

A STUDY ON CONSUMER BEHAVIOUR

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Abstract

Marketing is a broad phrase that encompasses all of the resources and actions required to guide and facilitate the flow of products and services from the producer to the customer through the distribution process. Marketing is viewed by businesspeople as a managerial activity that plans, promotes, and delivers products to clients or customers. Human efforts, finances, and management are the most important factors. In marketing, we have two activities that are particularly important:

1. Aligning the product with demand, i.e., the requirements and desires of customers or the target market.
2. The transfer of ownership and possession of commodities from the main producer to the final consumer at every stage of the supply chain.

1.Introduction

The corporation faces an ominous situation as Hero's position declines from industry leader to average market survival. The purpose of this study is to gain an understanding of customer perceptions on bike selection factors. It's especially important to figure out whether it's about the brand or about the quality.

1.1 Need for the study

Hero was the market leader in India's motorcycle business for the previous five years. However, they are losing their grip on the motorcycle industry, with only the ' Splendor' becoming a hit. This has been used by competitors like as Bajaj and TVS. Without a doubt, the company's market share is dwindling. As a result, this research will aid in understanding and identifying how consumers feel about Hero motorcycles. This will assist the marketer in determining which elements a customer considers while choosing a bike. Also, it shows how a customer chooses and perceives the features of a Hero bike.

1.2 Scope of the study

The research aids in the understanding of client satisfaction with "Hero moto corp." This study will help to understand how Hero lost their grip on the motorcycle sector because the product had a strong reputation in the market. It also assists us in expanding our practical knowledge of business marketing.

1.3 Research Methodology

The survey approach will be used to conduct the research. Data will be collected through a questionnaire, an interview, and associated websites. Thirumulgherry is the survey's geographical area. Data will be collected through the use of a standardized questionnaire. In order for responders to comprehend the questionnaire, it must be designed with precision and classification of the subject.

1.4 Limitations of the study

- Due to personal constraints, it is not possible to collect the opinions of all customers for this study. As a result, the assumptions are formed based on the information provided by the respondents.
- The research must be done within a month's time frame and in particular restricted places. As a result, the findings cannot be applied to the entire organization.
- This research only looks at a small portion of the Hero market. As a result, this research will not be applicable in certain places.
- The project's main constraint is the time factor.

2. Literature Review

It is critical to understand the factors that influence customer behavior as part of the study of consumer behavior. In their book *Consumer Behavior*, Hawkins, Best, Coney, and Mokherjee discussed several factors that influence consumer buying behavior, including demographic and social influences (family and household), group influence, advertising impact, and internal influences (learning, perception, and attitudinal). Topics such as forms of customer decisions, buy involvement, and product engagement were discussed in depth in the book. The book also emphasized the information search process, and several methods for supplying consumers with appropriate information were suggested in this study. Individual judgment was also highlighted in the book, with the idea that an individual's capacity to discern between comparable stimuli could be influenced by a variety of factors, including personal preferences. H. the author has highlighted the aspects of Indian insurance markets, the evolution of the insurance sector in India, and key ples in another book titled *Indian Insurance A Profile* by Narayanan main insurance providers and insurance products available to Indian citizens The book also included information on the expansion of life and general insurance in India, as well as relevant statistics.

The book *Financial Institutions and Markets: Structure, Growth, and Innovations*, authored by L. M. Bhole and Jitendra Mahakud, focuses on IRDA policy reforms, the Indian Financial System since 2002, and insurance sector reforms. Since 1818, the overall picture of Indian insurance has been portrayed in three stages. The evaluation process defines policy formulation, structure, and various types of insurance plans. This book discusses the expansion of financial services, financial sector reforms, and the role of regulators in financial reforms. Personal, economic, and sociocultural issues are all major determining elements.

Mithilesh Pandey and Neelam Nakra's article on *Consumer Choice for Smartphone Brands, with Special Reference to Android Operating System*, focuses on consumer preference for smartphone brands. The Operating System (OS), often known as the technical component, is one of the most important considerations when choosing a smartphone. After its launch, Android has taken over half of the OS market share previously held by Symbian, iOS, and Blackberry. As a result, android is used as a particular reference for identifying smartphone brands. This article aims to investigate consumer preferences for various operating systems and a smartphone brand that uses Android as its operating system. Inevitably, these changes lead to changed consumer behavior studies by which, when, how, and why the topics are studied. Like any other discipline, systematic analysis of the knowledge development status of consumer behavior field is critical in ensuring its future growth (Williams & Plouffe, 2007).

3. Company Profile

MPM Auto Private Limited was founded in 1998 by Arvind Patel, who is also the proprietor of this company. It has been approved by. Through Indus Ind Bank, Family Credit, and Sri Ram Finance, it provides financial help. It has an automated workshop as well.

It is divided into several departments:

- Accountant department
- The department of sales.
- Workshop department;
- Spares department

MPM Auto Private Limited has a total of sixty staff working in several areas.

- There is three staff in the Accountant department.
- There are four people working in the sales department.
- There are four people working in the Spares department.
- Housekeeping employs four people.
- There are two in Security.
- There are 86 workers working in the Workshop department.

SALES: MPM Auto Private Limited has the highest sales of any two-wheeler company in Trimulgherry.

MPM Auto Private Limited's sales performance: With monthly sales of 150– 200 vehicles.

With monthly sales of 11 lakhs, spare parts are in high demand.

3.1 MARKETING ACTIVITIES:

MPM Auto Private Limited's promotional initiatives include: •

- Newspaper advertisements.
- Test rides and free campaigns
- Gift-giving programmes.
- Hoarding and paintings on the walls.
- Information on mileage.

Pamphlets are strewn throughout the place.

They began conducting research to learn about vehicle sales, customer happiness, and brand awareness.

MPM Auto Private Limited and Hero, who both partake in the cost of advertising, have paid for promotional expenses.

SERVICE PROVIDED: MPM Auto Private Limited provides six free services after the sale of motorcycles to its customers.

- There is no charge for the examination.

- Bank loans are available.
- New product demonstrations.
- Warranty claims are accepted.

WORKING TIME: MPM Auto Private Limited operates for ten hours every day, from nine a.m. to eight p.m., with a one-hour lunch break.

HISTORY: Hero Honda Motors Limited is the largest two-wheeler motorcycle manufacturer in the world. In 1984, the Honda Motor Company of Japan and the Hero Group formed a joint venture, Hero Honda Motors Limited.

The partnership between India's Hero Group and Japan's Honda Motor Company has produced not just the world's largest two-wheeler company, but also one of the most successful joint ventures in history.

During the 1980s, Hero Honda was the first firm in India to demonstrate that driving a vehicle without polluting the roads was possible. The business debuted new motorcycles that set industry standards for fuel efficiency and low emissions. Commuters across India were captivated by Hero Honda's iconic "Fill it, Shut it, Forget it" campaign, which resulted in the sale of millions of bikes.

Today, India's roadways are home to almost 20 million Hero Honda two-wheelers. This is almost as many as the populations of Finland, Ireland, and Sweden combined. Since its start, Hero Honda has continually risen by double digits, and today, every second motorcycle sold in India is a Hero Honda. Someone in India buys Hero Honda's best-selling motorcycle, the Splendor, every 30 seconds

During the holiday season, the business sold half a million two-wheelers in a single month, a record in the worldwide automobile industry.

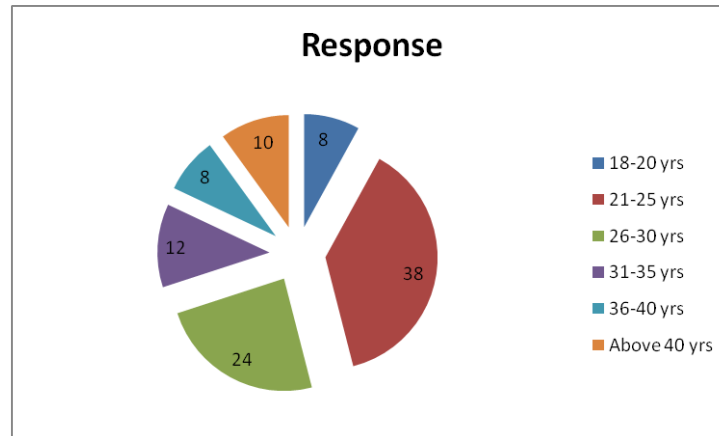
Hero Honda was the first manufacturer in India to introduce four-stroke motorcycles, setting new benchmarks for fuel efficiency, pollution control, and quality. It has a well-developed distribution and service network that stretches across the country.

4. DATA ANALYSIS AND INTERPRETATION

AGE

Factors	Respondents	Percentage
18-20 yrs	4	8
21-25 yrs	19	38
26-30 yrs	12	24
31-35 yrs	6	12
36-40 yrs	4	8

Above 40 yrs	5	10
Total	50	100

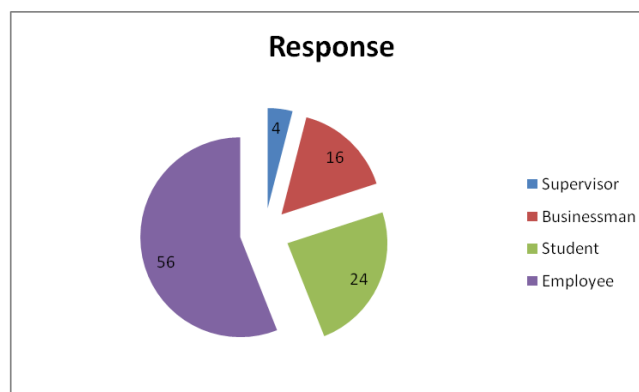


INTERPRATION:

From the above table and graph we can state that, 38% of the responses are from the age group of 21-25yrs, 24% of the responses are from the age group of 26-30yrs, 12% of the responses are from 31-35yrs, 10% of the responses are from above 40yrs, 8% & 8 % of the responses are from 18-20yrs & 36-40yrs respectively.

What is your Occupation?

Factors	No of Respondents	Percentage
Supervisor	2	4
Businessman	8	16
Student	12	24
Employee	28	56
Total	50	100

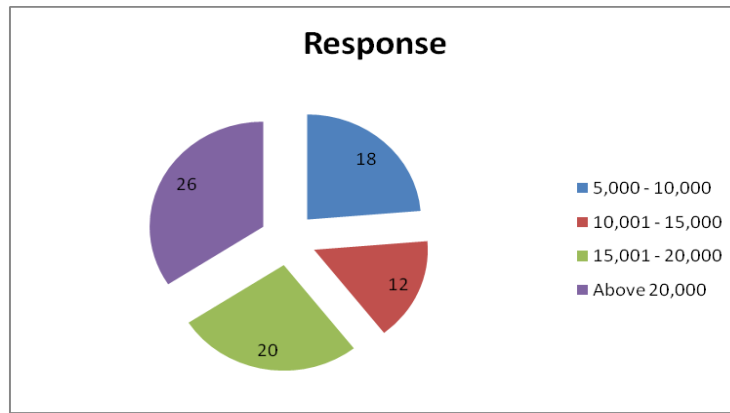


INTERPRATION:

From the above table and graph we can state that, 56% of the occupation is Employees, 24% of the occupation is students, 16% of the occupation is Businessman, 4% of the occupation is supervisor.

What is your monthly income?

Income	No of Respondents	Percentage
5,000 - 10,000	9	18
10,001 - 15,000	6	12
15,001 - 20,000	10	20
Above 20,000	13	26
Total	50	100

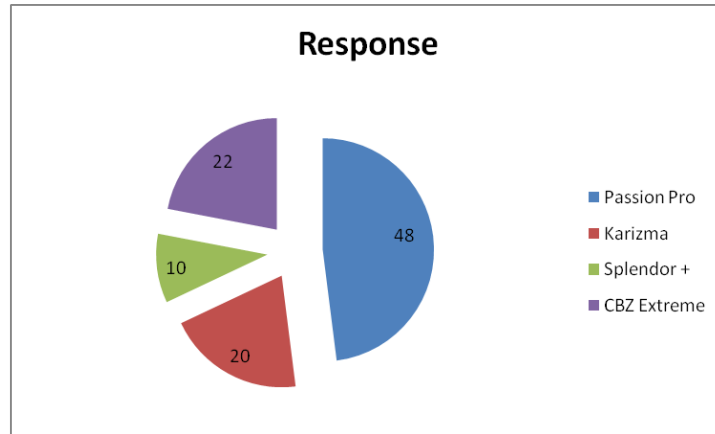


INTERPRATION:

From the above table and graph we can state that, 26% of the response income is Above 20000, 20% of the response income is 15001-20000, 18% of the response income is 5000-10000, 12% of the response income is 10001-15000.

If you opt a bike from Hero, what type of bike would you go for?

Factors	No of Respondents	Percentage
Passion Pro	24	48
Karizma	10	20
Splendor +	5	10
CBZ Extreme	11	22
Total	50	100

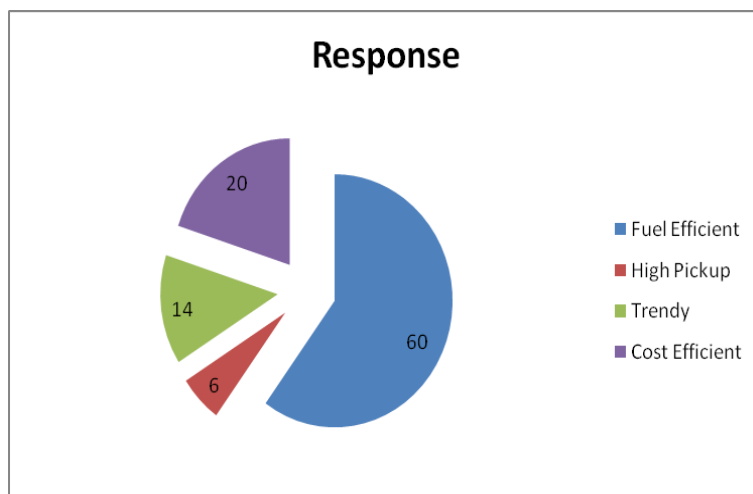


INTERPRATION:

From the above table and graph we can state that, 48% of the responses opted Passion Pro, 22% of the responses opted CBZ Extreme, 20% of the responses opted Karizma, 10% of the responses opted splendor+.

What sort of a bike were you looking for?

Factors	No of Respondents	Percentage
Fuel Efficient	30	60
High Pickup	3	6
Trendy	7	14
Cost Efficient	10	20
Total	50	100

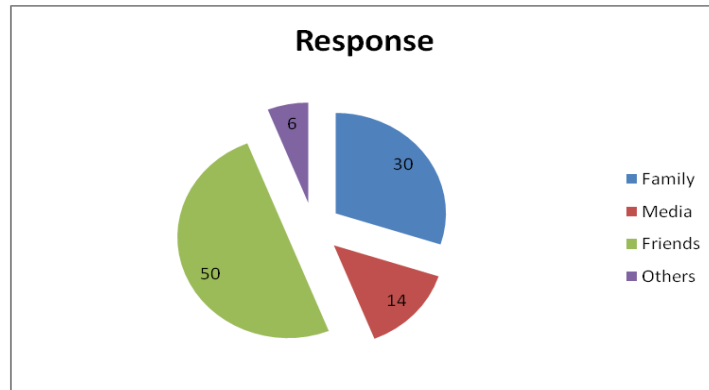


INTERPRATION:

From the above table and graph we can state that, 60% of the responses opted bike for fuel efficient, 20% of the responses opted bike for cost efficient, 14% of the responses opted bike for trendy, 6% of the responses opted bike for high pickup.

What lead you to opt for a Hero bike?

Factors	No of Respondents	Percentage
Family	15	30
Media	7	14
Friends	25	50
Others	3	6
Total	50	100

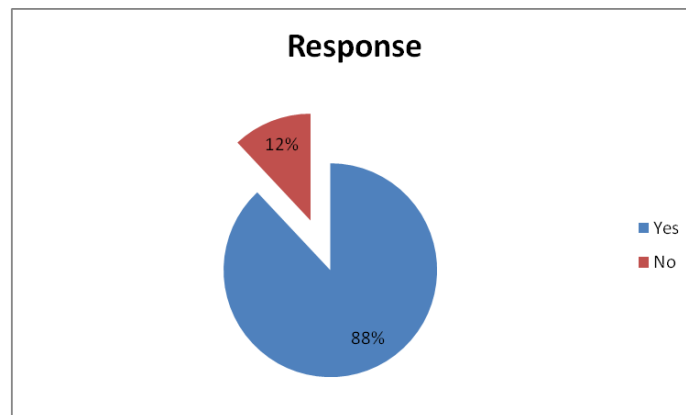


INTERPRATION:

From the above table and graph we can state that, 50% of the responses says friends led to opt for a Hero bike, 30% of the responses says family led to opt for a Hero bike, 14% of the responses says Media led to opt for a Hero bike, 6% of the responses says others led to opt for a Hero bike.

Are you satisfied, with the services provided by the MPM Auto Private Limited?

Factors	No of Respondents	Percentage
Yes	50	100
No	0	0
Total	50	100

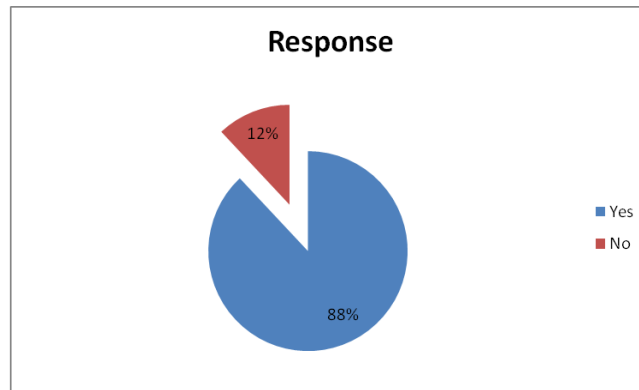


INTERPRATION:

From the above table & graph we can state that, all the customers are satisfied with the services provided with MPM Auto Private Limited.

Would you recommend your bike to your family friends, etc?

Factors	No of Respondents	Percentage
Yes	50	100
No	0	0
Total	50	100

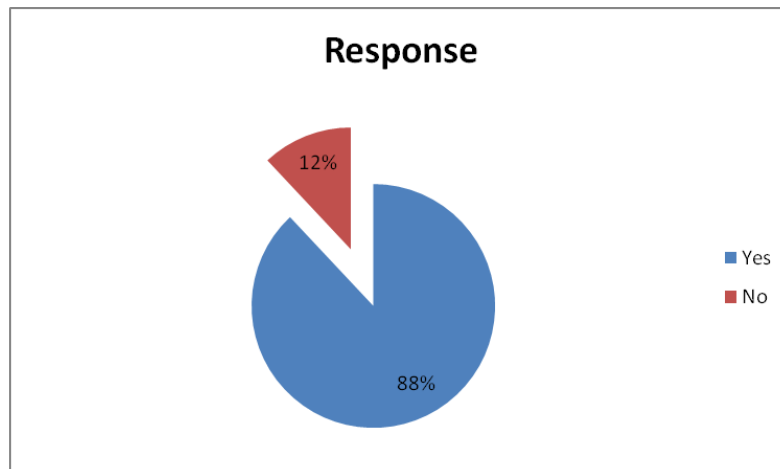


INTERPRATION:

From the above table & graph we can state that, all the customers would recommend their bike to their family and friends.

Would you recommend Hero or Bajaj to your friends/family?

Factors	No of Respondents	Percentage
Hero	44	88
Bajaj	6	12
Total	50	100

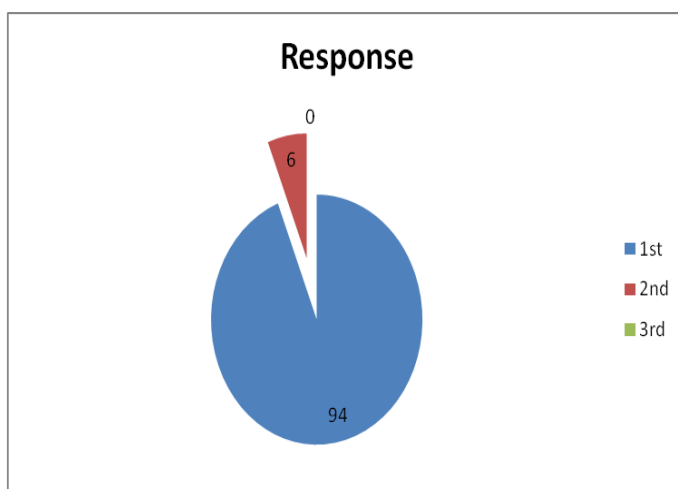


INTERPRATION:

From the above table & graph we can state that, Majority of the customers would recommend Hero to their family and friends.

Where do you rank Hero, among all motors bike companies in India?

Factors	No of Respondents	Percentage
1st	47	94
2nd	3	6
3rd	0	0
4th	0	0



INTERPRATION:

From the above table & graph we can state that, 98% customers have given first place to Hero, 6% customers have given second place to Hero.

5. Conclusion

It should be stated right away that there is no cohesive, tested, and universally accepted explanation of purchasing behaviour. Today, we have a few ideas about purchasing behaviour. Some of these theories are based on economics, while others are based on psychology, and yet others are based on a combination of social sciences. Professional researchers and corporate firms have conducted considerable research on the subject, leading to a vast body of knowledge on buyer behaviour. However, there is yet to be a widely recognised theory on the matter. We must proceed forward with an appreciation of the limitations of buyer behaviour studies. Consumers live in a comprehensive life setting as a result of their many environmental factors. People respond to and engage with the world around them in a variety of ways, including by purchasing and using items and services. To completely appreciate what consumers are aiming to achieve with a given purchase, marketing managers must first understand the consumer's current situation.

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