

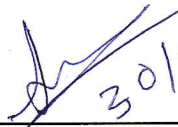
ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)


Date: 22/05/2018

CERTIFICATE

This is to certify that **Mr. Sandeepa K H** bearing USN **1AY16MBA69** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on **“A Study on Customer Perception Towards Two Wheelers With Reference to Hero Motors”** at **Bhagat Motors, Bangalore** is prepared by him under the guidance of **Prof. Suhas Patel**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.


30/5/18

Signature of Internal Guide



Signature of HOD

Head of the Department
Department of MBA

Acharya Institute of Technology

Soldevanahalli, Bangalore-560 107


30 May 18

Signature of Principal

PRINCIPAL

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Soldevanahalli Bangalore-560 107

ACHARYA

BHAGATH MOTORS
Authorised dealers
Hero motocorp ltd



Ref: BMS/BNG/2018/156

Date: 26/03/2018

CERTIFICATE

This is to certify that Mr.SANDEEPA K H (USN-1AY16MBA69) from ACHARYA INSTITUTE OF TECHNOLOGY has worked as an intern in our organisation on his academic Project entitled "A STUDY ON CUSTOMER Perception towards two wheelers with reference to Hero Motors". He was working as an intern between 15/01/2018 to 24/03/2018.

We found him to be punctual and obedient during his tenure with us.

We wish him best of luck.

Thank you.



Regards

UMESH K S
Sales Manager

ACKNOWLEDGEMENT

It's my pleasure to offer my deep gratitude to AIT Principal **Dr. S. S. Pillai**, this project wouldn't be possible without the constant support and help of individuals and organizations. I would like to pull out my honest thanks to all of them.

I am very grateful to **Dr. Nijaguna, HOD**, MBA Department of AIT and followed by **Mr.umesh K S** for their assistance and regular control as well as for as long as necessary information regarding the project & also for their support in completing the project.I am also thankful to Prof. Suhas Patel, **Assistant Professor, Acharya Institute of Technology** for allowing and aid in the winning completion of the study.

I would like to convey my thankfulness towards my parents & member of **Bhagath Motors**, for their kind co-operation and support which help me in finishing point of this project.I would like to convey my special thankfulness and thanks to industry persons for giving me such interest and time.

My thanks and appreciations also go to my colleague in developing the project and people who have eagerly helped me out with their ability.I would like to thank all the people who gave their precious time I am also thankful to classmates who supported me throughout my study. I wish to extend my genuine thanks to all the **Staff Members** and **Nontechnical StaffMembers**of the **Department of M.B.A, Acharya Institute of Technology** who gave me the moral hold up and

Place:

Bangalore

SANDEEPA.K.H

Date:

30/8/18

DECLARATION

I, **SANDEEPA K H**, hereby declare that the Project report “**A STUDY ON CUSTOMER PERCEPTION TOWARDS TWO WHEELERS WITH REFERENCE TO HERO MOTORS**” at **BHAGATH MOTORS** prepared by me under the guidance of **Prof. SUHAS PATEL** faculty of M.B.A Department, **Acharya Institute of Technology** and external assistance by **Mr. UMESH K S** Sales Manager at Bhagath Motors. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of ten weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place:

Bangalore

Date:

30/5/18

SANDEEPA.K.H

(USN1AY16MBA69)

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Executive Summery

My internship project report on **“A study of Customer perception towards two wheelers with reference to Bhagath Motors” at Bhagath motors.** Before internship there were many Questions and confusions in my mind but internship helped me to clear all those confusions.

In India Market Automotive and automobile are booming industries, Here Customers are ever dynamic in nature they were not satisfied with the same product. They always wanted to upgrade their products to new and advanced once so customer retention is a Hercules task to the company. So they give more importance to Customer perception. I had chosen Hero Motors for my study, main objective of my study is to know the level of customer perception towards the product. Major Questions are formed on the basis of objectives of the study.

Bagath motors Helped me to know many marketing aspects, how to approach a customer? And how to converse are with a customer? Etc. I had lot of new experience at the time of my internship.

As an intern in the organization learned

- Working environment
- How to initiate the research
- How to take the sample
- How to do field work
- How to manage customers
- Hoe to conduct the research

Chapter : 1
Introduction about the Industry

1.1 Introduction to Two Wheeler Industry

The two-wheeler industry (henceforth TWI) in India has been in existence since 1955. It consists of three segments viz., scooters, motorcycles, and mopeds. The increase in sales volume of this industry is proof of its high growth. In 1971, sales were around 0.1 million units per annum. But by 1998, this figure had risen to 3 million units per annum. Similarly, capacities of production have also increased from about 0.2 million units of annual capacity in the seventies to more than 4 million units in the late nineties⁴. The TWI in India began operations within the framework of the national industrial policy as espoused by the Industrial Policy Resolution of 1956. (See Government of India 1980, 1985, 1992). This resolution divided the entire industrial sector into three groups, of which one contained industries whose development was the exclusive responsibility of the State, another included those industries in which both the State and the private sector could participate and the last set of industries that could be developed exclusively under private initiative within the guidelines and objectives laid out by the Five Year Plans (CMIE, 1990). Private investment was channelised and regulated through the extensive use of licensing giving the State comprehensive control over the direction and pattern of investment. Entry of firms, capacity expansion, choice of product and capacity mix and technology, were all effectively controlled by the State in a bid to prevent the concentration of economic power. However due to lapses in the system, fresh policies were brought in at the end of the sixties. All sales figures are from various issues of ACMA, capacity figures from various Five Year Plan documents.

The two-wheeler industry in India has to a great extent been shaped by the evolution of the industrial policy of the country. Regulatory policies like FERA and MRTP caused the growth of some segments in the industry like motorcycles to stagnate. These were later able to grow (both in terms of overall sales volumes and number of players) once foreign investments were allowed in 1981. The reforms in the eighties like 'broad banding' caused the entry of several new firms and products which caused the existing

technologically outdated products to lose sales volume and/or exit the market. Finally, with liberalization in the nineties, the industry witnessed a proliferation in brands. A description of the evolution of the two wheeler industry in India is usefully split up into four ten year periods. This division traces significant changes in economic policy making. The first time-period, 1960-1969, was one during which the growth of the two-wheeler industry was fostered through means like permitting foreign collaborations and phasing out of 7The Indian economy was faced with several problems at this time. Foreign exchange reserves were down to two month's imports, there was a large budget deficit, double digit inflation, and with India's credit rating down graded, private foreign lending was cut off. Also the Gulf war in 1990 brought about an increase in oil prices, and India had to import oil for over US\$ 2 billion (GATT Secretariat, 1993).

The two-wheeler industry in the nineties was characterized by a) an increase in the number of brands available in the market which caused firms to compete on the basis of fuel-efficiency improved by (60-100)% in the new vehicles. In the seventies, motorcycle mileage was on an average between 25 to 50 kmpl (kilometer per liter), which had now improved to 50 to 80 kmpl. For mopeds it improved from 50 kmpl to 80 kmpl. output of the engines also increased from 3-4 HP to 10 HP per 100 cc. 11In the two-wheeler industry, MES was pegged at 2,00,000 units and 5,00,000 units of annual licensed capacity for non-exporting and exporting firms respectively (CMIE, 1990). 12 In the scooter segment, models with features like self-starter facility, automatic transmission system, gear-less riding etc. were introduced that were traditionally not available in scooters. In the motorcycle segment, the new 100 cc models compared well against the existing heavier models of 250 cc, 350 cc etc. as these were lighter and more fuel-efficient. 13Joshi and Little (1996) discuss the economic crisis of 1991 and the policy response of the Indian government. 14The EXIM Scrip was introduced which granted exporters entitlements worth 40% of their export earnings. Similarly quantitative restrictions were replaced with import duties which were around 85% of the two-wheeler industry (GATT Secretariat, 1993).

1.2 Company Profile

What started out as a Joint Venture between Hero Group, the world's largest bicycle manufacturers and the Honda Motor Company of Japan, has today become the World's single largest two wheeler Company. Coming into existence on January 19, 1984, Hero Honda Motors Limited gave India nothing less than a revolution on two-wheels, made even more famous by the Fill it – Shut it -it 'campaign. Driven by the trust of over 5 million customers, the Hero Honda product range today commands a market share of 48% making it a veritable giant in the industry. Add to that technological excellence, an expansive dealer network, and reliable after sales service, and you have one of the most buyer- friendly companies.

Hero Motocorp Ltd formerly Hero Honda, is Indian motorcycle and scooter manufacturer based in New Delhi, India. The company is the largest two-wheeler manufacturer in the world and also in India, Hero MotoCorp Ltd. continues to maintain this position till date where it has a market share of about 46% in the two-wheeler category.

The 2006 Forbes list of the 200 World's Most valued Companies has Hero Honda Motors ranked at #108, on 31 March 2013, the market capitalisation of the company was ₹30,800 crore (US\$4.7 billion).

Hero Honda began its activities in 1984 as a joint venture between Hero cycle (in some cases called Hero Group, not to be mistaken for the Hero Group sustenance organization of Switzerland of India and Honda of Japan. In 2010, when Honda chose to go out of the joint venture, Hero Group purchased the shares held by Honda. Thusly, in August 2011. In June 2012, Hero MotoCorp endorsed a proposition to blend the venture arm of its close relative Hero speculation Pvt. Ltd. With the automaker. This decision came 18 months after its split from Hero Honda.

"Hero" is the brand name used by the Munjal brothers for their flagship company, Hero Cycles Ltd. A joint venture between the Hero Group and Honda Motor Company was

established in 1984 as the Hero Honda Motors Limited at Dharuhera, India. Munjal family and Honda group both owned 26% stake in the Company.

During the 1980s, the company introduced motorcycles that were popular in India for their fuel economy and low cost. A popular advertising campaign based on the slogan 'Fill it – Shut it – Forget it' that emphasised the motorcycle's fuel efficiency helped the company grow at a double-digit pace since inception. In 2001, the company became the largest two-wheeler manufacturing company in India and globally. It maintains global industry leadership to date. The technology in the bikes of Hero Motocorp (earlier Hero Honda) for almost 26 years (1984–2010) has come from the Japanese counterpart Honda.

Termination of Honda joint venture

By December 2010, the board of directors of the Hero Honda Group had decided to terminate the joint venture between Hero Group of India and Honda of Japan in a phased manner. The Hero Group would buy out the 26% stake of the Honda in Hero Honda. Under the joint venture Hero Group could not export to international markets (except Nepal, Bangladesh and Sri Lanka) and the termination would mean that Hero Group could now export. Since the beginning, the Hero Group relied on their Japanese partner Honda for the technology in their bikes.

The Japanese auto maker will exit the joint venture through a series of off-market transactions by giving the Munjal family—which held a 26% stake in the company—an additional 26%. Honda, which also has an independent fully owned two-wheeler subsidiary—Honda Motorcycle and Scooter India (HMSI)—will exit Hero Honda at a discount and get over ₹6,400 crore for its stake. The discount will be between 30% and 50% to the current value of Honda's stake as per the price of the stock after the market closed on December 16, 2010.

The rising differences between the two partners gradually emerged as an irritant. Differences had been brewing for a few years before the split over a variety of issues, ranging from Honda's reluctance to fully and freely share technology with Hero (despite a 10-year technology tie-up that expires in 2014) as well as Indian partner's uneasiness over high royalty payouts to the Japanese company. Another major irritant for Honda was the refusal of Hero Honda (mainly managed by the Munjal family) to merge the company's spare parts business with Honda's new fully owned subsidiary Honda Motorcycle and Scooter India (HMSI).

As per the arrangement, it will be a two-leg deal. In the first part, the Munjal family, led by Brijmohanlal Munjal group, will form an overseas-incorporated special purpose vehicle (SPV) to buy out Honda's entire stake, which will be backed by bridge loans. This SPV would eventually be thrown open for private equity participation, and those in the fray include Warburg Pincus, Kohlberg Kravis Roberts (KKR), TPG, Bain Capital, and Carlyle Group.

Formation of hero MotoCorp

The name of the company was distorted from Herom Honda Motors Limited to Hero MotoCorp Limited on 29 July 2011. The new brand identity and symbol of Hero MotoCorp were developed by the British firm Wolff Olins. The logo was revealed on 9 August 2011 in London, to coincide with the third test match between England and India.

Hero MotoCorp can now export to Latin America, Africa and West Asia. Hero is free to use any vendor for its components instead of just Honda-approved vendors.

On 21 April 2014, Hero MotoCorp announced their plan on a ₹254 crore (US\$39 million) joint venture with Bangladesh's Nitol Niloy Group in the next five years also Hero updated its 100cc engine range in 2014 for 100cc bikes except Hero Dawn.

Company performance

The company has sold over 4.71 crore 2-wheelers since its inception in 1984 till March 2013. It sold 60.7 lakh 2-wheelers in 2012, out of which 55 lakh were motorcycles. Hero MotoCorp sells more two wheelers than the second, third and fourth placed two-wheeler companies put together. Its most popular bike Hero Honda Splendor sells more than ten lakh units per year.

In 2013, Hero MotoCorp registered best ever calendar year performance of more than 61 lakh unit sales. By selling 6,25,000 units in the month of October, it became the first-ever manufacturer to cross landmark 6 lakh unit sales in a month. In the last quarter of the year or say in the festive season, the company sold more than 16 lakh units, while in non-festive time in April–May 2013, it managed to sell out quite good numbers of units—11 lakh.

Employees

As on 31 March 2014, the company had 6,782 employees, out of which 66 were women (1.1%). It also had approx. 13,800 temporary employees on that date. The company had an attrition rate of 5.1% in the FY 2012-13. The company spent ₹821 crore (US\$130 million) on employee benefits during the FY 2012-13.

1.3 Founder of the company

The founder and patriarch of the Hero Group was your classic first generation entrepreneur. He was a man who started small, dreamt big and used a combination of grit and perseverance to create one of the country's largest corporate groups and the World's No. 1 Two Wheeler Company.

Instinctive from a young age, Brijmohan Lall made a rather unusual start in life. Around the time when the freedom movement in India was taking shape in the late 1920s, he walked into a newly opened Gurukul (Indian heritage school) near his home in Kamalia (now in Pakistan). He was only six years old then, thus began an extraordinary tale of courage and perseverance. Brijmohan began his business story after partition in 1947, when he and his brothers relocated to Ludhiana. The family set up a company that provided poor people with basic transport (cycles). Three decades later, as India evolved, he added a second crucial chapter - which visualized affordable and technologically superior transport to millions of middle class Indians. The rest is history.

When Brijmohan and his brothers started out, there was no concept of organized dealer networks. Companies just produced, and most dealers functioned like traders. Brijmohan changed the rules of the business by trusting his gut instincts; introducing business norms that were ahead of their time, and by investing in strategic relationships. Brijmohan built a series of bonds and networks with hundreds of family members, vendors, dealers and employees. Much like the Japanese keiretsu system, these networks are now the glue that holds the Hero Group together.

"Thanks to the relationships that we have nurtured so passionately in the Hero Family, the younger generations of some of our bicycle dealers have become dealers of Hero MotoCorp. These relationships have survived through generations - through bad times and good times" the patriarch now reminisces.

Besides bonding with his vendors and dealers, Brijmohan was personally responsible for kindling a spirit of entrepreneurship amongst his employees, and today, 40 of his former employees are successful entrepreneurs.

Though not technically qualified in the conventional sense, only a few of his contemporaries have understood the dynamics of technology better than BrijmohanLall had. He could always visualize the applicability of technology before others could. For example, in the 1980s, when all two-wheeler companies in India opted for two-stroke engine technology, Brijmohan preferred a four-stroke engine - a technology that dramatically increased fuel efficiency and reduced maintenance costs. This technology was one of the biggest reasons for Hero MotoCorp's stupendous success.

Board of Directors

MR. PAWAN MUNJAL - Managing Director & CEO -

GEN. (RETD.)V.P. MALIK - Non Executive & IndependentDirector

MR. PRADEEP DINODIA - Non Executive &Independent Director

MR. SUMAN KANT MUNJAL - Non Executive Director

MR. PAUL EDGERLEY - Non Executive & Independent Director

DR. PRITAM SINGH - Non Excutive & ndependent Director

MR. RAVI NATH - Non Executive & ndependent Director

MS. SHOBANA KAMINENI - Non-Executive and Independent Director

MR. VIKRAM KASBEKAR - Executive Director operations (Plants)

1.4 Vision

The story of Hero Honda began with a simple vision - the vision of a mobile and an empowered India, powered by its two wheelers. Hero MotoCorp Ltd., company's new identity, reflects its commitment towards providing world class mobility solutions with renewed focus on expanding company's footprint in the global arena.

Mission

Hero MotoCorp's mission is to become a global enterprise fulfilling its customers' needs and aspirations for mobility, setting benchmarks in technology, styling and quality so that it converts its customers into its brand advocates. The company will provide an engaging environment for its people to perform to their true potential. It will continue its focus on value creation and enduring relationships with its partners..

Core Values of the company

Integrity

Adherence to ethical and moral principles

• Humility

Absence Of arrogance, Open mind towards absorbing new ideas, innovations and learning

• Excellence through Teamwork

Persistence and striving towards perfection in all our actions, products and services

•Speed

Responsiveness in all our actions; ability to execute, implement strategies.

- Towards elders, seniors; everything worthy in the material, spiritual and the intellectual world; towards systems, processes and values..

Key policies of the company

A company that believes in maintaining ecological standards along with business standards.

"We must do something for the community from whose land we generate our wealth." - Chairman Dr. Brijmohan Lall Munjal.

At Hero MotoCorp, our goal isn't limited to business but encompasses the broader spectrum of serving humanity through social initiatives. Hero MotoCorp takes a stand as a socially responsible enterprise respectful of its environment.

Hero MotoCorp has been strongly devoted not only to environmental conservation programs but also expresses the increasingly inseparable balance between economic concerns, environmental and social issues faced by business. A business must not grow at the expense of mankind but must serve humankind at large.

Environment policy

Hero MotoCorp have been committed to demonstrate excellence in our environmental performance on a continuous basis, as an intrinsic element of our corporate philosophy

To achieve this, they have committed to:

- Integrate environmental attributes and cleaner production in all our business processes and practices with specific consideration to substitution of hazardous chemicals and strengthening the greening of supply chain.
- Continue product innovations to improve environmental compatibility.

- Comply with all applicable environmental legislation and also controlling our environmental discharges through the principles of "alara" (as low as reasonably achievable).
- Institutionalize resource conservation in the areas of oil, water, electrical energy, paints and chemicals.
- Enhance environmental awareness of our employees and dealers / vendors, while promoting their involvement in ensuring sound environmental management.

Safety policy

They believe that safe work practices lead to better business performance, motivated workforce and higher productivity.

They have created a safety culture in the organization by:

- Integrating safety and health matters in all our activities.
- Promoting safety and health awareness amongst employees, suppliers and contractors.
- Continuous improvements in safety performance through precautions be sides participation and training of employees.
- Ensuring compliance with all applicable legislative requirements.
- Empowering employees to ensure safety in their respective work places.

Vigil Mechanism / Whistle Blower Policy

The organization has faith in advancing a reasonable, straightforward, moral and expert workplace. While the HMCL set of principles characterizes the desires from representatives as far as their trustworthiness and expert direct, the vigil system characterizes the component for detailing deviations from the models characterized in the code.

other policies include

- Remuneration Policy.
- Related Party Transactions Policy.
- Corporate Social Responsibility Policy.
- Code of practices and procedures of fair disclosure of unpublished price sensitive information.
- Policy on Material Subsidiaries.
- Policy for conservation of entry permit & Archival.
- Policy on Disclosure of Material Events by the Listed Entity.
- Dividend Distribution Policy

1.5 Product Range and New Models:

: The Company's product range includes "magnificence" which is the main selling motorbike brand in the world with over 1.86 million vehicles sold in 2003-04. A increasing over 9 million customers are the real foundation of the company's strength. Its volume have been mounting at a strong pace of 40% p.a. over the previous five years.

The corporation launched a new 100 cc model "Passion" in January 2001. The motorbike is paying attention on method and current design, compare to the Company's earlier motorcycles that be listen cautiously on sympathy and/or style. "Passion" has well-known an exceptional reply from the market and has recognized itself well, with sales reaching a level of 19000 units in March 2001, within immediately three months of its launch. • In April 2001, a different 100 cc model "Joy" was launched productively. Its focus is on enhanced style and improved riding pacify.

- In April 2001, another 100 cc model "Joy" was launched successfully. Its focus is on better styling and improved riding comfort.

HERO PRODUCTS LAUNCHED SUCCESSFULLY



Karizma ZMR



Xtreme Sports



Glamour Programmed FI



Glamour

Service Statement

Company constant endeavour is to support the company's mandate of providing highest level of customer satisfaction by taking CARE of your motorcycle service & maintenance through our vast network of more than 1000 committed dealers & service outlets spread across the country.

Company's best in class approved workshop have well laid out principles for cruiser adjusting upheld by completely prepared framework as far as quality accuracy instruments , pneumatic devices and a group of very prepared administration specialists. Having your bike adjusted at an approved workshop guarantees most astounding norms of administration quality and dependability.

Quality at Hero is achieved not simply by current plants and hardware and through most recent innovation, yet by upholding a strict teach. At the Group processing plants, achieving quality guidelines is an ordinary practice - an entirely sought after teach. It originates from an amalgamation of the most recent innovation with profound established experience got from about four many years of hard work.

It is a mentality that bosses the test of development and change - change in purchasers' observations about items and new desires emerging from another age of purchasers. Conformance to quality at Hero starts on the shop floor. Each specialist guarantees at each phase of assembling that any of the defective items are not permitted to experience additionally assembling and circulation cycles.

Today quality is guaranteed from steel handling to the completed item. Every part experiences various tests at the phases of plan, crude material acquirement and, obviously, amid the assembling procedure.

Steady innovation up degree guarantees that the Group remains in the worldwide standard and keeps up its focused edge. With every one of its outside coordinated efforts, the Group goes onto reinforce its quality measures according to the book. The Group likewise utilizes the administrations of free specialists from around the globe to aid new outline and creation forms.

By the by, in this race to procure the most present day procedures and advances and to work together with the most exceptional players in the market, the center capability keeps on being gotten from the Group's philosophy- "To Engineer Satisfaction."

1.6 operations

Hero MotoCorp has five manufacturing facilities based at Dharuhera, Gurgaon, Neemrana, Haridwar and Halol under Green Field stage. These plants together have a production capacity of 76 lakh+ 2-wheelers per year. Hero MotoCorp has a sales and service network with over 6,000 dealerships and service points across India. It has a customer loyalty program since 2000, called the Hero Honda identification list which is currently known as Hero GoodLife plan. It is accounted for that Hero MotoCorp has five joint venture or partner organizations, Munjal Showa, AG industry, Sunbeam Auto, Rockman Industries and Satyam Auto machinery, that deliver a lion's share of its segments. The group has a avowed aim of achieve revenues of ₹64,000 crore (US\$9.8 billion) and volume of 10 lakh two-wheelers by 2016–17.

This in combination with new country where they can now marketplace their two-wheelers subsequent the disconnection from Honda. Hero MotoCorp hopes to achieve 10 per cent of their revenues from global markets, and they predictable to start on sales in Nigeria by end-2011 or early on.

Initiatives

An Environmentally and Socially, Aware Company

At Hero Honda, organization's goal isn't simply to offer you a bike, yet not with standing help you constantly your existence a better place than live in. Other than its will to give a first rate organization to most of its customers, Hero Honda stands firm as a socially able wander aware of its condition and respectful of the essential issues.

Legend Honda has been unequivocally committed to common insurance programs and conveys the relentlessly indissoluble congruity between the money related concerns and

the environmental and social issues looked by a business: associations must not create to the drawback of mankind and man's future however rather should serve humanity.

"We should support the group from whose land we create our riches." A well known expression of Mr. Brijmohan Lal Munjal, our CMD.

Gathering Companies > Hero Honda Motors Limited

A rich foundation of assembling high esteem, sensibly valued items; an uncompromising quest for the objectives to achieve quality alongside consumer loyalty; the subsequent fondness in working societies - brought the world's biggest maker of cruisers in a joint effort with the world's biggest bike producer, delivering a market pioneer. Honda Motor Company of Japan and the Hero Group entered a joint venture to setup Hero Honda Motors Limited in 1984.

The Market Leader:

Today Hero Honda has figured out how to accomplish indigenisation of more than 95 percent, a Honda documented around the world. Hero Honda is at exhibit the biggest offering Indian bike and the most fuel-efficient in its classification - the result of Hero Group's foreknowledge and another great case of how the Group endeavors to give the client brilliance and fulfillment.

Saint Honda turned into the primary organization in the nation to present four-stroke bikes and set the models for fuel productivity, contamination control and quality. It has an amazing dispersion and administration organize spread all through the nation. Legend Honda is the market pioneer in cruisers, with offers of more than 21 million bikes and a solid piece of the pie of 48% amid 2003-04.

Magnificent Collaborator Relationship:

Holy person Honda is directly the fundamental bicycle Company in India to the extent net (bargains less concentrate commitment regard, which was Rs 3171 crores. It is both the principle bicycle maker and arrangements assignment among Honda's general exercises. The Company has kept up sublime relationship with all accomplices including its colleagues. Legend Honda has created as the best joint meander Company of Honda on the planet, their relationship over 1161 years old at this point.

ERP Implementation:

The Company has viably actualized SAP R/3 (ERP Program - "Venture Synergy") along these lines empowering appropriate arrangement and companywide effectiveness. The modules were executed and balanced out in a record 10 months time frame. It talks about the dedication of the organization and the execution group towards making it forms responsible and productive.

THE CHAIRMAN BrijmohanLallMunja - The King of the Road

The acclaimed patriarch and futurist of the Hero Group, Mr.BrijmohanLallMunjal, is a first making capitalist who ongoing very small and through utter hard work and urgency has today completed his two wheeler venture the World's No.1 Two Wheeler company

1.7 Competitor's information

- Honda
- TVS motors
- Bajaj Auto
- Yamaha
- Suzuki
- Royal Enfield
- Mahindra

1.8 SWOT Analysis:

Strengths:

1. Hero Moto Corp has huge brand fair play and one of the largest cast list in the two wheelers Indian market
2. Excellent R&D of Hero Moto Corp, and wide selection of yield in every partition.
3. Excellent distribution, over 3000 dealerships and service centres.
4. Good advertising and excellent branding & marketing of Hero Moto Corp
5. More than 5000 people are employed with the organization
6. Sponsorship of many events related to sports & racing has made Hero Moto Corp a strong brand
7. The brand has received several awards & recognition for its work in the industry
8. Ad campaigns through TV, billboards, online media etc boost the brand image.

Weakness

1. strong competition from Indian and global players means restricted market share increase of Hero Moto Corp

2. Most of the products have similar features and low on intend and modernism

opportunities

1. Two-wheeler part is one of the mainly budding industries.
2. Export of Hero Moto Corp bikes is limited i.e. untapped international markets
3. Introduction of bikes in the quality slice

Threats

1. burly opposition from Indian as well as international brands
2. assurance on government policies and rising fuel prices can affect business margins for Hero Moto Corp
3. improved public convey will influence two-wheeler sales.

This is proved by the company's sales over the years :

1985-86,42,000 units

1989-90 197,100 units

1998-99 15,20,500 units

1999-00 71,62,220 units

2000-01 10,30,545 units

2001-02 14,15,185 units

2002-03 16,78,547 units

- Customer satisfaction, a high quality product, the strength of Honda technology and the Hero group's dynamism have helped HTML scale new frontiers and exceed limits.

- In the words of late Mr. Brijmohan Lal Munjal, the Chairman and Managing Director, "We will continue to make every effort required for the development of the motorcycle industry, through new product development, investment in equipment and facilities and through and through efficient management."

1.9 FINANCIAL REPORTS

Share Price Data for FY 2016-17 (In ₹)

(Equity shares of ₹ 2 each paid up value)

National Stock Exchange of India Limited, Mumbai (NSE)

Month	Total Volume (No. of Shares)	High Price (₹)	Date	Volume on that day	Low Price (₹)	Date	Volume on that day
Apr-16	7945159	3172.00	13-04-2016	679366	2852.00	29-04-2016	327927
May-16	9500161	3129.00	31-05-2016	454647	2820.35	06-05-2016	565165
Jun-16	7855363	3226.00	30-06-2016	779661	2954.55	24-06-2016	272500
Jul-16	5617180	3306.95	21-07-2016	286086	3095.00	07-07-2016	187459
Aug-16	10622198	3582.70	31-08-2016	651174	3195.60	02-08-2016	318424
Sep-16	7465393	3740.00	08-09-2016	528176	3388.10	30-09-2016	366861
Oct-16	7327400	3594.00	04-10-2016	393212	3301.20	27-10-2016	843799
Nov-16	10965244	3401.00	03-11-2016	544379	2849.50	17-11-2016	547715
Dec-16	6050583	3333.00	09-12-2016	270444	2958.00	27-12-2016	140004
Jan-17	8039519	3275.95	25-01-2017	1050202	2962.55	03-01-2017	454277
Feb-17	7798023	3319.20	09-02-2017	585465	3049.20	16-02-2017	403866
Mar-17	9856739	3412.00	15-03-2017	813831	3150.00	01-03-2017	452809

(Source: This information is compiled from the data available on the website of NSE)

Hero MotoCorp's Share Price Movement vis-a-vis SENSEX



No. of shares held (₹ 2 paid up)	Shareholders		Shares of ₹ 2 paid up	
	Numbers	%	Numbers	%
Upto 5000	98,924	98.67	11,088,810	5.55
5001 - 10000	436	0.44	1,534,681	0.77
10001 - 20000	243	0.24	1,735,950	0.87
20001 - 30000	106	0.11	1,292,380	0.65
30001 - 40000	51	0.05	904,114	0.45
40001 - 50000	45	0.04	1,025,508	0.51
50001 & 100000	128	0.13	4,730,624	2.37
100001 & Above	319	0.32	177,384,771	88.83
TOTAL	100,252	100.00	199,696,838	100.00

Shareholding Pattern as on March 31, 2017.

Category	No. of Holders	No. of Shares Held	% total to No. of Shares	No. of Shares Dematerialised
Indian Promoters	16	69,166,082	34.64	69,166,082
Mutual Funds / UTI	209	9,600,635	4.81	9,537,165
Financial Institutions / Banks/NBFCs	55	2,594,949	1.30	2,576,244
Insurance Companies	18	12,730,593	6.37	12,730,593
Foreign Institutional Investors	106	8,573,075	4.29	8,535,060
Bodies Corporate	1539	5,343,933	2.68	5,318,972
Indian Public	94725	12,728,036	6.37	9,936,130
Trusts	59	1,547,353	0.77	1,547,353
Clearing Members	167	357,877	0.18	357,877
Non Resident Indians	2645	389,721	0.20	389,031
Foreign Portfolio Investors/Foreign Nationals	713	76,664,584	38.39	76,664,584
Grand Total	100,252	199,696,838	100.00	196,759,091

CHAPTER 2:
CONCEPTUAL BACKGROUND AND
LITERATURE REVIEW

2.1 CONSUMER BEHAVIOUR:

The term consumer behavior can be defined as “All psychological, social and physical behavior of all potential consumers as they become aware of evaluate, purchase, consume and tell others about product and services”.

It is also the behavior that consumers display in reaching purchasing, using, evaluating a displaying of products and services that they will expect to satisfy their needs.

FACTORS INFLUENCING CONSUMER BEHAVIOUR:

There are many factors that influence consumer behavior. Consumers do not make purchaser decision in a vacuum. Their buying behaviours are influenced by culture, social, personal, and psychological determinants or factors. Most of these are “uncontrollable” and beyond the hands of the marketer.

However, they have to be considered while trying to understand the complex buyer behavior.

FACTORS INFLUENCING BUYING BEHAVIOUR :

CULTURAL FACTORS:

Cultural factors have the deepest influence on consumer behavior. Here are some of the rules played by the buyers.

(a) Culture:

Culture is the most basic fundamental determinant of person's wants and behavior. Rights from the time of his birth a child grows up in a society learning a certain set of values, perception, preferences, behavior and customs, through a process of socialization involving the family and social key institutions.

For example : a young college going teenager is currently interested in finding a new leisure time activity which may be useful to him in the future also. This need had led him to purchase a camera and taking up photography as a hobby. So there could be a different background in the buying decision. The young boy feels comfortable to operate such camera and the society also accepts photography as a leisure time activity.

Marketers are always trying to see if there is a cultural shift and develop products accordingly. Some of the prominent cultural shifts today are leisure time, informality and health conscious.

(b) Subculture:

Each culture will contain smaller group of subculture that provides more specific identification and socialization for its members. These subculture divisions are certain socio cultural and demographic variables like nationality, religion, geographic locality, caste, age, sex, etc... each subculture may have certain distinct life style.

(c) Social Class:

Social classes' take the forms of a caste are reared for certain roles and cannot change their caste membership. Social classes are also behavior. Social Classes are relatives' homogeneous and enduring division in societies which are hierarchically ordered and whose members share similar values, interest and behavior. Social classes have several characteristics. First, persons within each social class tend to behave more alike persons from two different social classes. Second, interest in ostentation. While small as a group, person is perceived as occupying interior or superior positions according to their social classes. Third, a person social class is indicated by a number of variables, such as occupation, income, wealth, education and value orientatio, rather than by any single variable. Fourth individual can move from one social class to another up or down during their respective lifetimes.

The extent of this mobility varies according to the rigidity of social stratification in the society.

SOCIAL FACTORS:

A consumer's behaviors is also influenced by social factors, such as the consumer's reference group's family and social role and status.

(a) Reference:

Person's reference groups are those groups that have a direct (face to face) or indirect influence on the person's attitudes and behavior. Sometime, persons may also be directly influenced by such as religious organization, professional association and trade unions. And sometime consumer are also influenced by group to which they do not belong (aspiration group) or a (disassociate group) whose values or behavior and individual rejects.

(b) Family:

Members of the buyer's family can exercise a strong influence on the buyer behavior. The marketer is interested on knowing which member normally has the greater influence on the purchase of the particular product or service. In a nuclear family, the husband is more dominant, sometime the wife is more dominant or they have equal influence.

Sometime the dominance of the family members varies for different sub decisions within a product category. For example, if a couple are planning to purchase an automobile, the decision related to when to buy may be primarily made by the husband but regarding" what colour of the car to buy maybe a joint decision.

So it is the responsibility of the marketer to develop marketing communication that may be directed differently at the particular influencing personality at the various stages of the buying process.

(c) Role and Status:

A person is a member of many group family, clubs, organization etc. and the person's position in each group can be defined in the term of role and status. Example : Mrs. Sana is a senior marketing executive in a firm and she is planning to purchase microwave oven

with her parents. Mrs. Sana plays the role of a daughter in her family, she plays the role of wife and mother, and in her company she plays the role of the senior marketing executive. A role consists of the activities that a person is expected to perform according to the people around them. Each of Mrs. Sana roles will influence some of her buying behavior. The role will reflect a status according to the role by the society. People often choose products to communicate their status in society.

PERSONAL FACTORS :

1. A consumer's purchase decisions are also influenced by personal characteristic namely the buyer's age, stage, of the cycle, occupation.
2. Economic circumstances, life style, personality and self-concept.

(a) Age and Stage of life Cycle:

People's choice of goods and services change over their life time. This change can be observed right from childhood to maturity stage, especially in taste and preference related to cloths, furniture and recreation activities.

The stage of life cycle can be said to be a psychological feeling of a certain transformation – taking place as they go through life and experiencing sudden changes, in the consumption interest that could be related to the stage of life cycle.

(b) occupation:

A person's occupation has a direct effect on his choice of goods and services. A clerk will purchase product, which are economical and not bum his product. Where an executive has will purchase expensive goods and services. Marketers will have to identify which occupation group will be interested in their products and weak out marketing strategies to communicate about their products and services to the relevant occupational group and includes a positive buying motive in the particular consumer

and attitude towards spending versus saving. With the increase in per capita income and improved standard of living, willingness on the part of the consumer to purchase products, which indicate sophisticated, has been noticed. So, the marketer has to do proper market analysis and research and produce, price and promote their products and services, so as to motivate people to purchase the same.

c) life Style:

“A person’s life style refers to the person’s pattern of living expressed through his / her activities, interest and opinions” life style of a person conveys more than the persons social class or personality alone. An understanding of a person’s life style will help in giving a profile of a whole person’s pattern of living and interacting with the world. Thus the marketing manager will have to work out a marketing strategy which will indicate a relationship between a product brand and life style of the product brand and life style of the product user. Advertising story board, which will be symbolic to life style of the target market.

(d) Personality and Self Concept:

Each person has got a distinctive personality that will influence his / her buying behavior. Personality may be defined as “the persons distinguishing psychological characteristics that lead to relatively consistent and enduring responses to his / her own environment”. The traits used to describe a person’s personality are: self-confidence, dominance. Aggressiveness, defensiveness, achievement etc.

Personality and self-concept is a self-related term. It refers to the person’s image of him/her self-image. Each person carries a self-image of his / her and will purchase goods and services that match the self-confidence. Thus, the marketers have to develop and communicate brand images that match the self-image of the target customer.

PSYCHOLOGICAL FACTORS:

The consumers buying behavior has four major determinants.

They are:

Motivation

Perception

learning

Beliefs and Attitudes

(a) Motivation:

Motivation can be said to be the inner drive that is sufficiently pressing and directs the person to seek satisfaction of the need. Satisfaction of the need reduces the felt tension.

Psychologists have developed theories of human motivation.

Two of the best-known theories are :

1. Theory of Sigmund Freud
2. Theory of Abraham Maslow

Psychologist, Sigmund Freud has said that the people are generally conscious about the real psychological forces influencing their behavior. The repressed urges within an individual are never forgotten. They emerge in dreams and are often unknowingly uttered and will be seen in the behavior of the person.

Maslow seeks to explain why the people are driven by particular needs at particular times and why people differ in their ways of satisfying their needs. Maslow says a person will try to satisfy his important needs first. Once he satisfies this need, it ceases to be important. Then he will be motivated to satisfy the next level of most important need. Thus the marketers will have to keep in mind the role played by needs and motivation while working on the buying motive of the target consumers.

(b) Perception:

“Perception is the process of selecting, organizing, and interpreting or attaching meaning to events happening in environment” how a motivated person acts will be dependent on how

he / she perceive the situation.

Perception depends not only on the character of the physical stimuli but also on the relation of the stimuli to the surrounding field and on the actions, thoughts, feelings, etc. within the individual. People emerge with different perception of the same stimulus because of the three perceptual processes : selective exposure, selective distortion and selective retention.

(c) learning :

learning describes changes in an individuals behavior arising from experience. Most human behavior is learned. Theorist say that a person’s learning is produced through the interplay of drives, stimuli, cues, responses and reinforcement. Marketers should try to build up the demand for their products by associating it with strong drives, using motivating cues and providing positive re-enforcement Conversely, the marketer must also ensure the consumer will not shift away from a favourable brand due to negative re-enforcement.

(d) Beliefs and Attitude :

Though learning, people acquire certain beliefs and attitude and in turn this influences their buying behavior.

A beliefs a thought that a person holds about something. People act based on their beliefs. These beliefs help in building up product and brand image”.

An attitude is “person’s enduring favorable or unfavorable cognitive evaluation, emotion feelings and action tendencies towards some object or idea.

Attitude makes people behave in a fairly conforming way towards similar objects. People do not interpret and react to everything in a fresh way. When a person’s attitude settles into coherent pattern and to change, one may require difficult adjustment in many

attitudes. Thus the marketer should try to link his products into products into existing attitudes rather than trying to change people attitude.

From the above factors there are many determinants which act on consumer behavior. The consumers' choice is dependent upon his cultural, social, personal and psychological factors. Very often it becomes difficult for the marketers to influence these factors. Thus the marketers should use suitable marketing strategies and attract strong consumer response.

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CHAPTER 3

RESEARCH DESIGN

3.1 Statement of the problem

The knowledge of post purchase consumer perception of a product and level of satisfaction with a product is essential for the manufacturers of a product in order to get an idea about what the general consumer perceives about the product. This helps the manufacturer to know where his product is lacking as compared with a competitor.

Now days the competitors are Bajaj, Yamaha, Honda, and TVS, in the two-wheeler market. It is much important to any manufacturer to understand the level of satisfaction to their product and they should manufacture and provide the services to their customers in such a way that it should provide complete satisfaction to its customers. Then only they can compete in this competitive world. Hence today study aims at analysis of “consumer perception with special reference to Bhagath motors, Bangalore”.

3.2 Need for the study

1. Any attempt to retain customers will have a competitive advantage over others while sustaining fair services for customers.
2. Consumer perception, preferences and behaviour should be studied in order to know their needs and their preferences so that a solution can be provided to their needs and preferences targeting individual customers.
3. Consumer perception, satisfaction, behaviour and retention of customers is an important function of decision making
4. It will help in knowing the basic functions of buying and selling of goods, consumer satisfaction, preferences and maintain a good consumer relationship with smooth working of the organization by extending better and useful services to the consumers and above all this will help in retaining consumers

3.3 objectives

The Primary Objectives are:-

1. To understand, analyse and evaluate the opinion of the consumers' perception on hero vehicles in Bangalore.
2. analyse the impact of various factors influencing perception and purchase decision of customers.
3. To provide helpful information to Bhagath Motors in planning and implementing the marketing approach in order to satisfy their customers.
4. To know the level of satisfaction among the owners and users of hero two wheelers.
5. To know the market leader among major brands of two wheeler companies.

3.4 Scope of the study

A few people or a unit of population called as sample size was taken to obtain representative sample of the whole universal.

The data collection of this study was limited to, Bangalore. I have randomly selected 100 respondents from in and around and are hero customers

3.5 Research methodology

Sources of Data

- 1.Primary Sources.
- 2.Secondary Sources.

Primary Sources:

Primary source are original sources directly collected data that have not been previously collected.

Primary data in this research was obtained through questionnaires and direct interview.

- 1.Questionnaires, with close ended questions and few open ended questions.

2.Through personal interviews – to collect information on responses requiring an explanation and also information vital to the study but not covered in the questionnaires.

Secondary Sources:

These are sources including data that have been composed and compiled for another function.

Secondary data for the study is obtained through the company's brochure and information from library and through internet source web sit of Hero Company:
<https://www.heromotocorp.com>.

DATA COLLECTION INSTRUMENT:

In this study the main tool used for data collection is questionnaire. The questionnaire construction consists of 5 steps:-

- 1.Specifying the information needed.
- 2.Determining the type of questions to be asked.
- 3.Deciding the number and sequence of questions are to be asked.
- 4.Preparing the preliminary draft of questionnaire.
- 5.Revising and pretesting the questionnaire.

Data Processing and Analysis:

Validation:

The researches normally checked the same percentage of questionnaire in order to check, whether an exact trial was obtained.

Editing:

In the second step the researches edited the data and some of the questions were found not necessary in order to extract the relevant information. Hence the questions prepared are modified in order to extract the relevant information.

Coding:

Pre coding is done which involves identification and classification of each response.

Transcription:

Since direct tabulation from the data is not easy the researcher second-hand the transcription process [in a long work sheet] rather than obtain tabulation directly.

Tabulation:

After the Transcription of data is over. Percentages were used to analyze data. Data collected is depicted through tables, graphs and pie-charts

3.6 Limitations

1. The sample size is restricted to 100 respondents due to time and cost constraints.
2. The interpretation of this study is based on the assumption that the respondents have given correct information.
3. As for as secondary data is concerned most of the information and official records are located in different cities and they are not within the reach.
4. The data collected from the selected respondents in Bangalore can be taken as common to all places in the district.
5. The study focuses mainly on the consumer who hero vehicles and the potential consumers.
6. There may be a biased response from the respondents just to impress.

CHAPTER 4:

ANALYSIS AND INTERPRETATION

TABLE 1:

Classification of respondents on the basis of their gender.

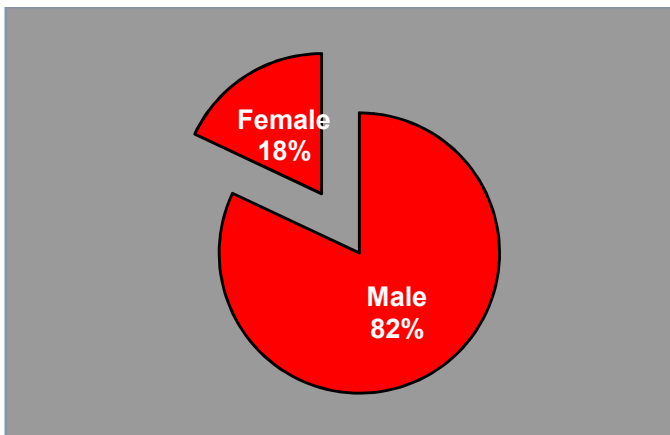
SR. No.	SEX	No .Of respondents	PERCENTAGE
01	MALE	82	82%
02	FEMALE	18	18%

Analysis:

From the above table we can see that Male respondents have more decision making power than Females with 82% of the respondents are male and 18% of them are female.

GRAPH 1:

Classification of respondents on the basis of their gender.



Inference:

From the above Graph it is clear that the most of the respondents are male. The sex difference has major effects and various consumption & the perception pattern.

TABLE 2:

Classification of respondents on the basis of their occupation

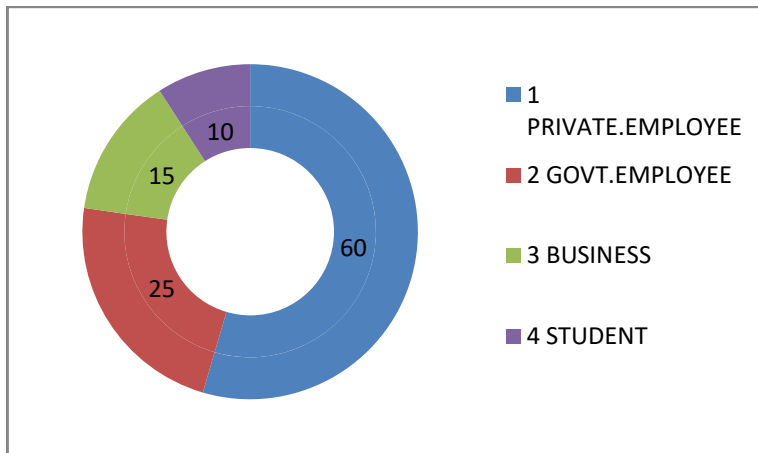
Sl.No	Occupation	Total	Percentage
01	private.employee	60	60%
02	govt.employee	20	20%
03	business	12	12%
04	student	8	8%

Analysis

From the above table it is clear that 60% i.e 60 respondents are in Private Sector, followed by 20% or 20 respondents are Government Employees and 12% or 12 respondents are in Business and 8% Students.

GRAPH 2:

Classification of respondents on the basis of their occupation



Interpretation: The above table analyzed that out of 100 respondents 60% are the Private employees.25 respondents are the government employees.15% are the respondents who running a business.

TABLE 3:

Classification of respondents on the basis of their monthly income

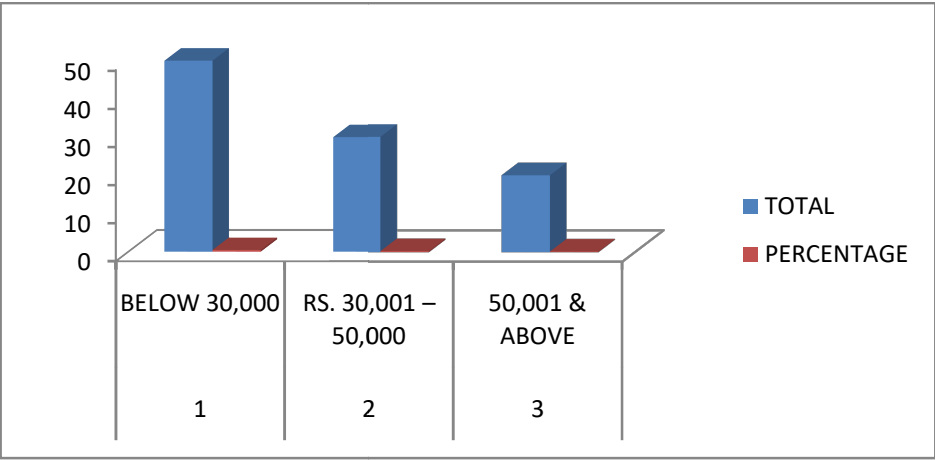
Sl. No.	Income	Total	Percentage
01	Below 30,000	50	50%
02	RS. 30,001 – 50,000	30	30%
03	50,001 & Above	20	20%

Analysis:

From the above table it is clear that 50% of respondents belong to Below 30,000 income group, followed by 30% in the group income group of Rs,30,001-50,000 and 20% in the income group 50,001 and above.

GRAPH 3:

Classification of respondents on the basis of their monthly income



Interpretation

Most of the Customers comes Under Below 30,000 Income is an important differentiating factor that perception and influence buying behavior of the consumer. The main customers are middle and upper middle class people.

TABLE 4:

Classification of respondents on the basis of their qualification

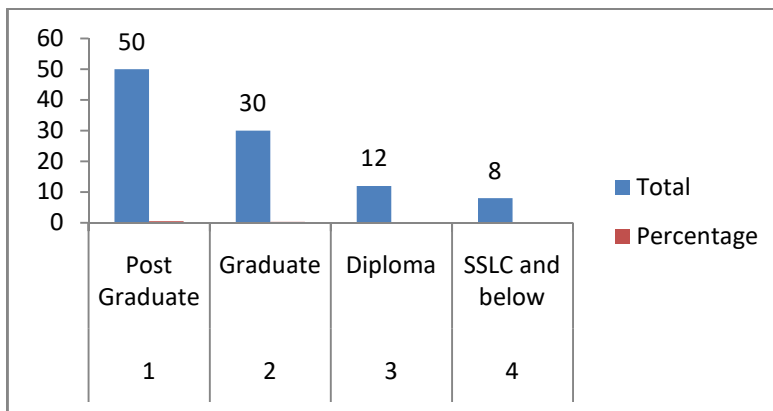
Sl.No	Educational Qualifications	Total	Percentage
01	Post Graduate	50	50%
02	Graduate	30	30%
03	Diploma	12	12%
04	SSLC and below	08	08%

Analysis:

From the above table 50% of the respondents are Post Graduate & below followed by 30% Graduates, 12% Diploma holders and 8% SSLC and below.

Graph 4:

Classification of respondents on the basis of their qualification



Interpretation:

From the above table it is clear that, most of the respondents are Post Graduates.

Table 5:

Age Group of Respondents.

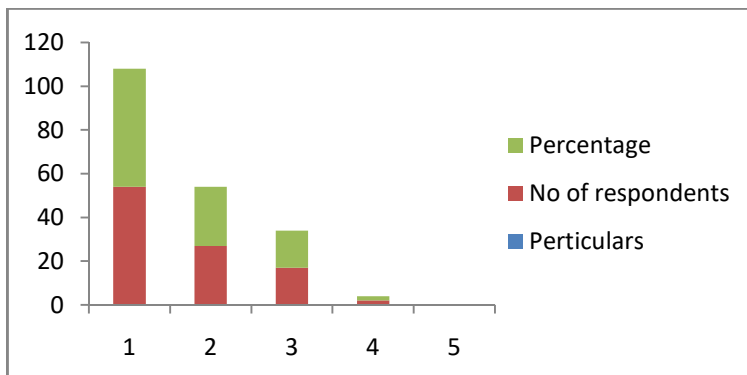
Perticulars	No of respondents	Percentage
18-30	54	54
30-40	27	27
40-50	17	17
50 above	2	2
Total	100	100

Analysis:

The above table shows that the most of the respondents are in the age group of 18-30 years and the least number of respondents are in the age group of 50 year and above.

Graph 5:

Age Group of Respondents.



Interpretation

The above table shows that the most of the respondents are in the age group of 18-30 years and the least number of respondents are in the age group of 50 year and above.

TABLE 6:

Classification showing styling opinion of hero bikes among the respondents

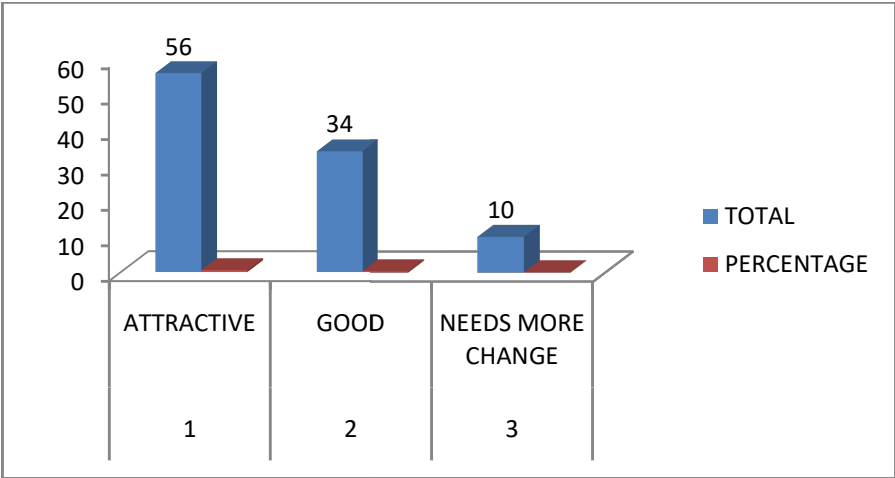
Sl. No.	Styling opinion	Total	Percentage
01	Attractive	56	56%
02	Good	34	34%
03	Needs more change	10	10%

Analysis

From the above table 56% i.e. 56 of the respondents find the Bikes attractive followed by 34% or 34 respondents who find it good and 10% i.e. 10 respondents feeling it needs more change.

Graph 5:

Classification showing styling opinion of hero bikes among the respondents



Interpretation:

From the above table 56% i.e. 56 of the respondents find the Bikes attractive followed by 34% or 34 respondents who find it good and 10% i.e. 10 respondents feeling it needs more change.

Table 6:

Classification showing respondents view about the colour of the bikes

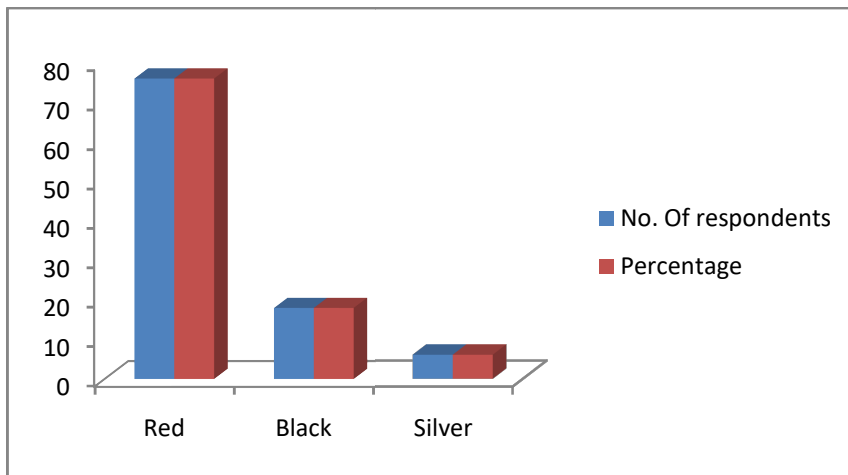
Colour	No. of respondents	Percentage
Red	76	76
Black	18	18
Silver	6	6
Total	100	100

Analysis:

From the above Table it is clear that out of the 100 respondents the 76 % of customers are like to choose the Red colour bike,18% of respondents are going to the black colour and 6% of the respondents are like to choose silver colour.

Graph 6:

Classification showing respondents views about the colour of the herobikes.



Inference:

Most of the customers are like to purchase Red colour bikes.

Table 7:

Customer knowing about hero two wheelers

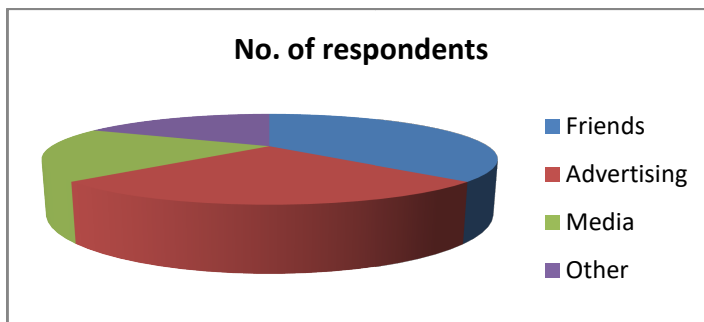
Particulars	No. o frespondents	Percentage
Friends	37	37
Advertising	26	26
Media	19	19
other	18	18
Total	100	100

Analysis:

The above table shows out of 100 respondents the 37% of customers knowing about the Hero bikes by Friends, 26% are by the advertisement, 19% of the customers are knowing by the media and others.

Graph 7:

Customer knowing about hero two wheelers



Interpretation:

Most of the customer get the information about the Hero bikes through their friends

Table 8:

Classification showing respondents view of performance of hero Bikes

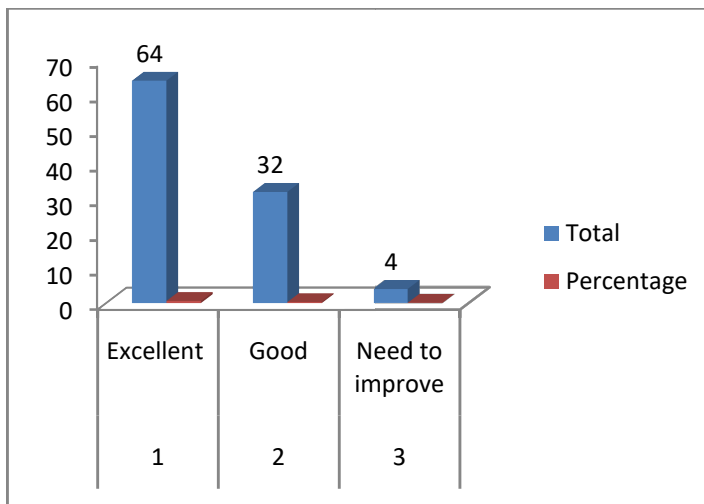
Sl.No	Performance	Total	Percentage
1	Excellent	64	64%
2	Good	32	32%
3	Need to improve	4	4%

Analysis:

From the above table it is clear that the Performance of Hero is good with 64%, followed by 32% of the respondents feeling that it is Excellent and only 4% feel the need for it to improve.

Graph 8:

Classification showing respondents view of performance of hero bikes



Interpretation:

Most of the customer gets the Information about the Hero bikes by their Friends, while comparing to advertising and any other media.

Table 9:

Classification showing respondents view on pricing of herobikes

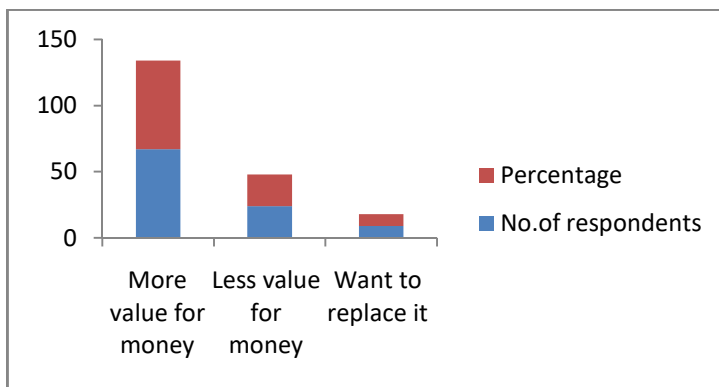
opinion	No.of respondents	Percentage
More value for money	67	67
Less value for money	24	24
Want to replace it	9	9
Total	100	100

Analysis

From the above table shows,Hero motor bikes have more value for money 67% customers are response for more value of money, 24% are choosing the less value for the money and the rest of them are wants to replace the bike.

Graph 9:

Classification showing respondents view on pricing of hero bikes



Interpretation:

From the above table shows,Hero motor bikes have more value for money

Table 10:

Classification showing respondents view about advertising strategy of herobikes

Sl.No	Advertising Strategy	Total	Percentage
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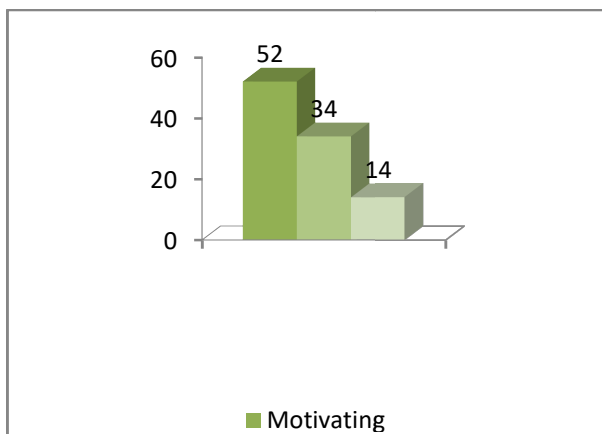
01	Motivating	52	52
02	Informative	34	34
03	Makes no difference	14	14

Inference:

From the above Table it is clear that the rates of Hero Bikes are Affordable but it still needs some change due to competition. With competitive rates and being on the lower side of other competitors increase in sales will bring more profit and better quality of bikes to the market.

Graph 10:

Classification showing respondents view about advertising strategy of hero bikes



Interpretation:

From the above graph it is inferred that Advertising strategy is the main motive behind purchasing motor bikes.

Table 11:

Classification showing respondents opinion on documents required for installment purchase.

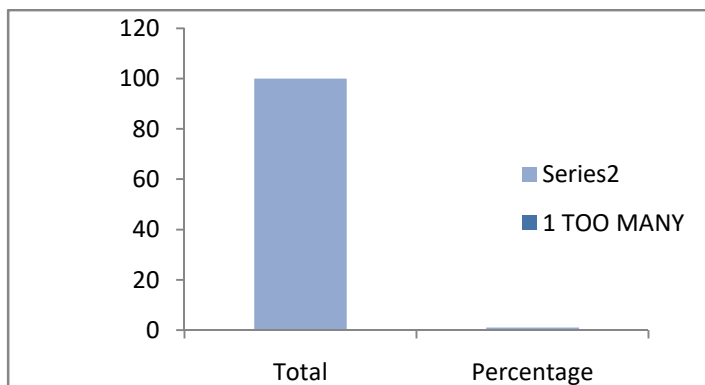
Sl.No	Documents Required For Installment Purchase	Total	Percentage
01	Too many	2	2%
02	Manageable	98	98%

Analysis:

From the above table it is analyzed that the documents required for the installments required to purchase the vehicle is manageable with 98% of the respondents responding to it and 2% of the respondents

Graph 11:

Classification showing respondents opinion on documents required for installment purchase



Interpretation:

From the above graph it is inferred that the documents required for procuring the vehicle is manageable.

Table 12:

Classification of respondents opinion on whether the showroom is attractive

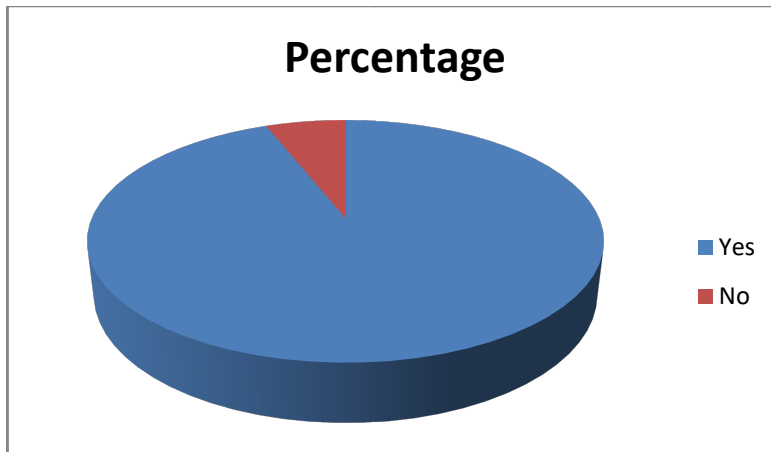
Sl.No	Is the Showroom Attractive	Total	Percentage
01	Yes	94	94%
02	No	6	6%

Analysis:

From the above table it is analysed that the Showroom is attractive with 94% adhering to it while 6% feeling it is not attractive and needs change.

Graph 12:

Classification showing respondents opinion on whether the showroom is attractive



Intpretation:From the above table it is inferred that the Showroom has to be attractive for customers to visit it. Displays of products and spares in attractive showcases.

Table 13:

Table showing respondents opinion on whether the latest version of hero motor cycles is displayed.

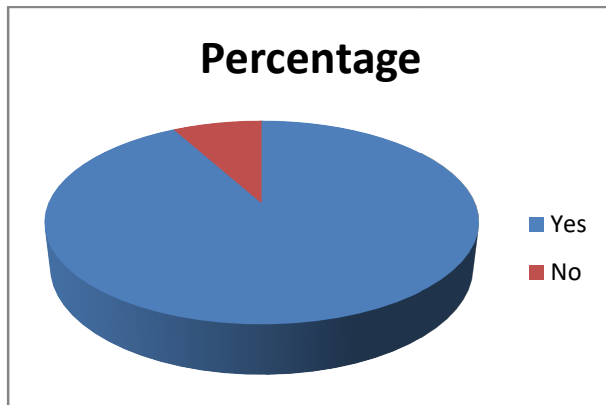
Sl.No	Display of Latest Version of Hero Bikes	Total	Percentage
01	Yes	92	92%
02	No	8	8%

Analysis:

From the above table it is analyzed that they are displaying the latest bikes. 92% of the respondents followed by 8% saying that they are not displaying it

Graph 13:

Graph showing respondents opinion on whether the latest version of hero motor cycles is displayed.



Interpretation:

From the above Graph it is seen that they are keen to improve their sales by displaying New models.

Table 14:

Table showing respondents opinion on customer care representative’s overall attitude towards job.

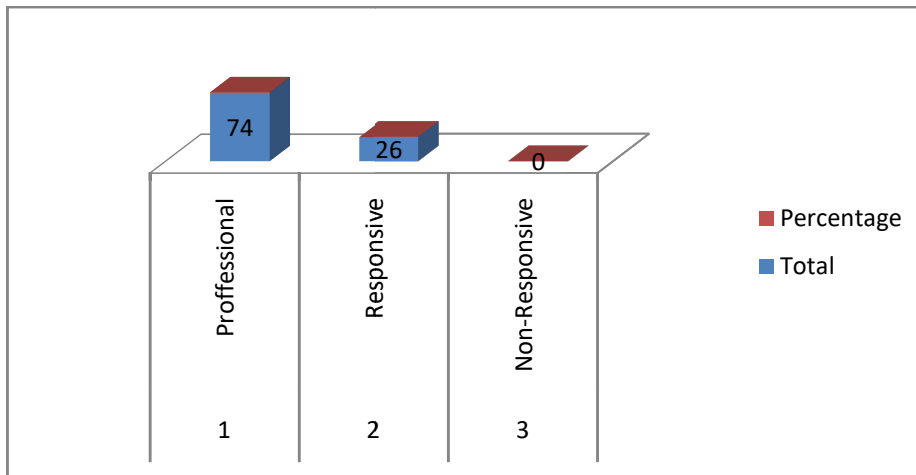
Sl.No	overall attitude towards job	Total	Percentage
01	Professional	74	74%
02	Responsive	26	26%
03	Non-Responsive	0	0%

Analysis:

From the above analysis it is inferred that 74% of the Customer Care Executives are Professional, followed by 26% of them being Responsive.

Graph 14:

Graph showing respondents opinion on customer care representative’s overall attitude towards job.



Interpretation:

From the above analysis it is inferred that 74% of the Customer Care Executives are Professional, followed by 26% of them being Responsive.

Table 15:

Table showing respondents opinion on service of hero motors

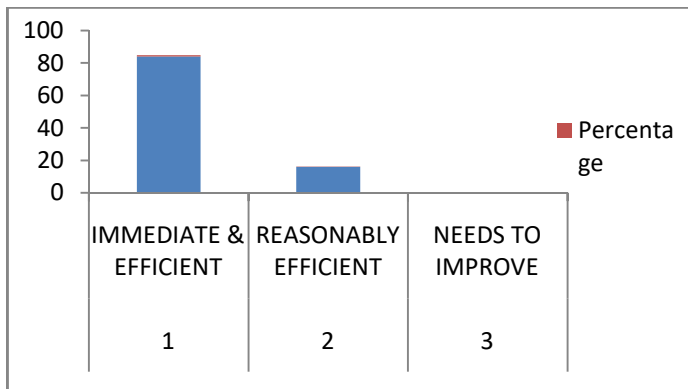
Sl.No	opinion on the service of hero motors	Total	Percentage
01	Immediate & efficient	84	84%
02	Reasonably efficient	16	16%
03	Needs to improve	0	0%

Analysis:

From the above table it is seen that the Service given by hero Motors is immediate and efficient with 84% of the respondents followed by 16% saying that they are reasonably efficient

Graph 15:

Classification of respondents opinion on service of hero motor



Interpretation: From the above Graph it is seen that Hero Motors are efficient and immediate in their service towards the customers. The efficiency provides a backbone for the company's future with improvisation more targets can be achieve

Table 16:

Classification showing respondents opinion on whether respondent's find all the required accessories & spare parts of hero at bhagath motors.

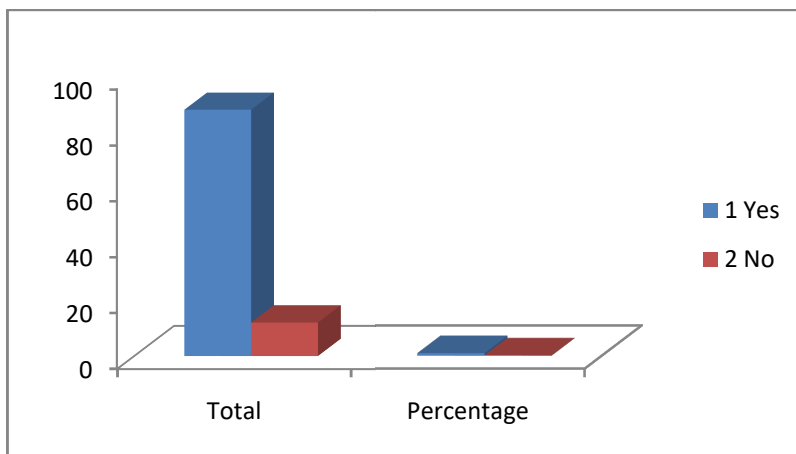
Sl.No	Accessories & Spare Parts Available at Sai Motors	Total	Percentage
01	Yes	88	88%
02	No	12	12%

Analysis:

From the above table it is analyzed that 88% of the respondents feel that all the required accessories and spares of Hero Motorcycles are available while 12% do not feel the same.

Graph 16:

Classification showing respondents opinion on whether respondent's find all the required accessories & spare parts of hero at bhagath motors.



Inference:

From the above graph it is inferred that Hero Motors is the best place for purchasing spares and accessories of Hero Motorcycles but still there is slight need for improvement.

Table 17:

The expectations from the service centre

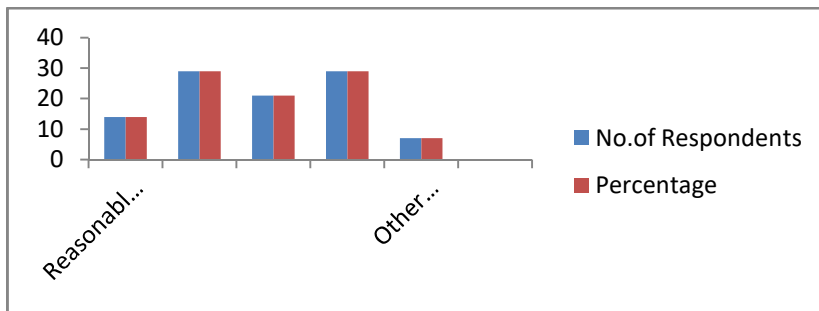
opinion	No.of Respondents	Percentage
Reasonable Charges	14	14
Trust and care	29	29
Professional quality service	21	21
Immediate delivery	29	29
other specify	7	7
Total	100	100

Analysis:

It is observed from the table that 29% of the respondents wants the immediate delivery from the service centre and as well as trust and care from the service centre.

Graph 17:

The expectations from the service centre



Interpretation:

Most of the customer wants the immediate delivery and trust from the service centre.

TABLE18 :

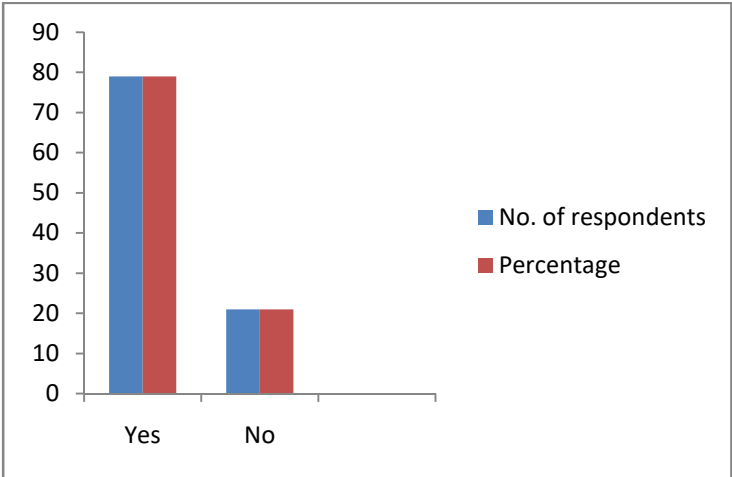
Customer satisfaction about the technology of hero motors

Particular	No. of respondents	Percentage
Yes	79	79
No	21	21
Total	100	100

Analysis:

In the above table shows that 79% of the respondents are satisfied with the technology and features of the hero Motors and 21% are not satisfied with the technology.

Graph 18: Customer satisfaction about the technology of hero motors



Interpretation:

Most of the respondents are satisfied with the good feature and technology.

Table 19:

Buying influence of consumer

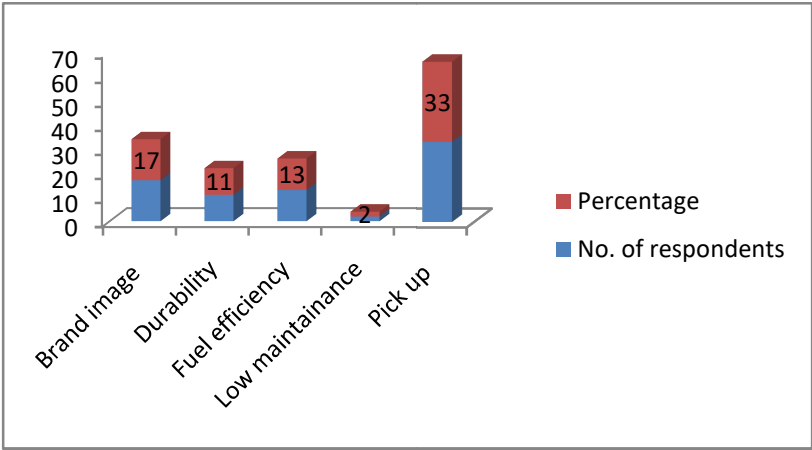
Particulars	No. of respondents	Percentage
Brand image	17	17
Durability	11	11
Fuel efficiency	13	13
Low maintainance	2	2
Pick up	33	33
Total	100	100

Analysis;

The above table shows the 33% of customers buy the Hero two wheelers because of the pick up of the bike, 26% are the maintenance charge, 17% are the brand image of the Hero motors. 13% for the fuel efficiency better mileage of bike and 11% are the purpose of durability.

Graph 19:

Buying influence of consumer



Interpreation: Most of the respondents are purchasing the bike because of good pickup

CHAPTER: 5

SUMMARY OF FINDINGS CONCLUSIONS AND SUGGESTIONS / RECOMMENDATIONS

5.1 Findings:

1. 82% of the Respondents belong to the Male group and 18% of the respondents are female thus it can be observed that Males play an important role.
2. Almost majority or 60% of the respondents are from the Private sector.
3. Most no of customers i.e 60% who regularly visit Hero Motors are from the income group of Below 30,000 Rs.
4. 60% of the respondents feel that there is very less maintenance required for Hero bikes.
5. Hero is therefore a affordable Bike with 56% of the respondents feeling so.
6. The advertising strategy of Hero is motivating for the respondents with about 52% of them feeling so.
7. About 68% of the respondents feel that the occasional discounts and free gifts offered by Hero is attractive.
8. 64% of the respondents prefer to buy Motorcycles on installment basis.
9. The installment scheme for purchase of Hero Bikes is very good 100% knowing about the scheme.

5.2 Recommendations and Suggestions

1. Since men play a major role and female plays a very less role in the purchasing decision in the family, the company has to concentrate on improving the female segment during its advertisement campaigns it should concentrate of the graduates and people from the income group Rs. 30000 and above .
2. Hero has to improve on its styling factor and make it more attractive as perception of the consumer plays an important role
3. The fuel efficiency and the maintenance has to be looked upon as major factors influencing the purchase of a vehicle. The company's R & D team has to look into the matter to speed up its vehicle sales.
4. The pricing of Hero is also a major factor, with the increase in competition, competitors are doing all they can to improve their sales. Hero should see to it that the price range is so attractive that it smoothes the eye and catches everyone's attention.
5. More and more discounts and better gifts helps in gaining more customers, the company should innovate certain buy back schemes and heavy festival offers to improve its Sales.
6. Hero has to learn know how from Foreign companies and even take guidance from latest expertise in the field of bikes. Bikes designed for the various segments of the society like the youth, middle aged men and the senior grades should be made depending on the customer handling capability of the customer. Heavy duty engines and sturdy body make a life span of the bike more. Company should focus on this aspect of the customers need.
7. Hero Motors has to still improve on its processin
8. g time for the instalment schemes with easier forms and better management proCuring instalment schemes it can reduce on the time factor.
9. Customers should be made aware that Hero Motors cares for them and it is the motto of the company to help customers to get what they want and proCure new spares and gadgets for the better look and performance of the motor cycle.

10. Recommendations help increase the sales and profile of the company. With increased competition, competitors are seeing to it that they capture the buyers and impress on them that they are the best. With improved customer service, better display and better team work profits can be improved.

5.3 CONCLUSION

The study, I have carried out is that the Bhagath Motors are succeeded fairly well in popularizing the retail outlet.

It is now in a position to increase the number of outlets and increase the volume of sales.

The following things was been absorbed during the study:

1. The prices of the products in Bhagath Motors are reasonable and acceptable to the buyers.
2. The customers of Bhagath Motors are very loyal because they are customers for more than 12 months and so on. So the customers patronize and recommend Bhagath Motors to their friends and relatives.
3. Some customers visit for at least once a month for regular check up and to improve on the accessories of the bike.
4. Bhagath Motors is a reputed name for the past few years. But it should improve on the storage space for accommodating more spares and accessories.
Hero is a reputed brand name and has wider customer acceptance throughout the country, therefore the sales improve the recommendation capacity and greater sales.

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- Business line

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Questionnaire

The Degree of Customer perception towards the service offered by Bhagath Motors (with reference to Hero MotoCorp).

1) NAME : _____

2) AGE : _____

3) SEX : a) Male b) Female

4) OCCUPATION : a) Business c) Govt Employee
b) Student d) Pvt Employee

5) INCOME a) Below 30,000
b) Rs. 30001 – 50000
c) Rs. 50001- & Above

6) Educational qualification: a) Graduate c) Post Graduate
b) Diploma d) SSLC & Below

7) Which Model of Hero Motorcycle do you own? _____

8) Year of Purchase : _____

What is your opinion on

9) Styling

a) Attractive b) Good c) Need More Change

10) Performance

a) Good b) Average c) Need to Improve

11) Handling

a) Excellent b) Good d) Needs to Improve

12) What is your opinion about Hero Motor Cycle?

a) Affordable b) Competitive c) Comparatively High

13) What you feel about advertising strategy of Hero?

a) Motivating b) Informative c) Makes no Difference

14) Are you satisfied in the number of Models released in a year?

a) Yes b) No

15) Are you aware of the Instalment Scheme offered at Bhagath Motors?

a) Yes b) No

16) What is your opinion on Documents required for Instalment Purchase?

a) Too many b) Manageable

17) Is the Showroom Attractive?

a) Yes b) No

18) Do you find the Display of all the latest version of Hero Motor Cycles?

a) Yes b) No

19) What is your opinion on customer care representative overall attitude towards their Job?

a) Professional b) Responsive c) Non Responsive

20) What is your opinion on the Service of Hero?

a) Immediate & Efficient b) Reasonably Efficient c) Need to Improve

21) Do you find all you required accessories & spare parts of Hero at Bhagath Motors?

a) Yes b) No

22) Would you recommend Bhagath Motor Cycle to others?

a) Yes b) No

23) If No, please specify : _____

24) Which colour two wheeler do you own? please specify.

- a) Red b) silver c) blue

24) How did you come to know about Hero two wheelers?

- a) Friends b) Advertisement c) Media d) others

25) What do you think about Hero motor cycles?

	Excellent	Good	Satisfactory	Poor
Pick up				
Riding				
Comfort				
Road grip				
Technology				
Maintenance cost				
Overall performance				

26) What made you to buy a hero Products?

- a) Brand image b) Durability c) fuel efficiency d) Low maintenance

27) on the Whole did you get your money's worth?

- a) Yes b) Maybe
 b) No

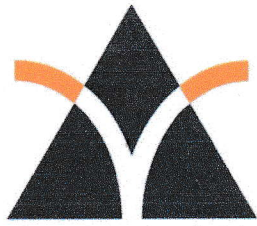
28) Any suggestion to the improvement of Hero motors?

.....

Thank you for the time you have spent for the interview. Your suggestions will enable service providers to improve and enhance their services to suit their customer's requirements.

Date:

Place: (signature)



ACHARYA

**ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA**

INTERNSHIP WEEKLY REPORT (16MBAPR407)

Name of the student: SANDEEPA K H

Internal guide: Prof. SUHAS PATEL





USN No.: 1AY16MBA69

Specialization: Marketing and Finance

Title of the project: A study on Customer perception towards two wheeler
with reference to Hero motors

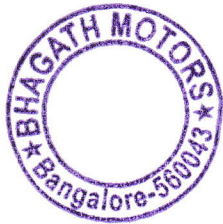
Company Name: Bhagath Motors

Week	Work Undertaken	External guide Signature	Internal Guide Signature
15-01-18 To 20-01-18	Introduction		
22-01-18 To 25-01-18	Objectives and Methodology of the Study		
26-01-18 To 31-01-18	Introduction to the Industry and Company Profile		
01-02-18 To 06-02-18	Analysis of Product and Services of the company		
07-02-18 To 12-02-18	Theoretical Background of the Study		
13-02-18 To 17-02-18	SWOT Analysis of the Company		

19-02-18 To 24-02-18	Data Collection	clugh	
26-02-18 To 13-03-18	Data Analysis	clugh	
14-03-18 To 17-03-18	Findings	clugh	
19-03-18 To 21-03-18	Suggestions and Conclusions	clugh	

Internal Guide


HOD



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