A Study on Consumer Purchasing Behaviour Towards Hero Motor Bikes

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Abstract:

The present study aims to investigate customer purchasing behaviour towards Hero motor bikes. Both quantitative and qualitative data were collected from a sample of Hero motorbike customers. The research aims to identify the factors that influence customer buying decisions, including brand perception, product quality, price, and availability The study found that factors such as brand loyalty, affordability, fuel efficiency, and after-sales service were the key determinants of customer purchasing behaviour. Additionally, the study revealed that customers preferred to rely on recommendations from family and friends and advertisements to make informed purchase decisions. The findings of this study have important implications for marketing strategies aimed at attracting and retaining customers in the highly competitive motorcycle industry.

Keywords: Consumer purchasing behaviour, hero motors, satisfaction.

INTRODUCTION:

Consumer purchasing behaviour is an important aspect of marketing that helps businesses to understand why and how customers make purchasing decisions. In this study, we will be examining the factors that influence consumers when purchasing Hero Motors bikes. Hero Motors is one of the leading two-wheeler manufacturers in India, with a diverse range of motorcycles catering to different segments of customers. This study aims to gain insights into the factors that influence the buying decisions of Hero Motors bike customers, including their satisfaction, attitudes, perceptions, and preferences. By examining these factors, we hope to provide a better understanding of how Hero Motors can enhance its marketing strategies to better cater to the needs of its customers and gain a competitive advantage in the market.

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OBJECTIVES:

1. To study the buying motives of customers regarding purchasing bikes of Hero motors limited.

2. To identify the factors influencing the purchasing behaviour of customers.

3. To find out the reason for purchasing the bikes in hero motors limited.

4. To understand, analyse and evaluate the opinion of the consumers' perception on hero vehicle

SCOPE FOR THE STUDY:

The scope of this study is focused on understanding consumer purchasing behaviour towards Hero Motors bikes in India. This research is to gain insights into the factors that influence consumers' decisions when choosing a Hero Motors bike, including their demographic profiles, satisfaction, attitudes, perceptions, and preferences. The study will primarily involve collecting of data from a sample of Hero Motors bike customers and potential buyers in India. The findings of this study will help Hero Motors to understand the preferences and needs of its customers, identify any gaps in its marketing strategies, and make informed decisions on how to improve its products and services to cater to the evolving needs of its target market.

HYPOTHESIS:

1. H0: There is no significant difference between buying motive of Hero motorbikes and education.
2. H0: There is no significant difference between factors influencing for buying Hero motor bikes and age.
3. H0: There is no significant difference between reason for selecting Hero motor bikes and income.
4. H0: There is no significant difference between Customer satisfaction towards Hero motor bike and customer suggestion to others.

STATEMENT OF THE PROBLEM:

Knowing the consumer's purchasing behaviour of the product and the level of satisfaction with the product is essential for the manufacturers of the product in order to have an idea about what the general consumer perceives about the product. This helps the manufacturer know where their product is lacking compared to the competitor. Now the competitors are Bajaj, Yamaha, Honda, and TVS, in the two wheeler market. It is very important for any manufacturer to understand the level of satisfaction with their product and they have to manufacture and provide services to their customers in such a way that they must provide complete satisfaction to their customers and only then can they compete in this competitive world. Hence, today's study aims to analyse "the consumer's purchasing behaviour towards hero motorcycles".

RESEARCH METHODOLOGY:

The study is confined with a small population of 150 respondents to analyse consumer purchasing behaviour towards hero motor bikes.

• **Primary Data:**

To conduct research by building a structured questionnaire and distributing it to selected consumers through Google Docs. A sample size of 150 respondents was used with an appropriate sampling technique. For data analysis, we used ANOVA, chi square test and correlation to provide the best results from it.

SAMPLING TECHNIQUE: Snow ball sampling and Convenience sampling technique.

• **Secondary Data:**

For secondary data, various sources of books, journals, literature reviews, and research by different authors in the relevant field were taken into account.

REVIEW OF LITERATURE:

• **Kunal Patel & Anuradha Pathak (2022)**, the main purpose of this study is to examine customer satisfaction towards Hero MotoCorp. It was concluded from the research report that the majority of respondents are satisfied with Hero bikes and are therefore willing to recommend Hero MotoCorp bikes to their friends, neighbours and family. responders. Other factors discussed in this report are price, after-sales service, ambience, maintenance, etc. The majority of respondents are satisfied with all factors.

• **BHADRAPPA HARALAYYA (2021)** , concludes that the hero motor user is a young, generation, middle-aged person who cares about bike design and respects the distinctive brand from the survey, as it is found that the largest number of users are satisfied with the service provided by the company and also the largest number of users are satisfied with the after-sales service provided by the company.

• **KUNCHALA ANIL (2020)**, study about 45% of the respondents are customers of Hero MotoCorp Limited and thus it is the bike brand of choice among the various brands. Most of the respondents get information through friends before buying the bike. Most of the respondents want good satisfaction with the dealer's service compared to other brands. Most respondents give more preference to miles. 60% of the respondents are influenced by their friends and relatives.

• **Preet Kamlesh Patel (2020)**, research paper the research scholar had been concluded that most of the respondents are satisfied with the hero motor bikes. The factors responsible for satisfaction are price, style, performance, mileage and colour. Respondents are also satisfied with the service quality, product availability, service center and spare parts of Hero motor corp. Respondents buy a bike because of performance, product availability, service center and parts.

DATA ANALYSIS AND INTERPRETATION:

Table: 1: Buying motive of hero motor bikes and education

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
What is the main motive behind purchasing hero motor bike ? [Performance]	Between Groups	3.265	4	0.816	2.435	0.050
	Within Groups	48.609	145	0.335		
	Total	51.873	149			
What is the main motive behind purchasing hero motor bike ? [Price]	Between Groups	3.380	4	0.845	1.768	0.138
	Within Groups	69.293	145	0.478		
	Total	72.673	149			
What is the main motive behind purchasing hero motor bike ? [Features]	Between Groups	2.199	4	0.550	1.247	0.294
	Within Groups	63.941	145	0.441		
	Total	66.140	149			
What is the main motive behind purchasing hero motor bike ? [Brand image]	Between Groups	3.688	4	0.922	1.649	0.165
	Within Groups	81.085	145	0.559		
	Total	84.773	149			
What is the main motive behind purchasing hero motor bike ? [Reliability]	Between Groups	0.481	4	0.120	0.210	0.933
	Within Groups	83.012	145	0.572		
	Total	83.493	149			

INFERENCE:

Table 1makes it clear that the significant value for price, feature, brand image and reliability are 0.138,0.294,0.165 and 0.933. It is much greater than 0.05. Hence, the null hypothesis is accepted. This reveals that there is no significant difference between buying motive and education, but for performance the significant value is 0.05. Hence, the null hypothesis is rejected and there is a significant difference between buying motive [performance] and education.

Table 2: Factors influencing for buying hero motor bikes and age

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Who influenced your decision while purchasing the bike? [Friends]	Between Groups	3.377	3	1.126	1.355	0.259
	Within Groups	121.297	146	0.831		
	Total	124.673	149			
Who influenced your decision while purchasing the bike? [Parents]	Between Groups	4.676	3	1.559	2.245	0.086
	Within Groups	101.384	146	0.694		
	Total	106.060	149			
Who influenced your decision while purchasing the bike? [Self]	Between Groups	1.922	3	0.641	0.812	0.489
	Within Groups	115.151	146	0.789		
	Total	117.073	149			
Who influenced your decision while purchasing the bike? [Sales representatives]	Between Groups	8.757	3	2.919	2.696	0.048
	Within Groups	158.077	146	1.083		
	Total	166.833	149			
Who influenced your decision while purchasing the bike? [others]	Between Groups	13.451	3	4.484	3.609	0.015
	Within Groups	181.383	146	1.242		
	Total	194.833	149			

INFERENCE:

From the table 2, it is inferred that the significant value for friends, parents and self are 0.259,0.086 and 0.489. It is much greater than 0.05. Hence, the null hypothesis is accepted. This reveals that there is no significant difference between Factors influencing for buying hero motor bikes and age, but for sales representatives and others the significant values are 0.048 and 0.015.

Reason for selecting hero motor bikes and income

Table 3: Results of chi-square test

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.971[a]	12	0.371
Likelihood Ratio	11.036	12	0.526
Linear-by-Linear Association	0.140	1	0.709

Table 4: Results of chi-square test for performance

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	28.924[a]	16	0.024
Likelihood Ratio	29.069	16	0.023
Linear-by-Linear Association	0.070	1	0.791

Table 5: Results of chi-square test for mileage

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.761[a]	16	0.760
Likelihood Ratio	10.240	16	0.854
Linear-by-Linear Association	2.034	1	0.154

Table 6: Results of chi-square test for finance

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.538[a]	16	0.159
Likelihood Ratio	19.573	16	0.240
Linear-by-Linear Association	0.076	1	0.783

Table 7: Results of chi-square test for brand image

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	22.862[a]	16	0.117
Likelihood Ratio	20.938	16	0.181
Linear-by-Linear Association	0.809	1	0.368

INFERENCE:

From the above tables, it is found that there is a significant chi-square values for performance, mileage, finance facility and brand image are 0.371, 0.760, 0.159 and 0.117. It is much greater than 0.05. Hence, the null hypothesis is accepted. This reveals that there is no significant difference between reason for selecting hero motor bike and income, but for price the significant value is 0.024.

Customer satisfaction towards hero motor bike and customer suggestion to others.

Table 8: Correlation coefficient for consumer satisfaction

Correlations		Are you satisfied with the performance of the vehicle?	Based on your experience would you suggest others to purchase Hero MotoCorp vehicle ?
Are you satisfied with the performance of the vehicle ?	Pearson Correlation	1	.258[**]
	Sig. (2-tailed)		0.001
	N	150	150
Based on your experience would you suggest others to purchase Hero MotoCorp vehicle ?	Pearson Correlation	.258[**]	1
	Sig. (2-tailed)	0.001	
	N	150	150

INFERENCE:

Table 8 shows that the significant value for customer satisfaction towards hero motor bike and customer suggestion to others are 1 and 0.258. It is much greater than 0.05. Hence, the null hypothesis is accepted. It is inferred that there is no significant difference between Customer satisfaction towards hero motor bike and customer suggestion to others.

LIMITATIONS OF THE STUDY:

- This research is restricted within the city of Chennai, with a small sample of 150 respondents, therefore the outcome may vary, when the sample and research area are expanded.

- The sample size, which is 150 in number, may not exactly match the characteristics of the population.

- The study focused solely on consumer purchasing behaviour towards Hero Motorcycles to enable the research to obtain adequate conclusive evidence.

- The study is limited with its scope, and the time period of the study is important restriction.

- The researcher made every effort to collect the respondents' review, however there is still a reluctance on the part of the respondents to reveal all the answers.

FINDINGS, SUGGESTIONS AND CONCLUSION:

FINDINGS:

- There is no significant difference between buying motive of hero motor bikes [price, feature, brand image and reliability] and education. There is a significant difference between buying motive of hero motor bike [performance] and education.

- There is no significant difference between factors influencing for buying hero motor bikes [friends, parents and self] and age. There is a significant difference between factors influencing for buying hero motor bikes [sales representatives and others] and age.

- There is no significant difference between reason for selecting hero motor bikes [performance, mileage, finance facility and brand image] and income. There is a significant difference between reason for selecting hero motor bikes [price] and income.

- There is no significant difference between customer satisfaction towards hero motor bike and customer suggestion to others.

CONCLUSION:

The study of consumer purchasing behaviour towards Hero Motors bikes in India is essential for the company to maintain and improve its position in the competitive two-wheeler market. It provided insights into the factors that influence consumers' purchasing decisions when choosing a Hero Motors bike, including their motivations, attitudes, perceptions, and preferences. The data collected should be analysed using appropriate statistical techniques, and recommendations should be provided based on the study's findings to improve Hero Motors' marketing strategies and products to better cater to the needs of its target market.

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