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**A Study on Consumer Perception of Hero Motocorp
Marketing Strategies in Tiruchirappalli Urban**

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Abstract

This study examines how consumers in Tiruchirappalli city perceive Hero MotoCorp's marketing strategies. By analyzing consumer attitudes towards Hero's products, pricing, distribution, promotions, brand image, and loyalty, the research aims to provide insights for improving Hero's marketing efforts in the region. This summary captures the essence of the research by clearly stating the research objective: to investigate consumer perceptions of Hero's marketing strategies. Highlighting the key areas of focus: consumer attitudes towards product, price, place, promotion, brand image, and loyalty. Emphasizing the practical goal: to provide valuable insights to Hero MotoCorp for improving their marketing performance.

I. INTRODUCTION

The Indian two-wheeler market is a dynamic and competitive landscape, dominated by a few major players. Among these, Hero MotoCorp stands as a behemoth, consistently holding the top position in terms of market share. Maintaining this leadership position requires a deep understanding of consumer preferences, needs, and perceptions. This study focuses on investigating consumer perceptions of Hero MotoCorp's marketing strategies within the urban context of Tiruchirappalli district.

Tiruchirappalli, a significant urban center in Tamil Nadu, offers a diverse consumer base with varying needs and preferences. Understanding how consumers in this region perceive Hero's marketing efforts is crucial for the company to effectively tailor its strategies to local market dynamics.

This research aims to delve into consumer attitudes towards various aspects of Hero MotoCorp's marketing mix, including product offerings, pricing strategies, distribution channels, and promotional activities. Furthermore, the study will explore consumer perceptions of the Hero brand image, brand loyalty, and overall satisfaction with Hero two-wheelers.

By analyzing consumer feedback and insights, this study seeks to provide valuable recommendations to Hero MotoCorp on refining its marketing strategies to enhance brand appeal, increase customer satisfaction, and maintain its market dominance in the Tiruchirappalli urban area.

Review of Literature

Kotler & Armstrong (2023) Understanding consumer perception is crucial for businesses to develop and implement effective marketing strategies. In the dynamic Indian two-wheeler market, consumer behavior is influenced by a myriad of factors, including brand image, price, product features, and marketing communication.

Jain and Sinha (2022) with the growing penetration of the internet and smartphones in urban India, digital marketing has become a significant tool for influencing consumer perception. Hero MotoCorp's active presence on social media platforms like Facebook, Instagram, and YouTube has helped it to stay connected with younger urban consumers. Digital campaigns that focus on lifestyle, adventure, and innovation have enhanced Hero's appeal to a tech-savvy audience.

Patel and Joshi (2021) investigated how consumer perception of Hero MotoCorp is influenced by product features such as fuel efficiency, design, and price. The research highlighted that consumers in urban areas perceive Hero MotoCorp motorcycles as practical, cost-effective, and suitable for daily commuting. The brand's strong after-sales service also positively influences consumer attitudes towards Hero MotoCorp, making it one of the top choices for buyers in cities like Tiruchirappalli.

Sharma and Kumar (2020) The two-wheeler industry in India has been marked by fierce competition, with brands like Hero MotoCorp, Honda, and Bajaj vying for market share. Hero MotoCorp's marketing strategies are designed to target a wide spectrum of consumers, including both urban and rural markets. The company's focus on affordability, fuel efficiency, and extensive service networks has played a pivotal role in its success.

Statement of the Problem

Hero MotoCorp, a leader in the Indian two-wheeler market, faces challenges in meeting the evolving expectations of urban consumers in Tiruchirappalli, where competition is intense. This study seeks to examine how Hero MotoCorp's marketing strategies—such as pricing, promotions, innovation, and after-sales service—align with consumer preferences and influence brand loyalty. It also aims to identify gaps and provide insights to enhance the brand's effectiveness in a competitive urban landscape.

Objectives of the Study

- To analyze consumer perception of Hero MotoCorp's marketing strategies in Tiruchirappalli urban.
- To evaluate the effectiveness of Hero MotoCorp's marketing mix in addressing the needs and preferences of urban consumers in Tiruchirappalli.
- To assess the impact of Hero MotoCorp's branding and advertising strategies on consumer behavior and purchasing decisions in the urban market.
- To identify gaps in Hero MotoCorp's marketing strategies.
- To provide recommendations for improving Hero MotoCorp's marketing strategies.

Methodology

This study will be conducted using a descriptive research design. The methodology includes the following components:

Research Design

A descriptive research design will be employed to understand consumer perceptions, evaluate marketing strategies, and identify gaps in Hero MotoCorp's approach.

Sampling Method

Population: Consumers who have purchased or are familiar with Hero MotoCorp motorcycles in Tiruchirappalli urban.

Sample Size: 200 respondents.

Sampling Technique: Convenience sampling will be used to select respondents, ensuring a diverse representation of consumers based on age, gender, income levels, and occupation.

Data Collection

Primary Data: Data will be collected through a structured questionnaire, which will include both close-ended and open-ended questions to capture detailed consumer insights.

Secondary Data: Secondary data will be gathered from company reports, industry publications, journal articles, and online resources to support and contextualize the findings.

Tools and Techniques

Data Analysis Tools: The collected data will be analyzed using statistical tools such as percentages, mean, standard deviation, and chi-square tests. Software like SPSS or Excel will be used for data analysis.

Techniques: Comparative analysis and graphical representations will be employed to interpret consumer perceptions and identify trends.

Analysis and Interepretaion

Purchase response of the youngsters

Level of Satisfaction	No. of Respondents	Percentage (%)
Strongly agree	74	37.0
Agree	47	23.5
No opinion	26	13.0
Disagree	26	13.0
Strongly disagree	27	13.5
Total	200	100

Source: Primary Data

This analysis reveals that the majority of respondents (60.5%, combining Strongly Agree and Agree) are satisfied with Hero MotoCorp's marketing strategies. However, a notable minority (26.5%, combining Disagree and Strongly Disagree) expresses dissatisfaction, indicating the need for targeted improvements.

The 13.0% of neutral responses suggests an opportunity to engage this group and convert them into advocates through enhanced marketing efforts or clearer communication.

Chi-squareTest

Factor		Gender		Total	Statistical inference
		Male	Female		
Styleandpostu reofbike	Low	17 8.5%	41 20.5%	58 29.0%	X ² = 0.644 Df=1 0.264>0.05 Not significant
	High	50 25.0%	92 46.0%	142 71.0%	
Mileage	Low	19 9.5%	32 16.0%	51 25.5%	X ² =0.433 Df=1 0.213>0.05 Not significant
	High	48 24.0%	101 50.5%	149 74.5%	
Resalevalue	Low	30 15.0%	54 27.0%	84 42.0%	X ² =0.319 Df=1 0.649>0.05 Not significant
	High	37 18.5%	79 39.5%	116 58.0%	
Advancedmo del	Low	31 15.5%	53 26.5%	84 42.0%	X ² =0.754 Df=1 0.233>0.05 Not significant
	High	36 18.0%	80 40.0%	116 58.0%	
Brandname	Low	20 10.0%	30 15.0%	50 25.0%	X ² =1.264 Df=1

	High	47 23.5%	103 51.5%	150 75.0%	0.170>0.05 Not significant
Prestigeofthe owner	Low	19 9.5%	38 19.0%	57 28.5%	X2 = 0.001 Df=1
	High	48 24.0%	95 47.5%	143 71.5%	0.556>0.05 Not significant
Overallimpac tonmarketing strategy	Low	38 19.0%	61 30.5%	99 49.5%	X2 = 2.099a Df=1 0.97>0.05 Not significant

The table value ($P > 0.05$). so the research hypothesis is rejected and null hypothesis is accepted.

Research hypothesis: There is a significant association between gender of the respondents and their Overall impact on marketing strategy

Null hypothesis: There is no significant association between gender of the respondents and their Overall impact on marketing strategy

Statistical tool: Chi-square test „X2“ is used for the above table

Findings

Hero MotoCorp's marketing strategies, product features, and attributes do not strongly cater to gender-specific differences in the urban area of Tiruchirappalli, and any changes or adaptations in their strategies based on gender alone may not yield significant improvements.

Suggestions

Hero MotoCorp's marketing strategies should focus on value-driven propositions and wide-reaching strategies that are not heavily gender-dependent. Instead of focusing solely on gender, the company should aim to segment consumers based on factors such as age, lifestyle, and income, and improve customer engagement through direct interactions, both online and offline. By focusing on product features, customer satisfaction, and community building, Hero MotoCorp can strengthen its position in the market and effectively appeal to a broader audience.

II. CONCLUSION

Hero MotoCorp has a solid foundation in terms of consumer perception in the urban area of Tiruchirappalli. However, to maintain and build upon this, the company should look into refining its targeted marketing strategies, improving customer engagement, and emphasizing product performance over aesthetics. Given the lack of significant differences based on gender, focusing on universal values such as efficiency, reliability, and affordability can ensure that Hero MotoCorp continues to cater to the diverse and evolving needs of its urban consumers.

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