

A Study on Customer Perception and Brand Loyalty Towards Hero Motocorp

ANJAL SUHAIL¹, DR. SHAHEEDA BANU S²

¹Student, Department of Management Studies, Ballari Institute of Technology and Management, Ballari, Karnataka, India.

²Professor and Head, Department of Management Studies, Ballari Institute of Technology and Management, Ballari, Karnataka, India.

Abstract- This study examines customer perception and brand loyalty towards Hero MotoCorp in the Indian two-wheeler market. The two-wheeler industry is highly competitive, with customers having several alternatives based on price, fuel efficiency, product quality, design, performance, technology, and after-sales service. In such an environment, understanding how customers perceive a brand and the factors that influence their loyalty is important for maintaining long-term customer relationships. The study focuses on understanding customer perceptions of Hero MotoCorp and identifying the major factors that contribute to customer satisfaction, preference, repeat purchase intention, recommendation, and brand loyalty. The study adopted a descriptive research design using convenience sampling, with primary data collected from 100 respondents through a structured questionnaire. Secondary information was obtained from books, journals, company-related sources, and online reports. The study evaluates customer perceptions regarding product quality, value for money, performance, fuel efficiency, design and features, after-sales service, availability of spare parts and service centres, advertising, reliability, and ability to meet daily transportation needs. Brand loyalty was assessed through customer preference, intention to repurchase, willingness to recommend the brand, overall experience, satisfaction, and continued loyalty. The findings indicate that customers generally have a positive perception of Hero MotoCorp. Fuel efficiency and cost-effectiveness emerged as important factors influencing customer perception. Respondents also expressed favourable views regarding product quality, value for money, performance, fuel efficiency, service availability, and brand reliability. The findings further indicate a positive relationship between customer satisfaction and brand loyalty, with many respondents showing preference for Hero MotoCorp, willingness to repurchase, and willingness to recommend the brand to friends and family. At the same time, the study identifies areas requiring improvement, particularly in modern design, advanced technology, premium features, and consistency in after-sales service.

Keywords: customer perception, brand loyalty, customer satisfaction, hero motocorp, two-wheeler industry, brand image, fuel efficiency, after-sales service.

I. INTRODUCTION

The two-wheeler industry in India is very competitive. Many companies offer motorcycles and scooters with different prices, designs, features, and services. Two-wheelers are commonly used because they are affordable, easy to use, fuel-efficient, and convenient for daily travel. Customers have many choices, so companies need to understand what customers expect and what makes them choose one brand over another.

Hero MotoCorp is one of the well-known two-wheeler companies in India. The company is known for its affordable vehicles, good mileage, reliable performance, and wide service network. It offers different models to meet the needs of different types of customers. These factors have helped Hero MotoCorp build a strong customer base and a good reputation in the market.

Customer perception means what customers think and feel about a brand. It can be influenced by product quality, price, performance, fuel efficiency, design, advertisements, after-sales service, and previous experience. If customers have a good experience with a brand, they are more likely to trust the brand and buy from it again. Brand loyalty means that customers continue to prefer and purchase the same brand even when other choices are available.

This study focuses on customer perception and brand loyalty towards Hero MotoCorp. It examines how

customers feel about the quality, price, performance, mileage, design, service, and reliability of Hero MotoCorp vehicles. It also studies whether customers are satisfied with the brand, prefer it over other brands, intend to purchase it again, and recommend it to their friends and family.

The study is based on 100 respondents and uses a descriptive research design with convenience sampling. The study helps identify the main factors that create a positive customer perception and encourage customers to remain loyal to Hero MotoCorp.

II. REVIEW OF LITERATURE

Review of Literature

1. Kotler and Keller (2016)

Kotler and Keller explained that customer perception is influenced by product quality, price, promotion, customer experience, and service. A positive perception can increase customer satisfaction and trust. They also stated that customers are more likely to remain with a brand when they consider it reliable and valuable.

2. Oliver (1999)

Oliver explained brand loyalty as a customer's commitment to continue purchasing a particular brand even when other alternatives are available. According to the study, loyalty develops through different stages, including customer beliefs, feelings, intentions, and actual buying behaviour. Positive customer experiences can therefore support stronger brand loyalty.

3. Aaker (1996)

Aaker highlighted the importance of brand image, perceived quality, and brand associations in influencing customer behaviour. When customers have a positive opinion about a brand and its quality, they are more likely to choose and remain loyal to that brand. Strong brand image can therefore contribute to repeat purchases and customer loyalty.

4. Zeithaml (1988)

Zeithaml focused on perceived value, which refers to the customer's evaluation of the benefits received compared with the cost paid. Customers are more satisfied when they feel that a product provides good value for money. This perception can influence purchase decisions and encourage customers to remain loyal to a brand.

5. Keller (1993)

Keller introduced the Customer-Based Brand Equity concept and explained that brand awareness, brand associations, perceived quality, and positive customer perceptions are important for building strong brands. A strong and positive brand image can influence customer preference and purchasing behaviour. This supports the importance of understanding customer perception when studying brand loyalty.

III. RESEARCH GAP

Previous studies have focused on customer perception and brand loyalty in general, but limited research has specifically examined Hero MotoCorp in the Indian two-wheeler market. There is also insufficient evidence on how factors such as product quality, fuel efficiency, price, after-sales service, and brand trust together influence customer loyalty. Therefore, this study fills this gap by analysing these factors among Hero MotoCorp customers.

IV. RESEARCH OBJECTIVES

1. Study the demographics of Hero MotoCorp's clients.

2. Analysis of client perceptions about product quality, price, performance, fuel efficiency, and services provided.

3. Identifying the variables affecting brand loyalty towards Hero MotoCorp.

4. Examination of customer satisfaction and brand loyalty association.

V. RESEARCH METHODOLOGY

Research Design : Descriptive Research
Sampling Technique : convenience sampling
Sample Size : 100 Respondents

Data Collection:

1. Primary Data: Structured Questionnaire from regular users of Flipkart and amazon
2. Secondary Data: Books, journals, company website, online reports.

Data Analysis and Interpretation

The study collected responses from 100 respondents to understand customer perception and brand loyalty towards Hero MotoCorp. The collected data was analysed using simple percentages and presented through tables and charts. The respondents were mainly young customers, with the majority belonging to the 20–30 age group. Male respondents formed the larger part of the sample.

The analysis shows that fuel efficiency and cost-effectiveness are the most important factors influencing customer perception of Hero MotoCorp. A large number of respondents considered these features important when evaluating the brand. Customers also showed a positive opinion about the overall quality and value for money provided by Hero MotoCorp vehicles.

Customer satisfaction with vehicle performance and fuel efficiency was also found to be high. Many respondents agreed that Hero MotoCorp vehicles provide good performance and mileage compared with other brands. Customers also expressed positive opinions about the design and features of the vehicles, although some respondents felt that there is scope for improvement.

The analysis further shows that customers generally have a favourable opinion of Hero MotoCorp's after-sales service, spare-parts availability, and service centres. Advertisements were also found to create a positive impression among many respondents. Trust in Hero MotoCorp was relatively strong, showing that the brand has built a reliable image among its customers.

The findings related to brand loyalty are also positive. Many respondents preferred Hero MotoCorp over competing brands, showed an intention to purchase Hero vehicles again, and were willing to recommend the brand to their friends and family. A considerable number also stated that their overall experience had increased their loyalty towards Hero MotoCorp. Overall, the analysis indicates that product quality, fuel efficiency, affordability, service, trust, and customer experience play an important role in creating customer satisfaction and brand loyalty towards Hero MotoCorp.

VI. FINDINGS

1. Most customers view Hero MotoCorp as a trustworthy and credible brand because of its existence in India since time immemorial.
2. Hero MotoCorp is perceived to be a brand with an excellent image for being fuel-efficient and affordable, particularly to middle-class people.
3. Customer satisfaction with the performance and mileage of Hero bikes is extremely high.
4. Low maintenance costs and convenience in terms of servicing are perceived to be attributes associated with Hero MotoCorp.
5. Hero brand has a high recognition in terms of logo and the tagline “Hum Mein Hai Hero”.
6. Customer satisfaction with after-sales service plays a major part in brand loyalty.
7. Wide dealer network increases convenience and builds customer trust.
8. Customer perceptions about Hero bikes include family orientation and practicality rather than being sporty or luxurious bikes.
9. Written referrals from current customers are vital for customer acquisition.

10.High resale value of Hero MotoCorp products compared to other companies encourages loyalty.

VII. SUGGESTIONS

- Increase the product line-up under Electric Vehicles with desirable features and performance to capitalize on the increasing environmental awareness and capture the future market.
- Standardize and improve the after-sales services across all dealerships to provide consistency in customer service, thus directly enhancing customer confidence.
- We need to make our digital marketing more personal by using customized loyalty programs and talking to customers on media. This will help us create a bond with our customers.
- We should make products that're safe and look modern so they can meet the changing needs of young people who live in cities.
- We need to make our dealers happy so they can provide an experience when people buy or service their products. This is a part of how people see our brand.
- We should use the fact that our brand's reliable and fuel efficient in our marketing and also talk about the new things we are working on and how much we care about the future.
- Promoting positive word-of-mouth marketing through active customer review encouragement and testimonials to create credible advocacy among the brand's customers.
- Investing a lot in research and development to bring out high-end models targeting the generation people who want to be seen as successful and those living in cities so that the company moves away from the current focus on value and fuel efficiency.

REFERENCES

- [1] Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. New York, NY: Free Press.
- [2] Aaker, D. A. (1996). *Building strong brands*. New York, NY: Free Press.

- [3] Berry, L. L. (2000). Cultivating service brand equity. *Journal of the Academy of Marketing Science*, 28(1), 128–137.
- [4] Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2006). *Consumer behavior* (10th ed.). Mason, OH: Thomson South-Western.
- [5] Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81–93.
- [6] Day, G. S. (1969). A two-dimensional concept of brand loyalty. *Journal of Advertising Research*, 9(3), 29–35.
- [7] Dick, A. S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99–113.
- [8] Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, 24(4), 343–373.