

A STUDY ON CUSTOMER PERCEPTION OF HERO BIKES IN RAJAPALAYAM

Kasi Raman.R , Nanthini.G, Sandhiya.A

P.S.R.Engineering college,Sivakasi

ABSTRACT

The customer choosing the products that they wanted by its quality, reliability, durability, easy maintenance, service, ease of use, affordable price and mainly brand. The brand name comes first in their mind because of the trust which the brand gives to the consumer. The Product quality, the service quality and the customer support quality gives the trust to the consumers. People prefer motorbike over four wheelers because it's affordable, economical, and convenient. As there are a lot of motorbike companies in the market currently thus there is huge competition among the players. As a result people also have a set of choices and preferences over a company or a brand, Keeping in consideration that people have a criteria of preference in the minds before they go to purchase a motorbike, the researcher has tried to summate some of the factors which people evaluate before the actual purchase. Through survey the paper has tried to explore a real order of preference which a customer places and rank of some important factors, which play an important role in marketing the final purchase decision towards a two-wheeler.

Key words: *customer, quality, brand,*

INTRODUCTION

India is the second largest product of two-wheelers in the world. The Indian two-wheeler industry has seen stunning growth in the last few years as majority of the Indian; especially the youth prefer motorbikes than cars. Large varieties of two wheelers are available in the market, known for their advanced technology and better mileage. Retaining a large share in the two wheeler industry, bikes and scooters cover a major segment. Bikes are considered to be the favourite among the young generation, as they help in easy commutation. Indian bikes, scooters and mopeds characterize style and class for both men and women in India. The Indian two-wheeler industry made a small beginning in the early 50s when Automobile Products of India (API) started manufacturing scooters in the country. Until 1958, API and Enfield were the sole producers.

A motorcycle, often called a motorbike, bike, or cycle, is a two- or three-wheeled motor vehicle. [1] [2] [3] Motorcycle design varies greatly to suit a range of different purposes: long-distance travel, commuting, cruising, sport, including racing, and off-road riding. Motorcycling is riding a motorcycle and being involved in other related social activity such as joining a motorcycle club and attending motorcycle rallies.

Customer usage and buying of any product largely depend upon their perception about the product. Perception develops through how effectively product has been marketed. These days firms are putting their best efforts in marketing in order to get customer attention and positive impression on customers mind, customer perception is also identified by the colour, shape, and quality of the product. India is the second largest producer of two- wheelers in the world. The Indian two- wheeler industry has seen stunning growth in the last few years as majority of the Indians; especially the youth prefer motorbikes than cars. Large varieties of two wheelers are available in the market, known for their advanced technology and better mileage. Retaining a large share in the two wheeler industry, bikes and scooters cover a major segment. Bikes are considered to be the favourite among the young generation as they help in easy commutation. Indian bikes, scooters and mopeds characterize style and class for both men and women in India.

The two-wheeler consumer durable market in India has appeared as the most exciting and changing segment of the overall Indian automobile industry, witnessing an extraordinary growth. Rising urban as well as rural demand for motorbikes, price and fuel efficiency are among the major factors enhancing the growth in the

market. The Indian automobile industry has been performing consistently well, compared to other major markets of the world.

Customer perception:

Customer perception is a marketing concept that encompasses a customer's impression, awareness, or consciousness about a company or its offerings. Customer's perception is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels.

History:

The first internal combustion, petroleum fueled motorcycle was the Petroleum Reitwagen. It was designed and built by the German inventors Gottlieb Daimler and Wilhelm Maybes in Bad Constant, Germany in 1885. This vehicle was unlike either the safety bicycles or the boneshaker bicycles of the era in that it had zero degrees of steering axis angle and no fork offset, and thus did not use the principles of bicycle and motorcycle dynamics developed nearly 70 years earlier. Instead, it relied on two outrigger wheels to remain upright while turning. The inventors called their invention the Reitwagen ("riding car"). It was designed as an expedient tested for their new engine, rather than a true prototype vehicle. If a two-wheeled vehicle with steam propulsion is considered a motor cycle, then the first was the French Michaux - Perreaux steam velocipede of 1868. This was followed by the American Roper steam velocipede of 1869, built by Sylvester H. Roper Roxbury, Massachusetts. Roper demonstrated his machine at fairs and circuses in the eastern U.S. in 1867, and built a total of 10 examples.

RESEARCH PROCESS

- Identifying the problem
- Reviewing literature
- Setting research, questions, objectives and Hypotheses
- Choosing the study design
- Deciding On the sample design
- Collecting data
- Processing and analyzing data
- Writing the report

Product Strength :

- Driving pleasure.
- Good in style, mileage, performance and safety.
- Giant look (attract macho-loving ones).
- Different design in comparison to other bikes.
- Stability in high speed also.

OBJECTIVE OF THE STUDY:

- ✓ To study the customer perception hero bikes.
- ✓ To analyze the demographic profiling of customers.
- ✓ To identify the most important determinant factors towards hero bikes.
- ✓ To study the satisfaction towards hero bikes.

SCOPE OF THE STUDY:

The study on customer perception towards hero two wheelers was carried out at deepa motors, rajapalayam This study covers various factors influencing the customer for the preference of hero bike in terms of quality, speed, and reliability. It also focuses on customer perception towards hero bike on the basis of service, price, design, maintain cost, milage, engine, capacity, fuel consumption, safety and comfort.

REVIEW OF LITERRATURE

Mohammed Hossain and shirley leo, (2009), The purpose of this paper is to evaluate the service quality in retail banking in the Middle Purpose- East in general, and Qatar in particular, based on different levels of customers 'perception regarding service quality, customers 'perceptions vary according to the nature of service. In this case, the highest customers 'perceptions are demonstrated in the tangibles area such as infrastructure facilities of the bank, followed by the empathy area such as timing of the bank and returns on deposit. On the other hand, the lowest perceptions are in the competence area, such as the method of imposing service charges followed by reliability, such as customers' guidance. Because of the wide variation of responses, the banks need to consider the weak areas in order to meet customer requirement.

Yingai xu, Robert goedegebuure, Beatrice van der Heijden, (25 February 2015), This study proposes a mediation model that links customer perceived service value to customer loyalty via customer satisfaction Results show that customer satisfaction does play a medjating role upon the relationship between customer perceived service value and customer loyalty, This study suggests the customer perceived service quality has a significant effect upon customer satisfaction customer perception of relational benefits has a positive impact upon customer satisfaction, with trust being the most important indicator customer satisfaction is positively related with loyalty in terms of positive word of mouth, willingness to pay more and to stay with the business.

Taruna, (2017), States that internet has changed the traditional way of customers shopping and buying goods and services. In this rapidly changing age and time, going digital' is the new trend. Every brick and mortar shop is now trying to create its online presence to stay ahead of the competition. Consumers use the internet not only for online shopping, but also to compare prices, product features and after sale service facilities. Online shopping also known as e-shopping is a form of electronic Commerce which allows Consumers to directly buy goods or services from a seller over the Internet using a web browser Customers are purchasing the goods and services online because it saves time, and more selection, for goods is available as compare to offline shopping. The present research paper has used Quantitative method to study the consumer preferences towards online shopping. The data was collected through Questionnaires. This research also aims to find out the key factors like age, gender, and various payment method that affects the consumer behaviour towards online shopping.

Joyeeta chatterjee, (2019) One of the significant marketing changes in the past decade involves the dramatic increase in the variety of ways in which consumers can express their identities. A key driver of this change has been the growth of one - to - one marketing and mass customization. This trend has led many companies to rebrand and reposition their products or services focusing on functional attributes to focusing on how they fit into a consumer's lifestyle. In the recent years, we have seen a growing trend of rebranding in India such as Vodafone, Airtel, Hero MotoCorp (erstwhile Hero Honda) to media channels to across different industries. This trend has compelled several business conglomerates to rebrand and get a makeover of their products and services. These organizations, while conducting the rebranding exercise, emphasize on concentrating on the functional attributes to how they fit into a consumer's lifestyle which are received very well by business houses. By revitalizing their brands, business houses are ready to face a tough challenge in the marketplace and earn a respectable market share too. The rebranding exercise of Hero MotoCorp provides fascinating insights. The drivers and methodology adopted by the two - wheeler manufacturer which includes the makeover of the brand architecture, brand name, brand logo and the positioning with the theme of creation, renewal and re-energizing the brand are worth mentioning.

Fredrick Ahenkora Boamah, (2020), A major factor for customer satisfaction is quality service . Internet services have become more complex and exciting in the context of the global economy than ever . The study aimed at defining the quality of customer service and its effect on customers . The methods of the study made use of the survey method . Thus , the use of quantitative primary data collected from the field . The method of non - probability sampling was also used . 150 respondents in total was used and all 150 being customers . The 150 respondents was chosen by the use of accidental non probability sampling . The study showed that the connection between consumer and tangibility satisfaction was statistically significant . The study also showed

that the combination of reliability , responsiveness , assurance and empathy has a major impact on customer satisfaction . Service quality therefore has a positive impact on customer satisfaction . It further stated continues network and connectivity failure recorded the High cost on data , wait long hours before being served , staff inability to support clients were some of the causes of customer dissatisfaction.

RESEARCH METHODOLOGY

Research Design

Research design are concerned with turning the research question into a testing project. The best design on your research questions. Every design has its positive and negative sides. The research design has been considered as a "blueprint" for research, dealing with at least four problems: what questions to study, what data are relevant, what data to collect, and how to analyze the results.

Sampling Technique:

Probability sampling technique was used for the study. Sampling technique means the way in which the samples are selected from the population.

Probability Sampling:

In probability sampling, each unit in the defined target population has known.

Sampling Method:

Sampling method followed for this study is "Simple random sampling" which comes under probability sampling.

Simple random sampling:

In this sampling each unit of the universe has been known and has equal chance of being selected. The tools used for selection are lottery method. Sample Unit : The sample unit for this study is consumers of hero bike who purchased their bike from deepa motors, Rajapalayam.

Sample size:

The researcher has selected 232 respondents as sample size.

Tools used for the analysis of the data:

- Percentage analysis method .
- Weighted average method .

CONCLUSION :

The researchers stated the customer perception towards Hero bikes at Deepa motors. This study concludes majority of the customer perception about Hero bikes are excellent in terms of pick up, engine capacity and smoothness. This positive perception helps to increase the goodwill among the customers. If the Deepa motors follow the suggestions of the researcher, it helps to improve the sales and get goodwill among consumers of Hero Bikes.