



# A STUDY ON CUSTOMER PREFERENCE TOWARD HERO BIKES WITH SURENDRA MOTORS, RLY KODUR.

\*R. SIVA KUMAR

\*\* E.KUSUMA

\*Student, MBA 2<sup>nd</sup> year, Department of MBA, Annamacharya Institute of Technology & Sciences (Autonomous), Tirupati

\*\*Assistant Professor, Department of MBA, Annamacharya Institute of Technology and Sciences (Autonomous), Tirupati

## ABSTRACT

This study investigates customer preferences for Hero bikes, focusing on factors influencing purchasing decisions. Utilizing a mixed-method approach, data was gathered through surveys and interviews with current and potential customers. Key findings reveal that reliability, fuel efficiency, affordability, performance, comfort, design/style, technology/features, and after-sales service significantly impact consumer choices. Additionally, demographic factors such as age, income, and geographic location play a role in shaping preferences. Understanding these preferences is essential for Hero to tailor its marketing strategies and product development to meet the evolving needs of its target market.

**KEYWORDS:** Reliability, Fuel efficiency, Affordability Performance, comfort, design/style Technology/features, and after-sales services

## INTRODUCTION

A customer sometime known as a client, buyer or purchaser is the recipient of good, service, product, or idea, obtained from a seller, vendor, or supplier for a monetary or other consideration. Customers are generally categorized into two types:

- An **intermediate customer** or **trade customer** who is a dealer that purchases goods for re-sale.
- An **ultimate customer** who does not in turn re-sell the things bought but either passes them to the consumer or actually is the consumer.

A customer may or may not also be a consumer, but the two notions are distinct, even though the terms are commonly confused. A customer purchases goods; a consumer uses them. An ultimate customer may be a consumer as well, but just as equally may have purchased items for someone else to consume. An intermediate consumer is not a consumer at all.

## REVIEW OF LITERATURE

- **V. Devki & Dr. H. Balakrishnan (Nov 2015)** studied of “Customer Preference towards Hero two-wheeler after termination if Hero Honda” using primary data and found from survey that the purchase of two-wheeler is independent of the annual income of buyer; this could perhaps be due to the easy loan available and customer friendly. Majority of the respondents give more importance to price and prefer the middle-ranged bikes like, splendor and passion. It is perceived that most of the people confirmed that they will miss the Hero Honda and skeptic about the Hero. The future choice of Hero is only 36 % of the existing customer who prefer to stay with Hero.
- **Sharma, Kiran Sharma and Khan (2017)** studied on "analysis of customer satisfaction of Tata motors in Jaipur, Rajasthan with the objectives to find out the satisfaction among the customers, market performance and market position of Tata motors. They find that 73% people feel that safety are affordable whereas 12% do not agree, 74% believe that attractive discount are offered but 26% are not satisfied with the discount offered, but the overall opinion about Tata Motors is very good.

## OBJECTIVES OF THE STUDY

To know the factors influencing the customer while purchasing the hero bikes with reference to Surendra motors ,rly Kodur.

To identify various segments of customers base on their preferences for hero bikes with reference to Surendra motors.

To evaluate the competitive context of hero bikes by comparing customer preferences with other major motorcycle brands.

To asses the levels of customer satisfaction and loyalty towards hero bikes.

## NEED FOR THE STUDY

As the customers are regarded as the superiors in today's market, the level of satisfaction and their preferences should be kindly studied. The two-wheeler industry has been expanding rapidly. Gone are the days when possessing a two-wheeler was seen as a luxury. Now days, it is viewed as a mere necessity.

## SCOPE OF THE STUDY

The study is confined to the customers while purchasing the hero bikes with reference to Surendra motors, RLY KODUR only and does not have any relevance with any other brand.

## RESEARCH METHODOLOGY

The information required for this study obtained was basically through two sources.

### Primary Data:

Primary Data has been gathered by a survey through a structured questionnaire.

### Secondary Data:

Secondary Data comprises of information obtained from annual reports, brochures, manuals websites etc.

**Research design** : Descriptive research

**Research approach** : Survey Method

**Research instrument** : Structured Questionnaire

**Sampling Unit** : Customer preference towards hero bikes, At Surendra motors, rly Kodur.

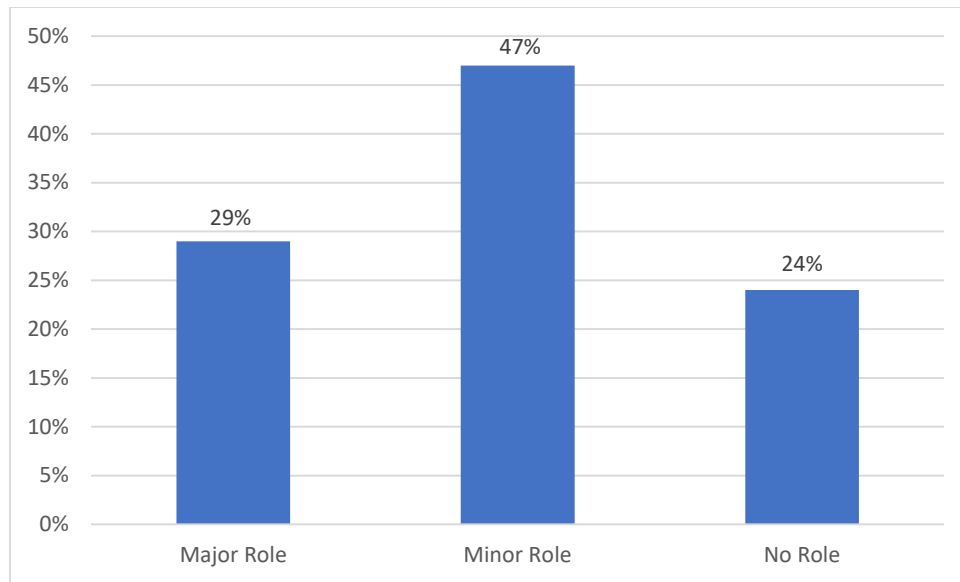
**Sample size** : 150

**Statistical tool** : Bar chart, percentage Analysis.

## DATA ANALYSIS

### 1. What role does the reputation of Surendra Motors play in your decision-making process?

Response	No of Respondents	% of Respondents
Major Role	43	29%
Minor Role	70	47%
No Role	37	24%
Total	150	100%

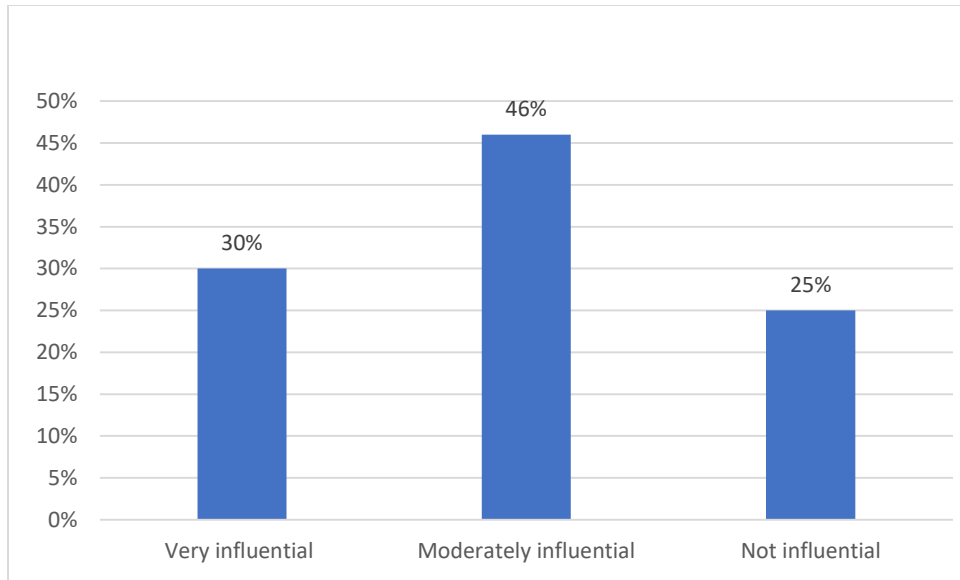
**GRAPH 1****INTERPRETATION:**

From the above graph 29% of respondent said that the reputation of Surendra Motors plays a major role. 47%, stated that the reputation of Surendra Motors plays a minor role in their decision-making process. 24% of respondents indicated that the reputation of Surendra Motors plays no role

**2. How influential are online reviews and customer testimonials when considering purchasing a Hero bike from Surendra Motors?**

Response	No of Respondents	% of Respondents
Very influential	44	30%
Moderately influential	69	46%
Not influential	37	25%
<b>Total</b>	<b>150</b>	<b>100%</b>

**GRAPH 2**



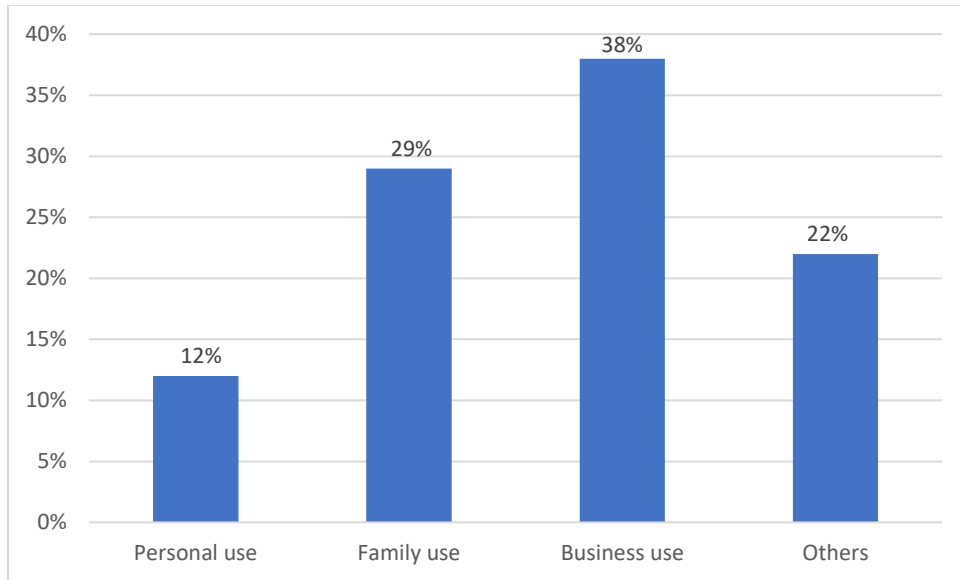
**INTERPRETATION:**

From the above graph 30% of respondents said that online reviews and customer testimonials are very influential in their decision-making process. 46%, stated that online reviews and customer testimonials are moderately influential. 25% of respondents indicated that online reviews and customer testimonials are not influential in their decision-making process.

**3. Are you primarily interested in purchasing a Hero bike for?**

Response	No of Respondents	% of Respondents
Personal use	18	12%
Family use	43	29%
Business use	56	38%
Others	33	22%
Total	150	100%

**GRAPH 3**



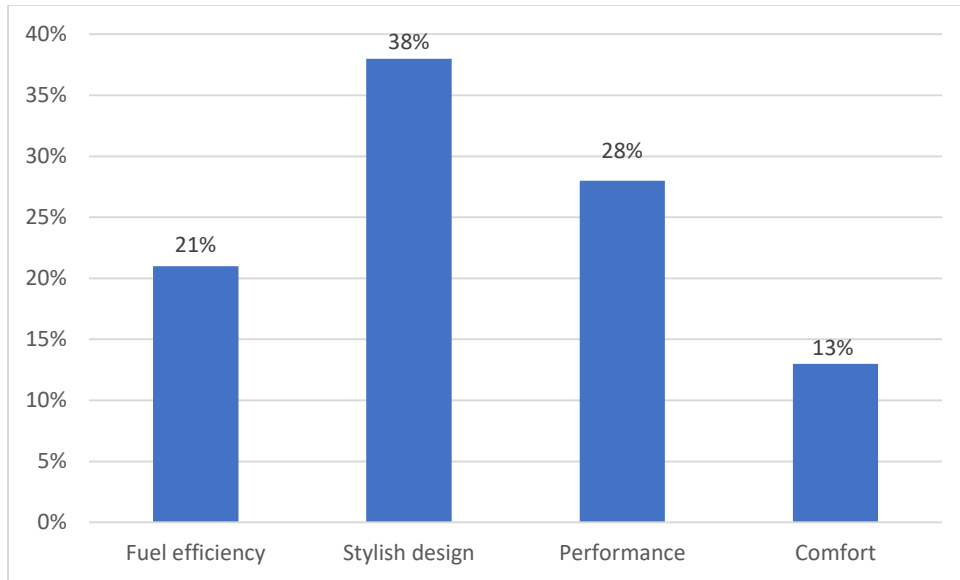
**INTERPRETATION:**

From the above graph 12% of respondents said that they are primarily interested in purchasing a Hero bike for personal use. 29% of respondents stated that they are primarily interested in purchasing a Hero bike for family use. 38%, Hero bike for business use. 22% of respondents selected "Others" as their primary reason for purchasing a Hero bike.

**4. What features do you prioritize when comparing Hero bikes with other motorcycle brands?**

Response	No of Respondents	% of Respondents
Fuel efficiency	32	21%
Stylish design	57	38%
Performance	42	28%
Comfort	19	13%
Total	150	100%

**GRAPH 4**



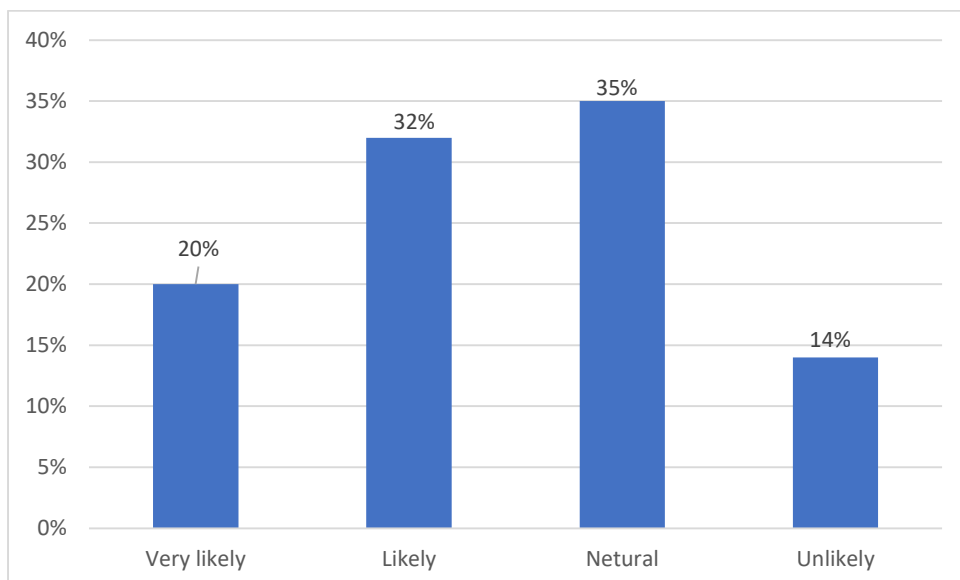
**INTERPRETATION:**

From the above graph 38%, prioritize stylish design when comparing Hero bikes with other motorcycle brands. 28% engine power, acceleration, and overall riding experience. 21% of respondents prioritize fuel efficiency. 13% comfort when comparing Hero bikes

**5.How likely are you to recommend Hero bikes to friends or family?**

Response	No of Respondents	% of Respondents
Very likely	29	20%
Likely	48	32%
Neutral	53	35%
Unlikely	20	14%
Total	150	100%

**GRAPH 5**



## INTERPRETATION:

From the above graph 20% of respondents said that they are very likely to recommend Hero bikes to friends or family. 32%, stated that they are likely to recommend Hero bikes. 35%. This suggests that for this segment of respondents, 14% of respondents indicated that they are unlikely.

## FINDINGS

- 47% of respondents said stated that Surendra Motors' reputation plays a minor role in their decision-making process.
- 46% of respondents said stated that online reviews and customer testimonials are moderately influential
- 38% of respondents said use the bike for commercial purposes, such as delivery services or transportation for business-related activities.
- 38% of respondents said prioritize stylish design when comparing Hero bikes with other motorcycle brands.
- 35% of respondents are neutral about recommending Hero bikes to friends or family.

## SUGGESTIONS

- Since only 47% of respondents said consider Surendra Motors' reputation to play a minor role, it might be beneficial for the company to focus on enhancing its brand image and reputation through marketing and customer service initiatives.
- With 46% of respondents said stating that on line reviews and testimonials are moderately influential, it's important for Hero to actively manage its online reputation and encourage satisfied customers to leave positive reviews to sway potential buyers.
- Considering 38% of respondents said use bikes for commercial purposes, Hero could explore tailored marketing strategies or even specific models designed for commercial use to cater to this segment more effectively.
- Given that 38% of respondents said prioritize stylish design, Hero could invest in design innovation and marketing campaigns to highlight the appeal of its bikes, potentially attracting more customers who value style.
- Since 35% of respondents said are neutral about recommending Hero bikes to friends or family, Hero could focus on improving customer satisfaction and after-sales support to encourage more positive word-of-mouth recommendations.

## CONCLUSION

Customer preferences towards Hero bikes at Surendra Motors, it's evident that certain models stand out as favorites among customers. The data suggests that factors such as price, performance, fuel efficiency, and design play crucial roles in influencing customer choices. Understanding these preferences can guide Surendra Motors in optimizing their inventory and marketing strategies to better meet customer demands and enhance overall sales and customer satisfaction



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