

Buying Behaviour of Hero Motor Corporation in Palakkad District

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Abstract- *The marketing philosophy of business assume that an organization can best serve prosper and attain profit by identifying and satisfying the need of its customer thus however is a recent thinking .various definition of marketing have been given from different perspective , exchange and utility being two important wants. The millennium has unfolded new business rule, the most significant of them being that past or experience in a given product. Market is no longer indicated for future success. Market leadership cannot be taken for granted because customer locality does not exist. The customer today has a much wider choice India is the second largest producer of two wheeler in the world. The two wheeler segment contribute the largest volume at the segment in automobile industry in India. The country stand next to China and Japan in terms of production and sale respectively. The industry is doing 30 % annually it consist of 3 segment 1, scooter 2, and motor cycle 3, mopad. Majority of Indian, especially the youngster prefer motor bike rather than car.*

Indexed Terms- *mopad, segments, unfolded, market, leadership*

I. INTRODUCTION

To know the best consumer buying behaviour and demand in to the mind of consumer of kottayi gramma panchayat because always consumer say something and does something. There are many company manufacturing motor cycle in to the market, at the same time as there are many companies manufacturing motor cycle, idea about thinking of customer on weather, what, how, and for whom to purchase motor cycle

II. OBJECTIVES OF THE STUDY

- To evaluate the customer behaviour for purchase of Hero motor corp.
- To identify the factors influencing the purchasing behaviour of customers.
- To evaluate the customers' attitude towards Hero Motor corp.(Bike)

III. RESERCH METHODOLOGY

Research methodology is a way to systematically solve the research problem .it may be understood as a science of study how research is done scientifically in it we study the various step that are generally adopted by the researcher in studying his research problem alone with the logic behind them

IV. SAMPLE SIZE

The sample size of the study is limited to 150 respondents.

V. SAMPLE DESIGN

Convenience sampling method has been adopted for collecting data from customers

VI. LIMITATION OF THE STUDY

- When the buyers are busy we can't get accurate data from them
- According to the time limit of our project we can cover only some area
- During survey some respondents may not give answer in a proper manner

VII. REVIEW OF LITERATURE

1. V. Venkata Ramana and G.Somayajulu. Publisher – Excel Books. 2003 Edition. ‘Customer Relationship Management’. The book attempts to provide the nature, concept and implementation of CRM practices and methodology as applicable to different organizations. The book is divided into three parts: Part I of the book provides a conceptual framework, application of CRM in manufacturing and service sector. Part II deals with the e-CRM concepts and implementation issues involved in its’ relevance to different sectors. Part III consists of case studies of organizations which have implemented CRM.
2. Dr. C.B.Mamoria, R.L.Joshi and Dr. M.I.Mulla. 2005. Publisher – Kitab Mahal. ‘Principles and Practice of Marketing in India’, ISBN 81-225-0079-X. The book is very useful to understand the concept of Marketing System and Marketing Mix. The book provides extensive information about the marketing of consumer products, Industrial goods and agricultural goods. It also throws light on the theme Market Segmentation, Consumer Behaviour and Product Planning and Development. It also explains the concept of Service Marketing, Pricing Policies and Strategies.
3. Raja Gopal. Publisher – Vikas Publishing House Pvt. Ltd. 2005 Edition. ‘Marketing Management – Text and Cases’ ISBN 81-259-0773-4. The 70 reference book is very useful for the researcher as it provides useful information on Attributes and Thrust Areas in Marketing, Marketing Environment and Process, Contemporary Lessons in Customisation, Selling Concept and Marketing Concept. The book also includes cases related to marketing policies

VIII. What is Consumer Buying Behaviour?

- Definition of Buying Behaviour:
Buying behaviour is the decision processes and acts of people involved in buying and using products. Consumer buying behaviour refers to the buying behaviour of the ultimate consumer. A firm needs to analyze buying behaviour for:

- Buyer’s reactions to a firms marketing strategy has a great impact on the firm’s success.
- The marketing concept stresses that a firm should create a Marketing Mix (MM) that satisfies (gives utility to) customers, therefore need to analyze the what, where, when and how consumers buy.
- Marketers can better predict how consumers will respond to marketing strategies.

• Stages of the Consumer Buying Process

Six Stages to the Consumer Buying Decision Process (For complex decisions). Actual purchasing is only one stage of the process. Not all decision processes lead to a purchase. All consumer decisions do not always include all 6 stages, determined by the degree of complexity...

The 6 stages are:

1. Problem Recognition (awareness of need)-- difference between the desired state and the actual condition. Deficit in assortment of products. Hunger--Food. Hunger stimulates your need to eat. Can be stimulated by the marketer through product information--did not know you were deficient? I.E., see a commercial for a new pair of shoes, stimulates your recognition that you need a new pair of shoes.
2. Information search--
 - Internal search, memory.
 - External search if you need more information. Friends and relatives (word of mouth). Marketer dominated sources; comparison shopping; public sources etc.

A successful information search leaves a buyer with possible alternatives, the evoked set.

Hungry, want to go out and eat, evoked set is

- Chinese food
- Indian food
- burger king
- Klondike kates etc

3. Evaluation of Alternatives--need to establish criteria for evaluation, features the buyer wants or does not want. Rank/weight alternatives or resume search. May decide that you want to eat something

spicy, Indian gets highest rank etc. If not satisfied with your choice then return to the search phase. Can you think of another restaurant? Look in the yellow pages etc. Information from different sources may be treated differently. Marketers try to influence by "framing" alternatives.

4. Purchase decision--Choose buying alternative, includes product, package, store, method of purchase etc.
5. Purchase--May differ from decision, time lapse between 4 & 5, product availability.
6. Post-Purchase Evaluation--outcome: Satisfaction or Dissatisfaction. Cognitive Dissonance, have you made the right decision. This can be reduced by warranties, after sales communication etc. After eating an Indian meal, may think that really you wanted a Chinese meal instead.

IX. TYPES OF CONSUMER BUYING BEHAVIOR

1. Types of consumer buying behaviour are determined by:
 - Level of Involvement in purchase decision. Importance and intensity of interest in a product in a particular situation.
 - Buyer's level of involvement determines why he/she is motivated to seek information about a certain products and brands but virtually ignores others.
2. High involvement purchases--Honda Motorbike, high priced goods, products visible to others, and the higher the risk the higher the involvement. Types of risk:
 - Personal risk
 - Social risk
 - Economic risk
3. The four type of consumer buying behavior are:
 - Routine Response/Programmed Behavior--buying low involvement frequently purchased low cost items; need very little search and decision effort; purchased almost automatically. Examples include soft drinks, snack foods, milk etc.
 - Limited Decision Making--buying product occasionally. When you need to obtain information about unfamiliar brand in a familiar product

category, perhaps. Requires a moderate amount of time for information gathering. Examples include Clothes--know product class but not the brand.

- Extensive Decision Making/Complex high involvement, unfamiliar, expensive and/or infrequently bought products. High degree of economic/performance/psychological risk. Examples include cars, homes, computers, education. Spend a lot of time seeking information and deciding. Information from the companies MM; friends and relatives, store personnel etc. Go through all six stages of the buying process.
- Impulse buying, no conscious planning.

TABLE. 4.1: AGE OF THE RESPONDENTS

Age	No. of respondents	percentage
Below 30	50	33
30-40	60	40
40-60	40	27
Total	150	100

TABLE 4.2: GENDER

gender	No. of respondents	Percentage
Male	100	67
Female	50	33
total	150	100

TABLE 4.3: EDUCATIONAL QUALIFICATION

Educational qualification	No. of respondents	percentage
Up to SSLC	0	0
Plus Two	10	67
Degree	60	40
PG and Others	80	53
Total	150	100

Source: primary data

TABLE 4.4: OCCUPATION

occupation	No. of respondents	[percentage
Govt.	10	67
Private	20	13
Professional	10	67
student	110	73
total	150	100

Table 4.5 MONTHLY INCOMES

Income in rupees	No of respondents	percentage
Below 10000	10	67
10000-20000	30	20
20000-30000	50	33
Above 30000	60	40
total	150	100

Weighted average analysis

(V.H – Very High. H-High. A =Average. L- Low. V.L Very Low.)

Factors	V. H	H	A	L	V. L	Weighted mean	Rank
Price	10	6	1	3	0	3.9	1
Maintenance	8	1	1	1	0	3.86	2
Style	7	1	1	0	0	3.8	4
Durability	9	1	8	3	0	3.83	3
Mileage	3	1	5	1	0	3.13	8
Easy driving	4	1	6	8	0	3.4	7
Brand Reputation	5	1	7	6	0	3.53	6
color	7	7	1	5	0	3.53	5

Weighted average analysis

Attribute	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Weighted mean	Mean Rank
Availability of product	1	2	0	15	12	1.8	5

After sale service	0	3	2	22	3	3.2	1
Infrastructure	0	3	5	20	2	2.3	3
Behavior of the worker	0	3	5	15	7	2.1	4
Mode of payment	0	8	12	7	3	2.8	2

Source: primary data

Weighted average analysis

Attribute	Rank 1	Rank 2	Rank 3	Rank 4	Weighted mean	Rank
Special offer	17	10	3	0	3.5	1
Exchange offer	10	17	3	0	3.2	2
Special gift	2	4	22	2	2.2	3
Cash discount	2	0	0	28	1.2	4

17 Attitude towards product attribute

Attribute	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Weighted mean	rank
Mileage	8	15	4	3	0	3.9	1
Availability	0	11	12	7	0	3.1	3
Price	5	11	7	4	3	3.36	2
Body style/design	0	9	16	3	2	3.06	4
Pick up	5	2	12	11	0	3.03	5

X. FINDINGS

- Majority of the respondent are having a qualification of plus two
- Most of the respondent have jobs in private sector
- 70% of the respondent are having a monthly income of R.s. 10000-20000
- Majority of the respondent coming to aware about the product from advertisements
- Most of the respondent are influenced by their friends in purchase decision
- Majority of the respondent that is 70% of the respondent are influenced by advertisements
- Most of the respondent are having their source of finance from bank loan
- 73 % of the respondent purchased the product from dealer 'Adhytya motor '
- Among the showroom attribute most of the respondent give first preference to after sale service
- Most of the respondents give first rank to special offers while they go to purchase the bike.
- Most of the respondent give first rank to price while selecting the bike
- Majority of the respondent travel at a speed 70-80
- 60% of the respondent are like the color black
- Majority of the respondent are using disk breaking system
- Most of the respondent (73 %) says that the company should go for innovation
- 50 % of the respondent have kept in mind the point acceptability of the customer
- Special offer is the most attracting factor effecting purchase decision

XI. SUGGESTIONS

- Hero motor corp. should concentrate on low cost vehicle in order to capture the interest of lower and middle income group
- In order to avail the product all over the area the company should increase the number of dealers
- Company and dealer should concentrate on advertising through print and visual audio media, road show etc... to boost sale

- Company should come out with its own financial company and provide attractive financial policy like down payment, low interest rate, etc...
- Company should concentrate on customer satisfaction through proper after sale service and infrastructure
- Company and dealer should concentrate on exchange offer as well as special gift to retain the customer

XII. CONCLUSION

- Hero motor corp. is a leading manufacturer and distributor of two wheelers. Within its all manufacturing facility located in Haryana, India. It offers wide range of two wheeler under one roof. Two wheeler industries are more volatile and there are is tough competitions in it no doubt there are lot of opportunities existing in it for success they must have something innovative in their categories. The new product development also places an important role in this as hero.
- Currently in India most customer are shifting to bike because they are cost effective more fuel efficient and easier to maintain.
- There are lot of unique feature offered by hero Honda company the dealer of the company are more optimistic about their future growth.

XIII. QUESTIONNAIRE

BUYING BEHAVIOUR OF HERO MOTOR CORP. WITH SPECIAL REFERENCES TO KOTTAYI GRAMA PANCHAYATH.

Section –A

- Age group: Below 30 years [] 30-40 years [] 40-60 years []
- Gender: Male [] Female []
- Educational qualification: Up to SSLC [] Plus two [] Graduation [] Post graduation []
- Occupation: Daily wage [] Government [] Professional [] Private [] Student []
- Monthly income: Up to 10000 [] 10000-20000 [] 20000-30000 [] Above 30000

Section – B

- How do you came to know about this bike

Street display Advertisements

Friends Television

- Who influence your decision while purchase
Friends Parents
Shop Self
- What are the external factor that influence you about purchasing bike
Exhibition Trade show Brand image
Advertisements
- Source of finance
Bank loan Financial institution
Self-finance Other
- Please mention the level of importance given by you when purchasing the bike

Attribute	Very high	High	Average	Low	Very low
Price					
Maintenance					
Style					
Durability					
Mileage					
Easy driving					
Brand reputation					
Color					

- Rate your attitude towards the following attribute of show room

Attribute	1	2	3	4	5
Availability of product					
After sale service					
Infrastructure					
Behavior of worker					
Mode of payment					

- From where do you purchased
Ghayathri motor Adhithya motors
- What is the top speed you notice on your bike
70[80[90[100[
- What color you like
Black Red Blue Other

- Which type of braking system you prefer in your bike
Disk break Combo break Ordinary other

- Rate the following scheme that attract you the most

Attribute	1	2	3	4
Special offer				
Exchange offer				
Special gift				
Cash discount				

- Rate the attitude towards the following

Attribute	1	2	3	4	5
Mileage					
Price					
Availability					
Price					
Pick up					

- Does the company go for innovation in contest to development of new bike?

Yes No

- While doing for the development of the bike which point the company should keep in mind

Acceptability of the customer

Design

Fuel efficiency

Comfort

- Do you have a plan to change the bike

Yes

No

If yes why

- Cost of maintenance[
- Lack of availability of spare parts
- Availability of new and innovative bike in market
- Too old or out dated model

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