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CONSUMER BUYING BEHAVIOR & CUSTOMER SATISFACTION LEVEL TOWARDS HERO MOTOCORP MOTORCYCLE: A CASE STUDY

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ABSTRACT

A customer is the most important Visitor on our premises. He is not dependent on us we are dependent on him. He is not an interruption on our work. He is the purpose of it. We are not doing him a Favor of by serving him. He is doing us a favor By giving us the opportunity to do so". The main aim of marketing is meet and satisfy target customers need and wants buyer behavior refers to peoples or organization conduct activities and together with the impact of various influence on them towards making decision on purchase of product and services in a market. The field of consumer behavior studies how individuals, groups and organization select, buy, use and despise of goods, service, ideas, experience to satisfy their needs and desires understanding consumer behavior and knowing customer are never simple. The wealth of products and service produced in a country make our economy strong. THE behavior of human being during the purchase is being termed as "Buyer Behavior". Customer says one thing but do another. They may not be in touch with their deeper motivations. They are responding to influences that change their mind at the last minute. A buyer makes take decision whether save or spend money. Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectation. As this definition makes clear, satisfaction is a function of perceived performance and expectation. If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted. Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch when a better offer comes along. Those who are highly satisfied are much less ready to switch. High satisfaction creates an emotional bond with the brand, not just a rational preference the result is high customer loyalty. Over 35 years ago, Peter Druker observed tha a company's first task is "to create customers" But today's customers face a vast array of product and brand choices, prices, and suppliers. How do customers make their choices? We believe that customers estimate which offer will deliver the most value. Customers are value maximizes, within the bounds of search costs and limited knowledge, mobility, and income.

KEYWORDS

Disposal, Dissatisfaction, Hero MotoCorp, Mass Media , Satisfaction.

INTRODUCTION

A customer is the most important Visitor on our premises. He is not dependent on us we are dependent on him. He is not an interruption on our work. He is the purpose of it. We are not doing him a Favor of by serving him. He is doing us a favor By giving us the opportunity to do so".

The main aim of marketing is meet and satisfy target customers need and wants buyer behavior refers to peoples or organization conduct activities and together with the impact of various influence on them towards making decision on purchase of product and services in a market. The field of consumer behavior studies how individuals, groups and organization select, buy, use and despise of goods, service, ideas, experience to satisfy their needs and desires understanding consumer behavior and knowing customer are never simple. The wealth of products and service produced in a country make our economy strong. THE behavior of human being during the purchase is being termed as "Buyer Behavior". Customer says one thing but do another. They may not be in touch with their deeper motivations. They are responding to influences that change their mind at the last minute. A buyer makes take decision whether save or spend money. **Satisfaction** is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectation. As this definition makes clear, satisfaction is a function of *perceived performance* and *expectation*. If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted. Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch when a better offer comes along. Those who are highly satisfied are much less ready to switch. High satisfaction creates an emotional bond with the brand, not just a rational preference the result is high customer loyalty. Over 35 years ago, Peter Druker observed tha a company's first task is "to create customers" But today's customers face a vast array of product and brand choices, prices, and suppliers. How do customers make their choices? We believe that customers estimate which offer will deliver the most value. Customers are value maximizes, within the bounds of search costs and limited knowledge, mobility, and income. They form an expectation of value and act on it. Whether or not the offer lives up to the value expectation affects both satisfaction and repurchase probability. Customer delivered value is the difference between total customer value and total customer cost. Total customer value is the bundle of benefit customers expect from a given product or service. Total customer cost is the bundle of costs customers expect to incur in evaluating, obtaining, using, and disposing of the product or service. Buyers operate under various constraints and occasionally make choices that give more weight their personal benefit than to the company's benefit. However, delivered value maximization is a useful framework that applies to many situations and yields rich insights. Here are its implications: First, the seller must assess the total customer value and total customer cost associated with each competitor's offer to know his or her own offer rates in the buyer's mind. Second, the seller who is at a delivered value disadvantage has two alternatives. The seller can try to increase total customer value or to decrease total customer cost. The former calls for strengthening or augmenting the offer's product, service, Personnel, and image benefits

DEFINITION OF BUYER BEHAVIOR

Buyer behavior is "all psychological, Social and physical behaviors of potential customers as they become aware of evaluate, purchase, consume and tell others about products and service.

CUSTOMER BUYING DECISION PROCESS

There are following five stages in consumer buying decision process.

1. Problem Identification

The buying process starts when the buyer recognizes a problem or need. The need can be triggered by internal or external stimuli. Marketers need to identify the circumstances that trigger a particular need. By gathering information from a number of consumers, Marketers can identify the most frequent stimuli that spark an interest in a product category. They can then develop marketing strategies that trigger consumer interest.

2. Information Search

The consumer tries to collect information regarding various products and service. Through gathering information, the consumer learns about competing brands and their features. Information may be collected from magazines, catalogues, retailers, friends, family members, business association, commercial, chamber of commerce, telephone directory, trade fair etc. Marketers should find out the source of information and their relative degree of importance to the consumers.

Personal Sources: Family, Friends, neighbor, as acquaintances.

Commercial Source: Advertising, sales persons, dealers, packaging, displays.

Public Sources: Mass media, consumer, rating organization.

Experimental Sources: Handling, Examine, using the product.

3. Evaluation of alternative

There is no single process used by all consumers by one consumer in all buying situations. There is several First, the consumer processes, some basic concepts are:

First, the consumer is trying to satisfy need.

Second, the consumer is looking for certain benefits from the product solutions.

The marketer must know which criteria the consumer will use in the purchase decision.

4. Choice of purchasing decision

From among the purchase of alternatives the consumer makes the solution. It may be to buy or not to buy. If the decision is to buy. The other additional decisions are:

Which type of bike he must buy?

From whom do you buy a bike?

How the payment to be made? And so on.

The marketer up to this stage has tried every means of influence the purchase behavior, but the choice is properly consumers. In the evaluation stage the consumer forms preferences among the brands in the choice set. The consumer may also form an intention to buy the most preferred brand.

5. Post Purchase Behavior

After purchase the product, the consumer will experience the same level of product. The marketer's job not end when the product is buying must monitor post-purchase satisfaction, post-purchase action, post purchase use and disposal.

❖ Post Purchase Satisfaction:

The customer, satisfaction is a function of closeness between the buyer, expectation and the products perceiver performance. The larger the gap between expectation and performance, the greater the consumer dissatisfaction.

❖ Post Purchase Action:

The consumer, satisfaction or dissatisfaction with the product influence subsequent behavior. If the consumer satisfied, he or she will exhibit a higher probability of purchasing the product again. Dissatisfaction consumer may abandon and return the product.

❖ Post-Purchase Use or Disposal:

The marketer should also monitor new buyers use and dispose of the product. If the consumer store the product in a close, the product is probably not very satisfying. If the consumer throws the product away, the marketer needs to know how they dispose of it: especially it can hurt the environment.

STATEMENT OF THE PROBLEM

The Uttar Kannada District has now on taking new phase in the development of transportation it is observed that any development of transport facilities provided. People feel it is very essential to remain very convenient with the transportation otherwise it find very difficult to coup with the time factor. On the other hand, Customer satisfaction has been gaining day by day by its own importance may be because of oriented marketing concept where customer is the king of the market. Consumer behaviour lies in the customer perception and his feedback governs on the entire market psychology, so motorcycle are essentials component of anybody life living style to gain the present transport phenomena.

SCOPE OF THE STUDY

The term consumer behaviour refers to the behaviour that consumer's display in searching for, purchasing, using, evaluating & disposing of products % services that they expect, will satisfy their needs. Consumers are highly complex individuals, subject to a variety of psychological & sociological needs apart from their survival needs. Needs 7 priorities of diff. Consumer segments differ drastically? Present day consumers have wide range of effort on the modes & means of transport.

OBJECTIVES OF THE STUDY

- ❖ To know consumer behaviour for purchase of two wheeler bike.
- ❖ To identify the factors which influences on consumer decision?
- ❖ To know which media play important role for purchasing bike.
- ❖ To study who is the decision maker in purchasing bike
- ❖ To study whether customers are satisfied with staff and services or not
- ❖ To identifying possible areas of Improvement.
- ❖ To offer suggestions for promotion & development of Hero MotoCorp MotorCycle.

RESEARCH METHODOLOGY

Both primary and secondary data was collected.

PRIMARY DATA

The study entitled "Consumer buying behaviour & customer satisfaction level towards Hero MotoCorp Motorcycle" is carried out in Uttar Kannada district. To gather relevant information, structured questionnaire were used for consumers.

➤ TYPES IF QUESTIONS

The types of questions asked during the study are "Straight Forward and Limited Probing"

Total No of Questions- 11

Total No of close ended questions- 09

Total no of open ended questions-2

THE SAMPLE

For the study purpose consumer is conducted. The sample size for consumers was 50. The study is conducted in Uttar Kannada district with special reference to Shree Balaji Motors Karwar. Personal Interview is taken as a tool for the contact method. In which the Personal Interview conducted with the customers of Uttar kannada District.

LIMITATIONS OF THE STUDY

Customers may not always follow what they have stated in their response. Thus the degree of reliability of responses cannot always be taken as accurate & sound. The study is constrained with certain limitations.

Limitations;

- Size of the sample is small.
- They study is limited to Uttar Kannada District.
- The period of study is limited.

CONSUMER BEHAVIOR ANALYSIS

The whole behavior of a person while making purchase and satisfied with feedback of product may be termed as customer satisfaction.. It is the attempt and prediction of human actions in buying role. In other words it is the process whereby individual divide weather what, when ho and from whom to purchase goods and services. Thus in consumer behavior of satisfaction we consider not only why, how and what people but other fact also such as where, how and under what circumstances the purchase are made. In this process the consumer deliberate within himself is finally get maximum utility. Customer behavior has assumed great importance in customer marketing, planning and management. Thus it may say that in the interest of effective and fruitful marketing decision, marketer must develop on understanding of the consumer satisfaction in the buying process and their union influencing the consumer behavior science.

TABLE 1: AGE WISE CLASSIFICATION

Age (In Year)	No of Respondents	Percentage
18-20	12	24
21-25	15	30
26-30	08	16
31-35	07	12
36-40	06	14
41-50	02	04
Total	50	100

Source; Field Survey

INTERPRETATION

Above chart clearly indicates are 24% (12) respondents in age group of 18-20, 30%(15) of respondents in age group of 21-25, 16%(8) respondents in age group of 26-30, 12%(6) respondents in age group of 31-35, 14%(7) and 45(02) respondents are come in 36-40and 41-50. Means the chart indicates that highest no of respondents purchasing motorcycles in the age between 21-25.

TABLE 2: AGE WISE CLASSIFICATION

Occupation	No of Respondents	Percentage
Agriculture	22	44
Student	10	20
Businessman	08	16
Serviceman	06	12
Others	04	08
Total	50	100

Source: Field Survey

INTERPRETAION

Above chart revealed that occupation wise classification of respondents. In that 22 respondents are belonging to a agriculture occupation out of 50 respondents. 10 are students, 08 respondents are businessman, 06 respondents are serviceman and 04 respondents are others.

TABLE 3: INCOME WISE CLASSIFICATION

Income Level	No of respondents	Percentage
<= 5000	25	50
5000-10000	10	20
10000-15000	08	16
15000- 20000	04	08
20000- Above	03	06
Total	50	100

Source: Field Survey

INTERPRETATION

Above chart shows that 50% of respondents are in <=5000 income level, second 20% of respondents are of 5000-10000 income level. 16% of respondents are of 10000-15000, 8% of respondents are of 15000-2000 and remain 6% of respondents are of above 20000 of income level.

TABLE 4- SOURCE OF INCOME

Source of Finance	By Cash	By Loan	Total
Agriculture	07	10	17
Student	06	07	13
Business	04	07	11
Professions	02	03	05
Others	01	03	04
Total	20	30	50

Source: Field Survey

INTERPRETATION

Above chart clearly examine that in Uttar Kannada district 30 respondents purchase a Hero Motocorp bike by loan. And 20 respondents purchase bike by cash out of total 50 respondents. Means it is clear that more no of people buying a bike by loan.

TABLE 5: MEDIA OF SOURCES

Sources	No of Respondents	Percentage
News Paper	06	12
T. V. Advertisement	07	14
Friends	13	26
Others	24	48
Total	50	100

Source: Field Survey

INTERPRETATION

Above table clearly elucidates that 48% respondents are come to know from the 'Other'. Then 26% respondents are come to know from the "Friends", 14% and 12% respondents are come to know from the T. V Advertisement and News Paper.

TABLE 6: VIEW OF CUSTOMERS ABOUT "ADVERTISEMENT CREATES MORE AWARENESS OF SHOWROOM

Response	No of Respondents	Percentage
Yes	30	60
No	15	30
Can't say	05	10
Total	50	100

Source: Field Survey

INTERPRETATION

Above chart indicates that the majority of customer are agreed on the advertisement creates more advertisement of showroom and very few of customer are disagreed.

TABLE 7: WHO IS DECISION MAKER FOR PURCHASING A BIKE IN YOUR FAMILY?

Sources	No of respondents	Percentage
Father	25	50
Self	15	30
Mother	06	12
Others	04	08
Total	50	100

Source: Field Survey

INTERPRETATION

The above table clearly elucidates the 25 respondents take a decision by father, 15 respondents take decision by self for purchasing a bike. And 06 respondents take a decision by mother, 04 respondents take decision by others for purchasing a bike.

TABLE 8: RATING OF HERO MOTOCORP MOTORCYCLE

Weight Age	6	5	4	3	2	1	Total
Attributes	Excellent	Very Good	Good	Average	Poor	Very Poor	Total
Price	17	12	08	06	04	03	50
Less Maintenance	10	06	08	15	07	04	50
Style	15	13	10	06	04	02	50
Durability	07	12	10	16	03	02	50
Mileage	20	12	06	08	03	01	50
Easy driving	12	08	09	17	02	02	50
Brand Reputation	12	10	07	15	04	02	50
Colour	16	12	10	08	01	01	50
Pick Up	10	15	08	12	03	01	50
Total	116	100	76	106	31	16	445

Source: Field Survey

INTERPRETATION

The above chart clearly shows that more no of respondents give a more weight age to mileage, price and colour.

TABLE 09: RATING OF SHOWROOM ATTRIBUTES

Attributes	Excellent	Very Good	Good	Average	Poor	Total
Availability	15	12	09	08	06	50
After Sale Performance	08	17	12	08	05	50
Knowledge of Salesman	10	11	12	09	08	50
Service	13	08	14	10	05	50
Infrastructure	10	15	12	08	05	50
Total	56	63	59	43	29	250

Source: Field Survey

INTERPRETATION

Above chart clearly shows that 15 respondents out of 50 give Weight age on availability is excellent and second 17 respondents out of 50 give Weight age on after sale performance is very good, 12 respondents give weight age on knowledge of sales person is good, 14 respondents give weight age on service is good and 15 respondents give weight age on Infrastructure is very good.

TABLE 10: RATE THE FOLLOWING SCHEMES THAT ATTRACT YOU MOST

Attributes	Excellent	Very Good	Good	Average	Poor	Total
Festival Offer	20	11	08	07	04	50
Exchange Offer	08	08	12	08	04	50
Special Gift	10	09	15	10	06	50
Cash Discount	08	11	10	17	03	50
Anniversary Offer	08	06	05	10	21	50
Total	54	56	50	52	38	250

Source: Field Survey

INTERPRETATION

Above chart indicates that in festival offer 20 respondents out of 50 are give a excellent, then in exchange offer 18 respondents out of 50 are give very good rank, in special gift 15 respondents are give good rank, in cash discount 17 respondents are give average rank and in anniversary offer 21 respondents give a poor rank.

TABLE 11: RANKING OF ATTRIBUTES WHICH IMPORTANT IN PURCHASING HERO MOTOCORP BIKE

Attributes	1st	2nd	3rd	4th	5th	Total
Mileage	15	10	11	09	05	50
Available	07	11	18	08	06	50
Price	11	07	22	06	04	50
Pick Up	08	09	15	12	06	50
Colour	10	12	13	05	10	50
Total	51	54	79	40	31	250

Source: Field Survey

INTERPRETATION

Above graph clearly indicates that respondents give more importance to the mileage then after they give more importance to the price for purchasing motorcycle of Hero MotoCorp. Then respondents give a more importance to the colour for purchasing a bike. Finally respondents consider the pickup and availability.

FINDINGS

- In current market scenario, respondents give maximum no. of weight age to price then after they consider mileage and colours respectively.
- The study shows that more no. of respondents have connected as sources of income from agriculture.
- The study shows that 51 respondents are already user of Hero MotoCorp motorcycle. So Hero MotoCorp is popular automobile company in study region.
- The study shows that 24 respondents are already user of Hero MotoCorp Motorcycle. So Hero MotoCorp is popular automobile company in study region.
- The study shows that 23 respondents are come to know from "others" and 26 respondents are come to know from "friends" about Hero MotoCorp Bike.
- The study shows that 30 respondents are purchase Her Motocorp bike by loan and 20 respondents are purchase Hero MotoCorp bike by cash.
- The study shows that 15 respondents are give more points to Mileage.
- The Study clears that 25 respondents father take decision to purchase a bike and 15 respondents take a self decision to purchase bike.
- The Study clears that 15 respondents are give excellent rank to Availability of showroom, 17 respondents are give good rank to After Sale Performance of show room. And 13 respondents give a excellent rank to service of show room.
- The study shows that 20 respondents are give an excellent rank to Festival Offer and 21 respondents are give poor rank to the Anniversary Offer.

SUGGESTIONS

- Hero MotoCorp should introduce a low Price (25000 to 30000) moped
- For the promotion purpose Company makes road show that will increase the sales.
- Hero MotoCorp should increase in advertisement through T.V, Newspapers.
- The company should give more concentrate on the advertisement.
- Hero MotoCorp should expand target market like Introducing special scooters for women and also considering rural market related offers.
- Hero MotoCorp should work on sports and pickup bike.

CONCLUSION

Customer satisfaction is a major concern and aim for any business that hopes to achieve and maintain profitability and therefore remain a going concern for the foreseeable future. The customers are the most important element in a business and if they are not satisfied, they will move on and find somebody else to satisfy their needs. Change in the constant thing in life and the present changes in the globalised economy and changes in the life style of customers. The study reveals that in present market scenario customers give a more weight age to price and then after they consider mileage and colours respectively. And also study shows that customers have connected as a source of income from agriculture. But new products launched by Hero MotoCorp are mainly related to young generation.

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