

A STUDY ON CUSTOMER PERCEPTION AND BUYING DECISION PROCESS OF HERO BIKES AT YEPIYES HERO MOTORS, CHAMARAJANAGARA

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Abstract—The main objective of this Dissertation to study about the customer perception in Yipiyes. In Chamarajanagar through this the concept of customer perception and buying decision describes about the method of maintaining a firm's contact with the current and potential customers. It mainly uses data examination about the customer. In India, the biggest automobile-year trade within the world, with concerning two million units of production, is predicted to be one amongst the most important international automotive industries within the coming back years. A growing variety of transnational investment in domestic firms to provide automobiles additionally junction rectifier to a rise within the overall growth overall. when the economic changes of the coming into has been incontestable that out of 1991 he was alienated to the enemy, it is for the sake of the expansion of the automotive trade and competition of the Indian Growth and relaxed left sub navigation. Indian industry includes the manufacture of trucks, buses, traveler cars, clearing vehicles, two-wheelers, etc. The automotive trade is often loosely divided into manufacturing, producing 2-Wheeler, oppressive and mental object producing units.

Keywords—Automotive Industries, Buying Behaviour, Buying Decision, Customer Perception, Customer Satisfaction.

INTRODUCTION

Discovery of the key purchase of anything to base on customer perception towards buying a two-wheeler may be a lot of – debated topic. “Who created the primary motorbike?” could seem like a humble enquiry, however a motor cycle be responsible the succession towards “protection” bike, i.e., Push bikes by forward-facing conjointly rear most moves of the similar scope, through a sway original instrument to ambition the rear wheel. Those bicycles, the wheels aslope once Associate in Nursing initial quite bicycle, lacking wheels, pushed by the qualification's bases forceful compared to the pounded. These improve regarding eighteen Manager is one world organization agency can properly assess the perception of his shoppers and makes moves consequently. Understanding varied aspects of perception helps understand consumer buying behavior. within the major would like of client ability to buy a two-wheeler as perked up in a very glad technique.

Human beings are attacked by numerous sensory stimulations alongside noise, sight, smell, taste, etc. The vital question at intervals the study of perception is way identical universe is viewed otherwise by fully totally different person? the answer is perception. completely different of us perceive the universe otherwise.

IMPORDANCE OF THE STUDY

The construct of recent promoting is client orientated. Therefore, it is necessary to check the perception of consumers towards a product or service to formulate the merchandise, price, channel selections, and promotion policies. The study of client perception provides Associate in Nursing insight into various factors that influence the shopping for call of customers like product design, quality, features, extra advantages, credit facilities, when sales service facilities etc. In this context, consumers' perception on two-wheelers is evaluated. For this purpose, Suzuki Access 125cc bike

NEED FOR THE STUDY

Now a days the study of client perception is extremely essential for automobile to survive and provide best service for patrons. within the day of intense competition, superior service is that the only person left before the saleroom to draw in, Retain and partner with the client. Customer perception is extremely useful gain a property competitive advantage and enhances efficiency. client perception offers a feedback to enhance service commissioned military officer industry.

REVIEW OF LITERATURE

Bijapurkar, Rama. (2013) Explores the theater of consumerism in India and therefore the ways that are developed to please the buyer. during this book, the author tries to administer readers some information regarding the surroundings during which customers live; the method they assume, their heterogeneous nature and their transformation is mentioned. India being Associate in Nursing rising market in the world, there are a unit tons of business opportunities. The author tries to show readers the way to be ready to grab these opportunities and use them. A ne'er before World contains major inferences needed to judge the business opportunities and work out the present market strategy. As an overall result of numerous changes, India is currently within the third decade when easement. The structure of consumption and behavior of customers is studied.

Kanojia, A.K. (2011) States that prime four bike phase management ninety-three market share. Hero Moto firm controls government phase, Bajaj has premium phase and Honda has the dominant position in scooter phase. The author studied regarding varied factors to blame for Hero Moto firm having the ability to sustain leadership like highest network penetration, highest customer satisfaction with one among the quickest criticism resolution

Krishnan Santana, R. (2007) appearance into varied problems sweet-faced by the 2-wheeler trade. In terms of competition, the trade is probably going to face competition from used cars and low value cars. Other problems are the declining margins because of inflated value of materials and shift in customers' demand to electrical vehicles to save lots of on gasoline. In terms of growth, there are expectations that the industry is probably going to grow by V-day. Most of the expansion is probably going to come back from motorcycles. Some of the Indian bike firms are seemingly to line up plants in foreign countries to satisfy export desires.

Lindquist, Jay D., and Joseph, Sirgy, M. (2003) This up-to-date text focuses on shopper shopping, shopping for and consumption behavior topics observing each domestic and international theory and examples. it is divided into sections on promoting foundations, shopper call making, psychological and social science influences on shopper higher cognitive process, and special topics regarding public policy, structure shopping for and conducting analysis.

Reddy, Mallikarjuna, K. (2006) There are four major factors that influences on the shopping for behavior of shopper like Cultural, Social, Personal and Psychological. it had been found that as far as mileage cares, Hero Moto firm was ruling the market. Yamaha and TVS were so much below the expectations of the customers supported mileage per cubic decimetre of gasolene. Also, Hero Moto Corp bike was a lot of popular the scholars, TVS was a lot of popular the workers, whereas businessmen opted for Yamaha. relating to satisfaction of motor bikes eighty-five respondents have declared that Yamaha satisfaction was highest and the lowest is for TVS bikes.

Sawant, Shekhar, V. (2007) By administering a hundred randomized designated customers, the consumer preference and possession pattern and the sources of knowledge they accustomed build the purchase call, and importance given to varied analysis criteria. Further, the study inferred that the specified maintenance and mileage are vital criterion for a shopper in the method of creating a procurement call. folks normally, understand an enormous distinction within the prices suitability to woman drive value, mileage, and merchandising price amongst varied models on the market in the market. Although, folks have not thought-about the security issue to be all that necessary, they notice that each one models ar a lot of or less equally safe. Finally, the study advised that, financing schemes ought to be created more practical and, their details should be promulgated.

Eastwood, D.B, (1985)1: The idea of shopper has to be understood before obtaining an insight concerning the behavior and perceptions of shopper. Thus, 'A shopper unit is one or additional persons World Health Organization put together generate financial gain and assign it for consumption among the members of the unit' .Making it additional clear it are often aforementioned that the term client unit refers housing which includes people, ancestry and people World Health Organization reside along.

Zeithaml, (1996): Perceptions of Consumers' a few whole square measures completely increased and dampen with increasing levels of perceived quality and with increasing levels of endure they ambience severally. for example, customers' judgments of quality square measure possible to be affected by the standard advised by such exotic cues as brand and value. Brand name, price, store name/image, and country of origin have additionally been known by researchers as outside cues to (quality) perceptions (Teas and Agarwal, 2000).

STATEMENT OF THE PROBLEM

Consumer preferences keep dynamical and square measure extremely heterogeneous and unpredictable. This project has been chiefly undertaken to review the consumer's opinion, view, reservation & need to use HERO 2 Wheelers in

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Chamarajanagar farm. the important downside is to investigate & appraise what a shopper takes into consideration whereas he chooses HERO 2-Wheeler. Also, helps to get and denote what issues square measure sweet-faced by the customers & the suitable measures to be taken to attract the customers and hold them. The business world nowadays could be a platform of fierce competition, corporations have to be compelled to contend within the market place to retain, yet as gain market share, earn sales revenues and after all profitability. Decline in sales because of competition, pricing, promotion, distribution, etc., clearly can lead to fall in sales revenue and profitableness. The digital promoting ways might influence new business conversion, controls client swapping into the competitors.

OBJECTIVES OF THE STUDY

- To identify factors influencing customer perception.
- Analyses the customer buying attitude of HERO Two-Wheeler.
- To analyze consumers' perception on the influence of various product attributes on their buying decision making process,
- To understand the customer satisfaction towards HERO Two-Wheeler.

SCOPE OF STUDY

The scope of this analysis is to spot the client perception concerning Hero moto crop 2-wheeler service. This analysis supported primary information secondary information. The study was done taking the branch of Yepiyes motor into thought. The study covers respondent World Health Organization square measure the customers of those motors. These customers belong to varied professions, places, of both genders, with varied financial gain teams and varied age teams. The survey was restricted to two-wheeler customers in Chamarajanagar district.

RESEARCH DESIGN AND METHODOLOGY

Methodology refers to the step method or methods involved in the process of organize the information. A research outline is the match table of situation for gathering and examination of in order in a way that expects to consolidate pertinence to the exploration reason with financial0system in method. A research configuration could be characterized as the blueprint indicating each0phase of activity0over the span of exploration. Such a configuration would demonstrate whether the strategy arranged will minimize the utilization of assets and boost the result.

Convenience sampling (also known as availability sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

Sampling unit

Two-wheeler customer

Sampling unit

A sample of 200 customers of can be taken on order to carry the study

Methodology of Research

Analytical and Descriptive Research, in which the researcher uses factors or information already available and analysis it to make a critical evaluation of the material. On the other hand, Descriptive research determines and reports the way things are. It is not merely collection of data, but it is more than that, it involves measurement, classification, analysis, comparison, and interpretation. Descriptive research answers to the studies conducts on shopping frequency, brand popularity of products and services, buying behaviour and consumer preferences, etc.

Tools of data collection:

The essential device with used for information gathering was questionnaire. It was a structured questionnaire with comprises of arrangement of inquiries identified with the goal of the study

A data analysis plan is a detailed proposal that structures a project work, states the objectives of the project, identifies the needed data sources, and describes the methodology of conducting the study.

Qualitative data will be gathered through interaction and discussions with the executives working. Some important information will be gathered through couple of unstructured interviews of Executive Annual reports and other magazines published and will be used for collecting the required information. Direct Observation and Interview Method stating the objectives of the project, identifies the needed data sources, and describes the methodology of conducting the study.

Sources of Data:

The accuracy of collection data will be of greater significance for drawing correct and valid conclusion for the investigation. The sources would be classified into two:

1. Primary data
2. Secondary data

Primary Data

The primary data will be collected through a questionnaire. Open-ended, closed ended and Yes or No questions will be used in drafting the questionnaire. There will be also various other factors such as personal feeling about the products, their satisfaction levels, etc., will be also included. Interview administered closed end questions will be given to the department heads of the company to collect the information about product and marketing strategies implemented and an observation of the information will be carried on.

Secondary Data

Major sources of secondary data will be extracted from various journals, magazines, websites, etc.

LIMITATIONS OF THE STUDY

- The size is too small to reflect the opinion of the customer satisfaction.
- The primary data collected through a structured questionnaire and the sample size is limited
- This study is limited to potential area only
- The information given by respondent may or may not true
- Numbers of respondents are limited because of lack of time.

DATE ANALYSIS AND INTERPRETATION**TABLE 1: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF GENDER**

<i>Content</i>	<i>Number of Respondents</i>	<i>Percentage</i>
Male	115	57.5%
Female	85	42.5%
Total	200	100%

Interpretation

From the Table, Male respondents are 57.50% and female respondents are 42.50%

TABLE 2: CLASSIFICATION OF RESPONDENTS BASED ON OCCUPATION

<i>Content</i>	<i>Number of respondents</i>	<i>Percentage</i>
Employee	105	52.5%
Self Employed	66	33%
Agriculturist	29	14.5%
Total	200	100%

Interpretation

Since the more than table employee respondents are 52.5%, self-employed respondents are 33% and agriculturist respondents are 14.5%

TABLE 3: CLASSIFICATION ON THE BASIS OF MONTHLY INCOME

<i>Contents</i>	<i>Number of Respondents</i>	<i>Percentage</i>
Less than ₹20000	75	37.5%
₹20000 - ₹40000	86	43%
₹40000 - ₹60000	28	14%
₹60000 & above	11	5.5%
Total	200	100%

Interpretation

From the table it can see that 37.5% of respondents' income is less than ₹20000, 43% of respondent's income is ₹20000-₹40000, 14% of respondents' income is ₹40000-₹60000, 5.5% of respondents belong to above incomes is ₹60000 income.

TABLE 4: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF AGE GROUP (IN YEARS)

<i>Contents</i>	<i>Number of respondents</i>	<i>Percentage</i>
Below 20	22	11%
20 – 25	97	48.5%
25 – 30	46	23%
Above 30	35	17.5%
Total	200	100%

Interpretation

From the above table below 20 years age group respondents are 11%, 20-25 age group respondents are 48.5%, 25-30 age group respondents are 23%, above 30 years age group respondents are 17.5%.

TABLE 5: DO YOU HAVE SCOOTER?

<i>YES/NO</i>	<i>Number of respondents</i>	<i>Percentage</i>
Yes	169	84.5%
No	31	15.5%
Total	200	100%

Interpretation

From the above table it is clear that 84.5% of respondents are using the scooter and 15.5% of respondents are not using the scooter.

TABLE 6: WHICH COMPANY OF SCOOTER YOU HAVE?

<i>Contents</i>	<i>Number of respondents</i>	<i>Percentage</i>
Bajaj	10	5%
Honda	24	12%
Hero	119	59.5%
TVS	16	8%
Non respondents	31	15.5%
Total	200	100%

Interpretation

From the above table it can see that 5% of respondents are using Bajaj company scooter, 12% of respondents are using Honda company scooter, 59.5% of respondents are using Hero company scooter, 8% of respondents are using TVS company scooter. remaining 15.5% respondents are not using any scooter.

TABLE 7: FROM HOW MANY YEARS ARE YOU USING THE SCOOTER?

<i>Contents</i>	<i>Number of respondents</i>	<i>Percentage</i>
Less than 2 years	40	33.6%
3 – 4 years	65	54.6%
5 – 6 years	9	7.6%
Above 6 years	5	4.2%

Interpretation

From The above table it can be seen that out 200 respondents only 119, respondents are using scooter so, 33.6% of respondents are using less than 2 years, 54.6% of respondents are using 3 to 4 years, 7.6% of respondents are using 5 to 6 years, 4.2% of respondents are using for more than 6 years.

TABLE 8: HOW WAS THE RESPONSE OF THE EMPLOYEES WHEN YOU VISITED TO THE YEPIYES HERO?

<i>Contents</i>	<i>Number of respondents</i>	<i>Percentage</i>
Convince	18	15.1%
Informative	47	39.5%
Comfort	41	34.5
Cooperative	13	10.9%
Total	119	100%

Interpretation

From the above table it can see that 15.1% of respondents said that the response of employee towards customer is convince, 39.5% of respondent's opinion is informative, 34.5% of response opinion is comfort, 10.9% respondents opinion is cooperative.

TABLE 9: HOW DESIGN IS GOOD

<i>Content</i>	<i>Number of respondents</i>	<i>Percentage</i>
Strongly disagree	10	8.4%
Disagree	19	16%
Neither agree nor disagree	30	25.20%
Agree	37	31.10%
Strongly agree	23	19.30%
Total	119	100%

Interpretation

The above table 8.4% of 2 respondents are strongly disagree, 16% of respondents are disagree, 25.2% of respondents are neither agree nor disagree, 31.10% respondents are agreed, 19.3% respondents are strongly agreed.

TABLE 10: LOOK IS GOOD

<i>Content</i>	<i>Number of respondents</i>	<i>Percentage</i>
Strongly agree	6	5.0%
Agree	20	16.8%
Neither agree nor disagree	31	26.1%
Disagree	35	29.4%
Strongly disagree	27	22.7%
Total	119	100%

Interpretation

From the following table 5.0% of respondents are strongly disagree, 16.8% of respondents are disagree, 26.1% of respondents are neither agree nor disagree, 29.4% respondents are agreed, 22.7% respondents are strongly agreed.

TABLE 11: PROMOTIONAL CAMPAIGN IS GOOD

<i>Content</i>	<i>Number of respondents</i>	<i>Percentage</i>
Strongly disagree	8	6.7%
Disagree	16	13.4%
Neither agree nor disagree	37	31.1%
Agree	44	37%
Strongly agree	14	11.8%
Total	119	100%

Interpretation

From the above table 6.7% of respondents are strongly disagree, 13.4% of respondents are disagree, 31.1% of respondents are neither agree nor disagree, 37% respondents are agreed, 11.8% respondents are strongly agreed.

TABLE 12: HERO DUET IS AVAILABLE TO PURCHASE IN MY NEAREST LOCALITY

<i>Content</i>	<i>Number of respondents</i>	<i>Percentage</i>
Strongly disagree	7	5.9%
Disagree	23	19.3%
Neither agree nor disagree	25	21%
Agree	40	33.6%
Strongly agree	24	20.2%
Total	200	100%

Interpretation

In the above table 5.9% of respondents are strongly disagree, 19.3% of respondents are disagree, 21% of respondents are neither agree nor disagree, 33.6% respondents are agreed, 20.2% respondents are strongly agreed.

TABLE 13: ALL SPARE PARTS ARE AVAILABLE IN MY NEAREST LOCALITY

<i>Content</i>	<i>Number of respondents</i>	<i>Percentage</i>
Strongly disagree	9	7.6%
Disagree	16	13.4%
Neither agree nor disagree	25	21%
Agree	36	30.3%
Strongly agree	33	27.7%
Total	119	100%

Interpretation

From the above table 7.6% of respondents are strongly disagree, 13.4% of respondents are disagree, 21% of respondents are neither agree nor disagree, 30.3% respondents are agreed, 27.7% respondents are strongly agreed.

TABLE 14: HERO DUET IS READILY AVAILABLE ON ALL THE DAYS TO PURCHASE

<i>Content</i>	<i>Number of respondents</i>	<i>Percentage</i>
Strongly disagree	7	5.9%
Disagree	14	11.8%
Neither agree nor disagree	26	21.8%
Agree	37	31.1%
Strongly agree	35	29.4%
Total	119	100%

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The above table it can be seen that 5.9% of respondents are strongly disagree, 11.8% of respondents are disagree, 21.8% of respondents are neither agree nor disagree, 31.1% respondents are agreed, 29.4% respondents are strongly agreed.

TABLE 15: WHICH ONE OF THE FOLLOWING RANK WOULD YOU LIKE TO GIVE YOUR SCOOTER?

<i>Contents</i>	<i>Number of respondents</i>	<i>Percentage</i>
1	40	33.6
2	34	28.6
3	33	27.7
4	12	10.1

From the above table it can be see that 33.6% of respondents are given 1st rank, 28.6% of respondents are given 2nd rank, 27.7% of respondents are given 3rd rank, and 10.1% of respondents are given 4th rank.

TABLE 16: WOULD YOU LIKE TO RECOMMEND TO OTHER FOR BUYING HERO DUET?

<i>Contents</i>	<i>Number of respondents</i>	<i>Percentage</i>
Yes	70	58.8%
No	49	41.2%
Total	119	100%

From the above table it can see that 58.8% of respondents are given a positive result to recommend to other for buying the scooter and 41.2% of respondents are given a negative result to recommend to other for buying the scooter.

FINDINGS

- The maximum of the respondents are male (57.5%)
- The majority of respondents are employed (52.5%)
- The respondents are age group of 20 to 25 years 58.5
- The respondents are using scooter (84.5%)
- Are the hero company scooter (59.5%)

SUGGESTIONS

There are some suggestions as below:

- The attend to a moment grievance by customer; it helps to smart relationship with the customer and salesroom.
- The corporate ought to focus on look, loan facility and sturdiness of the scooter.
- Hero will highlight on mileage and whole, many of us purchase the scooter based on their mileage and whole.
- The corporate ought to launch a brand-new generation model with totally different vogue, look and new style with smart value.
- The corporate ought to offer the higher discount and loan facility on scooter.
- The corporate will take a feedback of the client once the sales and service; it ought to be facilitated to consummate the client wants and needs.
- Company ought to improve the promotional activities like advertisements and newspaper to form an aware within

the client regarding the new model

- There ought to scale back the value of the service of the salesroom scrutiny to the Computators

CONCLUSION

It is finished that most of the respondents attend company showrooms to induce the required info regarding two-wheelers. during this context, company ought to build additional information obtainable at its showrooms.

In Associate in Nursing era of skyrocketing international competition, “client Perception” remains a groundwork topic of robust interest. By keeping in sight that future income of average ménage people can increase, thus in future their demand and wish each will increase. to fulfill their expectations, it become a major importance to check varied factors influencing their perceptions and thence impact on purchase call. just in case with the acquisition of Associate in Nursing automobile, individuals like bike over a four-wheeler because of bike is economical and cheap. In different words we can say that bike could be a mortal vehicle. The study focuses on major 2 wheelers complete Hero Moto house, Honda, TVS and Bajaj. Keeping in consideration that folks have a criteria of preference within the minds before they are going to get a motorcycle, the man of science has tried to summate a number of the factors which individuals judge before the particular purchase. The study aims to showcase factors like product attributes, price, resale worth, credit facility, mileage and advert plays role in shopping for call.

Among the merchandise attributes that influence shopper process regarding two-wheeler, mileage, engine capability, maintenance value, safety, price, and convenience of spare elements are of high importance to shoppers. merchandising worth, after sales service facilities and brand assumed lower level of importance. So, Company will take some measures to boost its whole image. just in case of shopper respondents’ perception on Hero Access two-wheeler product attributes, majority respondents felt that bike value, price of spare elements, once sales service, mileage, and maintenance value are affordable. About 0.5 the respondents felt that the fashion quotient is extremely smart. Hence, company is advised to require measures to enhance the fashion and look of its two-wheelers to create them a lot of enticing to customers.

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