do you know the brand ambassador of Hero MotoCorp?

S No	Options	Number of Respondents	Percentage of Respondents
1	Yes	69	69%
2	No	31	31%
	Total	100	100%

Interpretation: 69% know the brand ambassador of Hero MotoCorp. Whereas 31% do not know know the brand ambassador of Hero MotoCorp.

5). Why do you prefer Hero MotoCorp Motorcycle / Scooter?

S No	Options	Number of Respondents	Percentage of Respondents
1	Mileage	42	42%
2	Resale Value	26	26%
3	Low Maintenance	10	10%
4	Engine Life	22	22%
	Total	100	100%

Interpretation: 42% prefer Hero MotoCorp Motorcycle / Scooter because of Mileage, 26% Resale Value, 10% Low Maintenance and 22% prefer Hero MotoCorp Motorcycle / Scooter because of engine life.

6). what is your satisfaction level while riding Hero MotoCorp Motorcycle / Scooter?

S No	Options	Number of Respondents	Percentage of Respondents
1	Excited	24	24%
2	Happy	47	47%
3	Playful	6	6%
4	Boring	9	9%
5	Uncomfortable	14	14%
	Total	100	100%

Interpretation: 24% excited, 47% happy, 6% playful, 9% boring and 14% are uncomfortable while riding Hero MotoCorp Motorcycle / Scooter.

7). How do you know about Hero MotoCorp Ltd?

S No	Options	Number of Respondents	Percentage of Respondents
1	Print Media	23	23%
2	Electronic Media	38	38%
3	Friends / Relatives	15	15%
4	Social Media	24	24%
	Total	100	100%

Interpretation: 23% through Print Media, 38% through Electronic Media, 15% through Friends / Relatives and 24% through Social Media know about Hero MotoCorp Ltd respectively.

8). Are you satisfied by the services of Hero MotoCorp Showrooms / Dealers?

S No	Options	Number of Respondents	Percentage of Respondents
1	Yes	77	77%
2	No	23	23%
	Total	100	100%

Interpretation: 77% are satisfied by the services of Hero MotoCorp Showrooms / Dealers. But, 23% are not satisfied by the services of the Dealers/ Showrooms.

9). Do you trust Hero MotoCorp Products and Services?

S No	Options	Number of Respondents	Percentage of Respondents
1	Yes	92	92%
2	No	8	8%
	Total	100	100%

Interpretation: 92% trust Hero MotoCorp Products and Services. But, 8% do not trust Hero MotoCorp Products and Services.

FINDINGS

- 52% prefer Hero MotoCorp two-wheeler. 21% Bajaj, 13% TVS Motors, 4% Honda Motors, 5% Royal Enfield, 3% Yamaha and 2% prefer other company two-wheeler.
- 28% prefer 100 CC engine two-wheeler. 24% 110 CC , 32% 125 CC, 10% 160 CC. Whereas 6% prefer 180 CC engine two-wheeler.

- 14% have been using Hero Motorcycle / Scooter for one year. 25% for two years, 30% for three years, 14% for four years, 12% for years and 5% have been using Hero Motorcycle / Scooter for more than five years.
- 35% like Splendor, 28% Passion, 7% CD Dawn, 4% Karizma and 26% like Other models or brands of Hero MotoCorp two-wheeler.
- 69% know the brand ambassador of Hero MotoCorp. Whereas 31% do not know know the brand ambassador of Hero MotoCorp.
- 53% own Hero MotoCorp Motorcycle / Scooter, but 47% do not own Hero MotoCorp Motorcycle / Scooter.
- 23% through Print Media, 38% through Electronic Media, 15% through Friends / Relatives and 24% through Social Media know about Hero MotoCorp Ltd respectively.
- 77% satisfied by the services of Hero MotoCorp Showrooms / Dealers. But, 23% are not satisfied by the services of the Dealers/ Showrooms.
- 98% aware of free services of Hero MotoCorp through dealers. Whereas 2% do not aware of free services by the dealers.
- 92% trust Hero MotoCorp Products and Services. But, 8% do not trust Hero MotoCorp Products and Services.
- 86% recommend Hero MotoCorp vehicles to their friends and relatives. Whereas 14% do not recommend.
- The overall feedback of the products and services of Hero MotoCorp Ltd are 27% has given feedback as excellent, 58% as good, 9% as average and 6% has given feedback as poor respectively.

SUGGESTIONS

- Hero MotoCorp Ltd should introduce gearless two-wheelers.
- It should produce more models in Scooter segmentation.
- More than 50% use Hero motorcycles / scooters but still there is so much space to capture the market space.
- It can increase sales by introducing more models in motorcycles / scooter segmentation and Sport bikes segmentation.
- Only some percentage of customers has awareness about BS6 models. So, company should create awareness among customers by advertisements.

CONCLUSION

Even though Hero MotoCorp Limited is the pioneer in two-wheeler automobile industry, by keeping the customer needs and interests, it should introduce new models in all segments. It should produce fuel efficient motorcycles / scooters as well as electric motorcycles / scooters. With the goal that it can keep up its situation as number one even later on.

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