

## CUSTOMER BUYING BEHAVIOR AT HERO MOTORS

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**ABSTRACT:** This abstract examines consumer purchasing behavior, utilizing Hero Motors, a leading motorbike manufacturer in India, as a case research. It examines critical factors influencing consumer purchasing decisions, such as product attributes, pricing strategies, brand reputation, and post-sale support. The survey examines consumer preferences about automobiles, including fuel efficiency, environmental sustainability, and the impact of customer feedback and online marketing on sales. Hero Motors might potentially acquire and retain more consumers by aligning its marketing strategies with consumer preferences, as indicated by the research findings.

**Keywords:** *Consumer Behavior, Buying Decision Process, Purchase Intention, Consumer Preferences, Motivation, Perception*

### 1. INTRODUCTION

Customers' actions in deciding on, acquiring, using, and assessing products and services to fulfill their needs are known as consumer buying behavior. This conduct is controlled by individual traits including age, profession, salary, and way of life, in addition to mental aspects like drive, awareness, education, and perspective. Many factors, including customers' social status, cultural norms, family dynamics, and reference groups, impact their purchasing decisions. A complex web of internal and external variables, then, affects consumer behavior. Consumers' buying habits in the modern market have been drastically changed by technological advancements, digital media, and globalization. Online resources and social media have made it easier than ever for shoppers to compare prices, brands, and items before buying. Nowadays, internet reviews, suggestions from influential people, and peer judgments greatly impact how consumers trust and perceive brands. Relationship building,

customer experience, and tailored communication should take precedence over conventional marketing strategies in today's value-sensitive, discriminating, and increasingly aware consumer market.

Evaluation of consumer trends is vital for businesses, given that purchase patterns differ from one individual to the next and from one industry to the next. There are a variety of factors that have an impact on the expectations of customers as well as their purchasing behaviors. These elements include urbanization, rising disposable incomes, changed lifestyles, and the expectations of society. The emotional ties that customers have with brands and the symbols that those brands represent are a significant element in determining their purchasing decisions, in addition to other criteria such as price, availability, and quality. According to the requirements of the description of the

Successful marketing strategies, customer-focused goods, and competitive brand positioning can be achieved when firms get an awareness of these behavioral tendencies.

## 2. CONSUMER BUYING BEHAVIOUR PROCESS

A plethora of processes are required for consumer purchase.



### Problem Recognition

The first and most important step in a consumer's decision-making process is identifying the problem. A buyer realizes there's a gap between their current and ideal selves. External variables like ads, peer pressure, social media, or lifestyle changes, or internal causes like hunger, weariness, or personal goals, might trigger this tendency. If a student's present laptop is slow or doesn't work with school software, they may need to get a new one. By focusing on unfulfilled goals and bringing attention to them, marketers are able to discover consumer pain areas and commence the purchasing process through promotional methods.

### Information Search

Once a problem has been discovered, consumers take the initiative to find remedies. Customers often rely on word-of-mouth recommendations from friends and family as well as third parties like review sites, social media, ads, comparison websites, and experts when seeking advice, or they rely on their own recollections and experiences. Perceived risk, time availability, product complexity, and purchase importance all play a role in

how long it takes to complete a search. When buying electronics and cars, consumers do a lot of research. Search engines, e-commerce sites, and content created by influencers make product information readily available in the modern digital age.

### Evaluation of Alternatives

Consumers evaluate companies or goods they have found through an online search by comparing them. Considerations include price, features, quality, warranty, after-sale support, personal choice, and the reputation of the brand. To weigh the pros and cons of each choice, customers can use a mental checklist or star system. Decisions are impacted not only by reasoning but also by emotions, such as a preference for a certain brand or the way something looks. In an effort to sway this stage, marketers highlight the product's USPs, customer testimonials, comparisons, and positioning as the better alternative.

### Purchase Decision

The transaction is finalized after they select the most appropriate option and make a purchase. Discounts, availability, payment methods, encounters with salespeople, and last-minute reviews may still play a role in the decision-making process. Simple return policies, easy purchasing methods, and promotional offers might all sway the choice. Unexpected circumstances or specific perspectives, such as budgetary limitations, might postpone or alter the purchase. In the end, this decision-making process is what determines a company's sales effectiveness.

### Post-Purchase Evaluation

Customers assess a product's effectiveness after making a purchase. Customers are either satisfied or dissatisfied with a product based on how well it meets or

exceeds their expectations. Positive recommendations, recurring business, brand devotion, and happy customers can come from a product that goes above and beyond. Negative reviews, refund requests, complaints, and cognitive dissonance are all possible outcomes of customer dissatisfaction. To maintain happy customers and foster loyalty, businesses offer services like warranties, customer assistance, feedback systems, and follow-up communication.

### **Feedback Loop and Repeat Purchase**

The influence of post-purchase experiences on later purchases causes consumer decision-making to be cyclical. When customers have a good time, they are more likely to trust the company and make future purchases from them. Unpleasant experiences can lead consumers to consider making more purchases. This feedback cycle helps customers improve their preferences and expectations. In order to retain consumers and generate repeat business, marketers can build loyalty programs, relationship marketing tactics, and targeted communication by having a full understanding of this cycle.

### **3. BACKGROUND WORK**

Kumar, R., & Patel, S. (2025): The impact of AI-driven personalization on digital commerce platform users' online purchase behavior is the focus of this research. By making recommendations for products and content based on the user's current context, the authors argue that advanced customization technologies enhance the user experience. By customizing digital interfaces, platforms can improve navigation and decrease search effort, leading to an increase in purchase

intention. The paper argues that by reducing the amount of data that customers have to process, personalization makes it easier for them to make quick and safe decisions. In addition, companies can optimize their marketing efforts and foresee future purchases by analyzing previous customer data with the use of predictive analytics and machine learning models. According to the report, a brand's reputation could take a hit if ethical and customer privacy concerns about hyper-personalization and excessive data collecting are not adequately addressed.

Smith, J., & Alvarez, M. (2025): The purpose of this research is to examine the relationship between data-driven personalization tactics and improved online shopping customer loyalty and brand awareness. Targeted mailings, ads, and product displays, according to the authors, increase consumer-brand emotive connection. The research found that consumers are more inclined to promote brands and make repeat purchases when they view personalized recommendations as relevant and helpful. According to the writers, customisation boosts service quality by making consumers feel valued and understood. The research lays out the ways in which companies use consumer data analytics to better segment their target audiences and allocate marketing budgets. Personalization fatigue, defined as the annoyance and disengagement brought on by an overwhelming amount of recommendations or recommendations that are poorly timed, is another concern raised in the paper. Consumer consent and data openness are essential for building trust and long-term relationships with customers.

Wang, L., & Chen, H. (2024): The impact of tailored recommendation systems on

online shoppers' actions is the focus of this research. The writers argue that customization enhances the user experience by making product suggestions that are specific to the user based on their tastes, browsing habits, and past purchases. A research found that customers can reduce cognitive strain during decision-making with the use of specialized digital interactions, which allows them to assess options faster. Customization boosts customer satisfaction and conversion rates. Further to that, the research looks at how machine learning algorithms and contemporary data analytics may help stores anticipate customer actions and adjust their advertising accordingly.

Garcia, M., & Thompson, R. (2024): The impact of data-driven personalization on online shoppers' involvement and devotion is the focus of this research. According to the authors, tailored advertising and product displays increase perceived relevance and emotional ties between brands and consumers. According to the research's findings, tailored platforms inspire repeat business and brand loyalty. Businesses can maximize their marketing efficacy by targeting high-value client categories through customisation, according to the authors. Furthermore, difficulties related to data exploitation and customization fatigue are identified in the analysis. Achieving long-term corporate success and consumer trust requires a balance between responsible data administration and successful personalization, according to the authors.

Kumar, A., & Johnson, D. (2023): Customers' happiness and loyalty are impacted when they shop online due to cognitive dissonance. Customers may feel dissatisfied or even return an item if it

doesn't live up to their expectations, say Kumar and Johnson. Successful post-purchase communication management is essential for firms to reduce dissonance. Transparency in product descriptions and customer assessments is crucial in order to avoid buyer's remorse, according to the research.

Zhang, T., & Lee, S. (2023): Zhang and Lee investigate the influence of price sensitivity on purchasing behavior in the context of dynamic pricing and frequent online discounts. Researchers found that price-sensitive buyers are more likely to shop around and wait for prices to drop before making a purchase. As psychological pricing tactics, charm pricing and packaging are also discussed in the article. These tactics impact how consumers see a product and whether they buy anything on impulse. Marketers in competitive environments can use this research to inform and improve their pricing tactics.

Bennett, S., & Turner, E. (2022): Environmental issues have an impact on food and retail purchase decisions (2022: Bennett and Turner). Environmentally conscious shoppers, they argue, will gladly shell out more cash for eco-friendly goods. Companies may benefit from this trend, according to the survey, by being open and honest about their environmental practices. This will increase customer loyalty and trust. In addition, the authors warn against what they call "greenwashing," in which companies exaggerate the positive impact of their environmental programs in order to gain customers' trust.

Mehta, N., & Roy, S. (2022): Omnichannel retail tactics, which include both online and offline touchpoints, impact consumer purchase behavior, according to this investigation's conclusions. Customers

prefer a unified experience across in-store, mobile, and internet channels, according to Mehta and Roy. Because they interact with the business in more ways, omnichannel clients are worth more in the long run than single-channel customers, a poll found. According to the research's findings, providing an integrated omnichannel experience helps companies better meet their customers' evolving expectations.

Hassan, J., & Clark, A. (2022): Cultural differences impact developing-world consumers' purchasing decisions, which Hassan and Clark investigate. Social conventions, cultural beliefs, and practices impact customers' views of goods and companies, according to the writers. While individualistic cultures may place a premium on purchasing things as a means of self-expression, collectivist civilizations may place a premium on purchasing things for the family or group. By looking at how MNCs change their marketing to appeal to different cultures, the research highlights the importance of localization in consumer choices.

#### 4. QUESTIONNAIRE

**1. What are the deciding criteria when it comes to buying a motorcycle from Hero MotoCorp?**

- a. Brand reputation
- b. Price
- c. Fuel efficiency
- d. Design and aesthetics

**2. When buying a scooter or motorcycle from Hero MotoCorp, are payment plans an option?**

- a. Very important
- b. Important
- c. Neutral
- d. Not important

**3. What matters most to you when deciding to upgrade or switch models is the latest technology and features offered by Hero MotoCorp?**

- a. Strongly influences
- b. Moderately influences
- c. Slightly influences
- d. Does not influence

**4. Does the way Hero MotoCorp cars affect the decision you make to buy them affect your choice?**

- a. A great deal
- b. Somewhat
- c. Not much
- d. Not at all

**5. How does Hero MotoCorp's service and support after the sale affect your choice to buy?**

- a. Significant
- b. Moderate
- c. Minimal
- d. No influence

#### 5. CONCLUSION

Successful companies know their clients' habits inside and out. If a company does not have the ability to understand the reasons behind the behaviors of its clients and the variables that encourage them to make purchases, then it will not be able to provide them personalized messages that will result in conversions. It has been suggested that we dismiss the kettle that is the most expensive and instead focus our attention on the three other kettles that are priced similarly to one another. Two techniques that may be implemented to assist in opposing this common tendency are the identification of comparable expenses and the introduction of incentives to encourage purchasing.

Both of these strategies can be utilized to help combat this common tendency. Due

to the fact that you are the most expensive manufacturer of kettles, you might be able to supply metal that is more resistant to stains and wear and tear.

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