

# “THE CONSUMER BUYING BEHAVIOUR OF HERO MOTOCROP AUTO MOBILE IN SURAT REGION”

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**Abstract:** After 1945, sales of auto mobile once again took off, reaching 6.7 million in the 1950 and 9.3 million in the 1965. the U.S. Auto industry dominated the global market with 83% of all sales, but as Europe and Japan rebuilt their economies, their auto industries grew and the U.S. share dropped to about 25%. Following the OPEC oil embargo in 1973, smaller, fuel-efficient imports increased their share of the U.S. Market to 26% by 1980. In the early 1980s, U.S. Auto makers cut costs with massive layoffs. Throughout the 1990s, imports-particularly from Japan took an increasing share of the U.S. Market. The automobile industry in India happens to be the ninth largest in the world. Following Japan, South Korea and Thailand, in 2009, India emerged as the fourth largest exporter of automobiles. Competition among MNC is increased today. Thus it's become important to know more about the consumer preferences in this field.

**Key Words:** Automobile industry, Hero Motocrop, objectives, data etc..

## **Introduction:**

**Automobile industry**, the business of producing and selling self-powered vehicles, including passenger cars, trucks, farm equipment, and other commercial vehicles. By allowing consumers to commute long distances for work, shopping, and entertainment, the auto industry has encouraged the development of an extensive road system made possible the growth of suburbs and shopping centers around major cities, and played a key role in the growth of ancillary industries, such as the oil and travel businesses. The auto industry has become one of the largest purchasers of many key industrial products, such as steel. The large number of people the industry employs has made it a key determinant of economic growth.

## **The Modern automobile Industry**

Beginning in the early 1980s, Japanese and, later, German companies set up factories in the United States; by 1999, these were capable of producing about 3 million vehicles per year. That year 8.7 million vehicles were sold in the United States. Since then domestic production by U.S. Companies has continued to decline, so that they now produce somewhat more than half of all light motor vehicles sold in America (and many of their vehicles contain a significant percentage of foreign parts as determined by dollar value). In 2007 over \$440 billion worth of motor vehicles and parts were produced in the United States by U.S. and foreign companies employing more than 902,000 workers. The credit crisis that began in 2008 and the associated recession resulted in significant losses for most automobile manufacturers. The U.S. Industry was especially hard hit, losing sales as well from late 2007 to mid 2008 as customers sought more energy-efficient cars as gasoline prices skyrocketed, and in late 2008 U.S. Automotive companies sought government financial aid. Subsequently, the government forced Chrysler and General

motors to declare bankruptcy (2009) and reorganize in an attempt to create viable companies; the U.S. And Canadian governments and the united auto workers owned much of the new companies.

**Hero Motocrop Ltd.**, formerly **Hero Honda**, is an Indian motorcycle and scooter manufacturer based in new Delhi, India . Hero Honda started in 1984 as a joint venture between Hero cycles of India and Honda of japan. The company is the largest two wheeler manufacturer in India. The 2006 Forbes 200 most respected companies list has Hero Honda motors.

In 2010, when Honda decided to move out of the joint venture, Hero group bought the shares held by Honda. Subsequently, in august 2011 the company was renamed Hero motocrop with a new corporate identity. On 4 June 2012, Hero Motocrop approved a proposal to merge the investment arm of its parent Hero investment pvt. Ltd. Into the automaker. The decision comes after 18 months of its split from Honda motors.

Hero motocrop ltd. (formerly Hero motors ltd.) is the world's largest manufacturer of two-wheelers based in India.

In 2001 , the company achieved the coveted position of being the largest two-wheelers manufacturing company in India and also , the ' world no.1 ' two-wheeler company in a calendar year. Hero motorcar ltd. continues to maintain this position till date.

### Literature review

**Kanojia, A.K. (2011)** States that top 4 motorcycle segment control 93% market share. Hero Moto Corp controls executive segment, Bajaj has premium segment and Honda has the dominant position in scooter segment. The author studied about various factors responsible for Hero Moto Corp being able to sustain leadership like highest network penetration, highest customer satisfaction with one of the fastest complaint resolution. Abhinav International Monthly Refereed Journal of Research In Management & Technology VOL. 11

**Krishnan Santana, R. (2007)** Looks into various issues faced by the two wheeler industry. In terms of competition, the industry is likely to face competition from used cars and low cost cars. Other issues are the declining margins due to increased cost of materials and shift in customers' demand to electric vehicles to save on petrol. In terms of growth, there are expectations that the industry is likely to grow by 15%. Most of the growth is likely to come from motorcycles. Some of the Indian motorcycle companies are also likely to set up plants in foreign countries to meet export needs.

**Lindquist, Jay D. and Joseph, Sirgy, M. (2003)** This up-to-date text focuses on consumer shopping, buying and consumption behavior topics looking at both domestic and international theory and examples. It is divided into sections on marketing foundations, consumer decision making, psychological and sociological influences on consumer decision making, and special topics relating to public policy, organizational buying and conducting research.

## RESEARCH METHODOLOGY

### Problem Statement:

Study the automobile buying behaviour of customers while purchasing of hero Honda motor bike in Surat region

### Research Objective:

- To study the consumer buying behaviour of customer for purchase hero moto crop automobile's two wheeler bike.
- To measure satisfaction level of customer who are using hero moto crop automobile's two wheeler to find

out the awareness level of hero honda motor bike.

### Data Collection

- Primary data were collected from direct respondents.
- Secondary data were collected from books internet , newspaper , magazines etc .

### Analysis of the study

### Factor affect on buying behavior of hero motorcar automobile in Surat region (Scale 1 to 5, High to Low)

#### Price:

Out of total 300 respondents, most of the respondents are in favour of price (216). They don't have any complain regarding the prices .means prices is affordable to them.

#### Quality:

Likewise the price, customers are highly satisfied with the quality of the Hero. 182 customers are fully accepting the quality of two wheelers.

#### Brand name:

As far as the brand name is concerned, the ratio of customer is not so high as per their opinion.

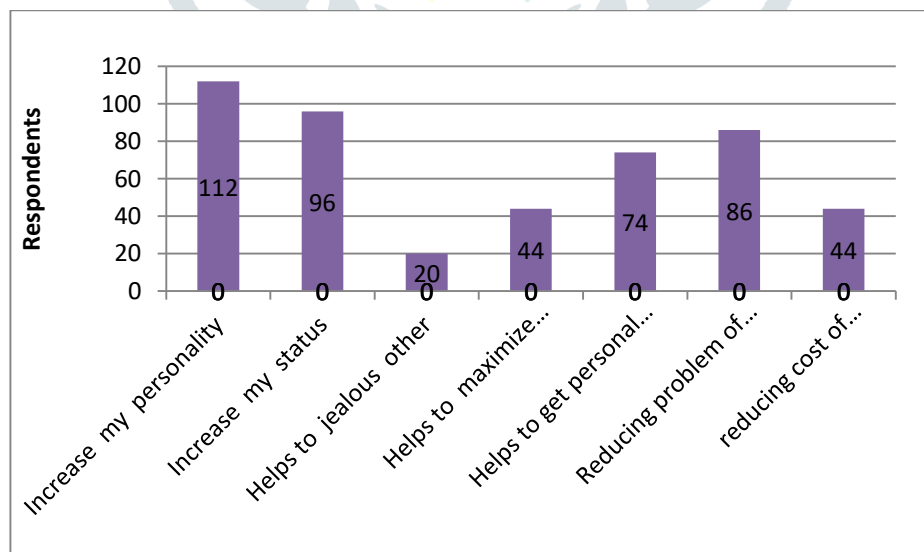
#### Advertisement:

The advertisement indicates that 82 respondents rates most important and 96 respondents rates important means on an average advertising is attracting the customers.

#### Style/look:

Most of the buyers are only satisfied with the look of the two wheelers but youngsters are demanding more rich look like sports bike.

#### Personal Trait:



The above chart indicates that there are 112 respondents who think that having the bike of hero motorcar automobile, increase their personality,96 respondents think that increase their status, 20 respondents think that helps to jealous others, 44 respondents think that helps to maximize value of money, 74 respondents think that helps to get personal satisfaction, 86 respondents think that reducing problem of transportation and 44 respondents think that reducing cost of transportation.

## Conclusion

The main aim of this research paper was to obtain that which factors influence while purchasing Hero motocrop automobile's two wheeler. It is concluded that quality, brand name, availability, special offer, advertisement, style/look, value of money, color, availability of loan capacity are major important factors for purchasing Hero motocrop automobile's two wheeler, but quality and style/look has high impact on every customer in making purchase decision. It is also concluded that price factor is high important and less maintenance cost is high unimportant while purchasing Hero motocrop automobile's two wheeler.

## Book reference:

**Philip kotler**, marketing management, the millennium edition, prentice hall of India private limited, new delhi-2000.

**R.S.N pillaibagavathi** , Modern marketing principle& practices , second edition , s. chand & company Ltd., ramnagar , new delhi-1996

