

A Study on Analyzing Consumer Behavior Regarding Two Wheelers Industry With Reference of Hero Motocorp

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Abstract

Consumer behavior plays a significant role in the automobile industry as it helps companies understand customer preferences, purchasing decisions, and market trends. This study focuses on analyzing consumer behavior regarding the two-wheelers industry with special reference to Hero MotoCorp in Khammam. The research aims to identify the factors influencing consumer purchasing decisions towards Hero MotoCorp two-wheelers and evaluate customer preferences, satisfaction levels, and buying patterns in the competitive automobile market. The study examines various factors such as price, mileage, brand image, fuel efficiency, design, performance, safety features, after-sales service, and promotional activities that influence consumer behavior. Hero MotoCorp is one of the leading two-wheeler manufacturers in India, known for producing fuel-efficient, reliable, and affordable motorcycles and scooters suitable for different customer segments. The research is based on both primary and secondary data collected from customers, company reports, journals, websites, and automobile industry publications. The findings indicate that mileage, affordability, brand reputation, and service quality are the major factors influencing consumer buying behavior towards Hero MotoCorp vehicles. The study concludes that customer satisfaction, effective marketing strategies, product quality, and efficient after-sales services play an important role in maintaining customer loyalty and improving sales performance in the two-wheelers industry.

Keywords: Consumer Behavior, Two-Wheeler Industry, Hero MotoCorp, Buying Behavior, Consumer Preferences, Brand Loyalty, Automobile Marketing, Purchase Decision

I. Introduction

Consumer behavior refers to the study of how individuals select, purchase, use, and evaluate products and services to satisfy their needs and preferences. In the automobile industry, understanding consumer behavior is highly important because purchasing a vehicle involves financial investment, personal preferences, lifestyle choices, and long-term usage considerations. The two-wheelers industry in India has experienced significant growth due to increasing urbanization, rising income levels, affordable financing facilities, and growing demand for fuel-efficient transportation. Consumer purchasing

decisions in the two-wheelers market are influenced by several factors such as price, mileage, fuel efficiency, brand image, design, performance, safety features, maintenance cost, and after-sales service. Understanding these factors helps automobile companies develop effective marketing strategies, improve customer satisfaction, and strengthen brand loyalty in the competitive market.

Hero MotoCorp is one of the leading two-wheeler manufacturers in India, known for producing reliable, fuel-efficient, and affordable motorcycles and scooters suitable for different customer segments. The company has established a strong market position through product quality, technological innovation, wide service

network, and customer-oriented marketing strategies. Hero MotoCorp vehicles are widely preferred by customers for their mileage, affordability, durability, and low maintenance cost. This study focuses on analyzing consumer behavior regarding the two-wheelers industry with special reference to Hero MotoCorp in Khammam. The study aims to identify the major factors influencing consumer buying decisions, customer satisfaction levels, and preferences towards Hero MotoCorp vehicles. The research also highlights the importance of product quality, promotional strategies, service quality, and customer relationship management in influencing consumer behavior and maintaining long-term customer loyalty in the two-wheelers industry.

Research Objective:

- To study the concept and importance of consumer behavior in the two-wheelers industry.
- To analyze consumer buying behavior towards Hero MotoCorp vehicles in Khammam.
- To identify the factors influencing customer purchase decisions regarding Hero MotoCorp two-wheelers.
- To examine the impact of price, mileage, fuel efficiency, and vehicle performance on consumer behavior.
- To evaluate customer satisfaction regarding Hero MotoCorp motorcycles and scooters.
- To study the role of brand image and promotional strategies in influencing customer preferences.
- To analyze customer perceptions regarding product quality, design, safety features, and maintenance cost.
- To understand the influence of advertisements, social factors, and customer reviews on two-wheeler purchasing decisions.
- To identify the strengths and weaknesses of Hero MotoCorp vehicles from the consumer perspective.
- To suggest suitable measures for improving customer satisfaction, customer loyalty, and sales

performance of Hero MotoCorp in the two-wheelers market.

Research Methodology:

- The study is based on a descriptive research design to analyze consumer behavior regarding the two-wheelers industry with special reference to Hero MotoCorp in Khammam.
- The research is analytical in nature as it involves interpretation and evaluation of customer preferences, buying decisions, and satisfaction levels related to Hero MotoCorp vehicles.
- Both primary and secondary data were used for conducting the study.
- Primary data was collected through questionnaires, personal interviews, and discussions with customers using Hero MotoCorp motorcycles and scooters.
- Secondary data was collected from company reports, automobile journals, books, websites, magazines, and research articles related to consumer behavior and the two-wheelers industry.
- The study mainly focuses on understanding the factors influencing customer buying decisions in the two-wheelers market.
- Convenience sampling method was used for selecting respondents for the study.
- A sample size of 50 customers was selected for collecting data regarding customer preferences and consumer behavior towards Hero MotoCorp vehicles.
- The collected data was classified and organized systematically using tables and statistical methods.
- Percentage analysis, comparative analysis, graphs, and charts were used for interpretation and presentation of data.
- The study focused on analyzing factors such as price, mileage, fuel efficiency, brand image, vehicle performance, design, safety features, and after-sales service.
- The research period covered the collection and analysis of customer

opinions and market information for selected months.

- Graphs and charts were used for better understanding and visual representation of customer responses and buying behavior patterns.
- The methodology helped in understanding customer satisfaction, purchasing preferences, and factors influencing two-wheeler buying decisions.
- The study also focused on evaluating the effectiveness of Hero MotoCorp's marketing strategies and customer service practices.
- Certain limitations were faced during the study due to limited time, changing customer preferences, and restricted access to detailed customer information.

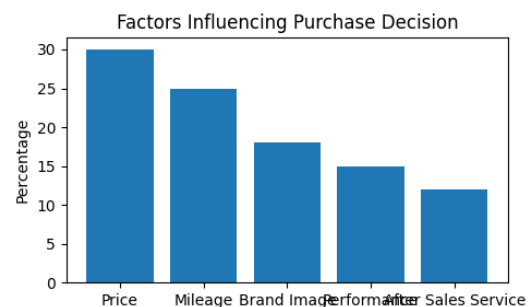
II. REVIEW OF LITERATURE

Consumer behavior is considered an important area of study in the automobile industry because it helps companies understand customer needs, preferences, and purchasing decisions. Several researchers have emphasized that factors such as price, mileage, fuel efficiency, brand image, vehicle performance, design, safety features, and after-sales service significantly influence consumer buying behavior towards two-wheelers. Previous studies indicate that customer satisfaction and product quality play a major role in building customer loyalty and increasing sales performance in the automobile sector. Researchers have also highlighted that effective marketing strategies, advertisements, promotional activities, and financing facilities positively influence customer perceptions and purchasing decisions. Understanding consumer behavior helps two-wheeler companies improve product quality, customer service, and marketing strategies to maintain competitive advantage in the market.

Several studies conducted on the two-wheelers industry reveal that affordability, mileage, low maintenance cost, and fuel efficiency are among the major factors affecting customer preferences. Research related to Hero MotoCorp indicates that the

company has established a strong market position by offering reliable, fuel-efficient, and affordable motorcycles and scooters suitable for different customer segments. Researchers have observed that Hero MotoCorp's strong brand image, wide service network, product durability, and effective after-sales services contribute positively to customer satisfaction and customer retention. Literature also highlights that social influence, customer reviews, digital marketing, and technological advancements play an important role in influencing consumer buying decisions in the two-wheelers market. The existing literature provides valuable insights into customer preferences, market trends, and consumer buying behavior towards Hero MotoCorp vehicles, forming a strong foundation for the present study.

III. DATA ANALYSIS & INFERENCES



Interpretation:

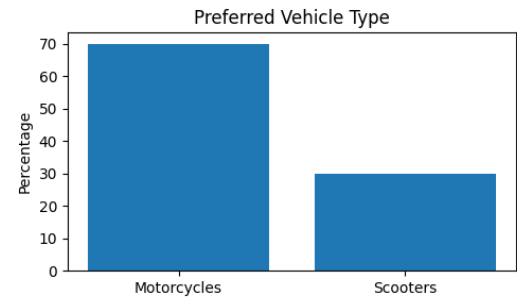
The above graph represents the factors influencing customer purchase decisions towards Hero MotoCorp vehicles in Khammam. The analysis shows that price is the most influential factor with 30%, followed by mileage at 25%. Brand image influences 18% of customers, while vehicle performance and after-sales service contribute 15% and 12% respectively. The findings indicate that customers mainly focus on affordability and fuel efficiency while purchasing two-wheelers. Customers also consider the reputation of the brand, riding performance, and service facilities before making purchasing decisions. The graph suggests that Hero MotoCorp attracts customers by offering economical, fuel-

efficient, and reliable vehicles suitable for daily transportation needs.



Interpretation:

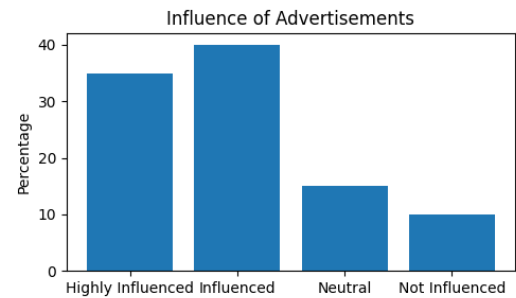
The graph represents the customer satisfaction level towards Hero MotoCorp vehicles. The analysis shows that 40% of customers are highly satisfied and 35% are satisfied with the vehicles and services provided by the company. Around 15% of customers expressed a neutral opinion, while only 10% are dissatisfied. The findings indicate that the majority of customers are satisfied due to good mileage, affordable pricing, product durability, and reliable performance. Efficient after-sales service and availability of spare parts also contribute positively to customer satisfaction. The graph highlights that Hero MotoCorp has successfully maintained strong customer trust and loyalty in the competitive two-wheelers market.



Interpretation:

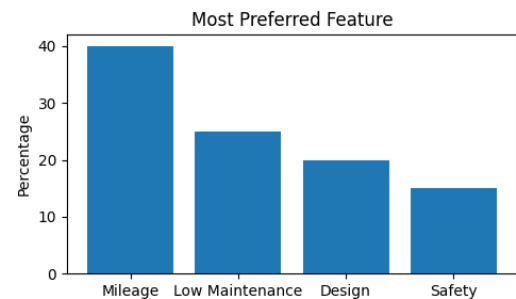
The graph represents customer preference towards Hero MotoCorp vehicle types in Khammam. The analysis shows that 70% of customers prefer motorcycles, while 30% prefer scooters. The higher preference for motorcycles indicates that customers mainly use two-wheelers for daily commuting, business activities, and long-distance travel. Motorcycles are preferred due to better mileage, affordability, durability, and riding comfort on different road conditions. Scooters are preferred by a smaller segment of customers because of ease of use and convenience for city travel. The graph

suggests that motorcycles continue to dominate the two-wheelers market due to their practical advantages and fuel efficiency.



Interpretation:

The graph represents the influence of advertisements on customer buying behavior towards Hero MotoCorp vehicles. The analysis shows that 40% of customers are influenced and 35% are highly influenced by advertisements and promotional activities. Around 15% of customers expressed a neutral opinion, while only 10% stated that advertisements do not influence their decisions. The findings indicate that television advertisements, digital marketing, social media campaigns, and promotional offers play an important role in attracting customers. Advertisements help improve customer awareness regarding product features, mileage, pricing, and new vehicle launches. The graph suggests that effective promotional strategies significantly influence customer purchasing decisions and improve brand visibility.



Interpretation:

The graph represents the most preferred features of Hero MotoCorp vehicles among customers. The analysis shows that mileage is the most preferred feature with 40%, followed by low maintenance cost at 25%. Vehicle design and safety features account for 20% and 15% respectively. The findings indicate that customers mainly prefer Hero MotoCorp vehicles for their fuel efficiency

and economical maintenance cost. Customers also value attractive design, comfort, and safety while selecting two-wheelers. The graph suggests that Hero MotoCorp successfully meets customer expectations by offering durable, fuel-efficient, and cost-effective vehicles suitable for different customer segments.

IV. Findings

- The majority of consumers prefer Hero MotoCorp vehicles due to affordable pricing and high fuel efficiency.
- Mileage is the most important factor influencing customer buying decisions in the two-wheelers market.
- Price and low maintenance cost significantly attract customers towards Hero MotoCorp vehicles.
- Most customers are satisfied with the performance and durability of Hero MotoCorp motorcycles and scooters.
- Motorcycles are more preferred than scooters among customers in Khammam.
- Brand image and reputation positively influence customer trust and purchasing behavior.
- Effective after-sales service and availability of spare parts improve customer satisfaction and loyalty.
- Advertisements and promotional activities strongly influence consumer buying behavior.
- Digital marketing and social media campaigns help increase customer awareness regarding Hero MotoCorp products.
- Customers prefer Hero MotoCorp vehicles for daily commuting due to better mileage and riding comfort.
- Product quality and reliable performance contribute significantly to repeat purchases and customer retention.
- Safety features and attractive vehicle design also influence customer preferences in the competitive market.
- Most customers expressed satisfaction with Hero MotoCorp's service network and customer support.
- The study indicates that customer satisfaction leads to strong brand

loyalty and positive word-of-mouth promotion.

- Hero MotoCorp has maintained a strong market position through customer-oriented marketing strategies and product innovation.
- The findings highlight that understanding consumer behavior is essential for improving sales performance and maintaining competitive advantage in the two-wheelers industry.

V. Conclusion

The study on analyzing consumer behavior regarding the two-wheelers industry with special reference to Hero MotoCorp in Khammam concludes that consumer purchasing decisions are influenced by various factors such as price, mileage, fuel efficiency, brand image, vehicle performance, maintenance cost, safety features, and after-sales service. The analysis revealed that mileage and affordability are the major factors attracting customers towards Hero MotoCorp vehicles. Most consumers prefer motorcycles due to their fuel efficiency, durability, and suitability for daily transportation. The study also found that effective advertisements, promotional activities, and strong brand reputation positively influence customer buying behavior. Customers expressed satisfaction with Hero MotoCorp vehicles because of reliable performance, low maintenance cost, wide service network, and efficient customer support. The company has successfully maintained strong customer loyalty and market position through quality products, customer-oriented marketing strategies, and continuous product innovation. Overall, the study highlights that understanding consumer behavior is essential for improving customer satisfaction, strengthening brand loyalty, and achieving long-term growth in the competitive two-wheelers industry.

- Consumer buying behavior plays an important role in the growth of the two-wheelers industry.

- Mileage and affordable pricing are the major factors influencing customer purchase decisions.
- Hero MotoCorp vehicles are widely preferred for fuel efficiency and low maintenance cost.
- Most customers are satisfied with the performance and durability of Hero MotoCorp vehicles.
- Motorcycles are more preferred than scooters among customers in Khammam.
- Brand image and product quality positively influence customer loyalty and trust.
- Effective after-sales service and spare parts availability improve customer satisfaction.
- Advertisements and promotional activities significantly affect customer buying behavior.
- The study concludes that customer satisfaction and effective marketing strategies are essential for maintaining competitive advantage and improving sales performance in the two-wheelers industry.

VI. Future Scope

This study on analyzing consumer behavior regarding the two-wheeler industry with reference to Hero MotoCorp opens several avenues for further research and practical application. Future research can explore the growing influence of electric vehicles (EVs) on consumer preferences within the two-wheeler segment, examining how Hero MotoCorp and other manufacturers need to adapt their marketing and product strategies to address this shift in demand. With increasing digitalization in the automobile purchase journey, subsequent studies can also investigate the role of online platforms, digital marketing, and social media in influencing consumer decision-making for two-wheeler purchases.

Additionally, this study can be extended through a comparative analysis of consumer behavior across different two-wheeler brands, such as Honda, Bajaj, TVS, and Royal Enfield, in order to identify how brand positioning and perception influence

purchase decisions differently across the industry. Future research could also delve deeper into demographic and regional variations in consumer behavior, examining how factors such as age, income level, urban versus rural location, and occupation shape two-wheeler buying patterns. A longitudinal study tracking changes in consumer preferences and brand loyalty over multiple years would further provide valuable insights into evolving trends within the two-wheeler market.

Beyond this, there is scope for quantitatively assessing the impact of after-sales service quality, financing options, and resale value on consumer purchase decisions and long-term brand loyalty toward Hero MotoCorp. Future studies may also explore the influence of psychological and social factors, such as peer recommendations, aspirational value, and status symbolism, on two-wheeler buying behavior. Finally, as rural and semi-urban markets continue to represent a significant growth opportunity, research into how consumer behavior and expectations differ in these regions compared to urban markets would be a valuable contribution to understanding the future direction of the two-wheeler industry.

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