

A COMPREHENSIVE ANALYSIS OF CUSTOMER BUYING BEHAVIOR: UNDERSTANDING DECISION-MAKING PROCESSES AND INFLUENCING FACTORS AT HERO MOTO CORP Ltd.

¹ J. Divya Sri, ² Konda Thrishali

¹ Professor, ² MBA Student

Department of MBA

Sree Chaitanya College of Engineering, Karimnagar

ABSTRACT

Customer buying behavior is a critical area of study in marketing as it helps organizations understand how consumers select, purchase, use, and evaluate products and services. Consumer decisions are influenced by a combination of psychological, social, cultural, personal, and economic factors. Understanding these influences enables businesses to develop effective marketing strategies, improve customer satisfaction, and build long-term relationships with consumers. This study provides a comprehensive analysis of customer buying behavior by examining the decision-making process and the various factors that influence purchasing decisions. The research highlights the importance of consumer perceptions, attitudes, motivations, and external influences such as family, reference groups, and social media. The findings contribute to a better understanding of customer preferences and help organizations design products, pricing strategies, promotional campaigns, and distribution channels that align with consumer expectations.

I. INTRODUCTION

CONSUMER BUYING BEHAVIOR

Definition:

Consumer behavior refers to the mental and emotional process and the observable behavior of consumers during searching, purchasing and post consumption of a product or service.

Consumer behavior involves study of how people buy, what they buy, when they buy and why they buy. It blends the elements from psychology, sociology, sociopsychology, anthropology and economics. It also tries to assess the influence on the consumer from groups such as family, friends, reference groups and society in general.

Buyer behavior has two aspects: the final purchase activity visible to any observer and the detailed or short decision process that may involve the interplay of a number of complex variables not visible to anyone.

What influences consumers to purchase products or services? The consumer buying process is a complex matter as many internal and external factors have an impact on the buying decisions of the consumer.

When purchasing a product there several processes, which consumers go through. These will be discussed below.

Purchase decision

Through the evaluation process discussed above consumers will reach their final purchase decision and they reach the final process of going through the purchase action e.g. The process of going to the shop to buy the product, which for some consumers can be as just as rewarding as actually purchasing the product. Purchase of the product can either be through the store, the web, or over the phone.

Post Purchase Behavior

Ever have doubts about the product after you purchased it? This simply is post purchase behavior and research shows that it is a common trait amongst purchasers of products. Manufacturers of products clearly want recent consumers to feel proud of their purchase, it is therefore just as important for manufacturers to advertise for the sake of their recent purchaser so consumers feel comfortable that they own a product from a strong and reputable organization. This limits post purchase behavior. i.e. You feel reassured that you own the latest advertised product.

Factors influencing the behavior of buyers.

Buyer behavior is influenced by a combination of cultural, social, personal, psychological, and economic factors that shape purchasing decisions. Cultural factors such as values, traditions, and social norms determine consumer preferences and consumption patterns. Social factors, including family, friends, reference groups, and social media influences, affect the choices individuals make. Personal factors such as age, occupation, income, lifestyle, and personality also play a significant role in determining buying behavior. Psychological factors like motivation, perception, learning, beliefs, and attitudes influence how consumers interpret information and evaluate products. Additionally, economic factors such as purchasing power, inflation, income levels, and market conditions impact consumers' ability and willingness to buy. Technological advancements and digital marketing have further transformed buyer behavior by providing easy access to product information, online reviews, and comparison tools. Understanding these factors helps businesses develop effective marketing strategies, meet customer expectations, and enhance customer satisfaction.

NEED FOR THE STUDY:

The study of customer buying behavior is essential for understanding how consumers make purchasing decisions and what factors influence their choices. In today's highly competitive business environment, organizations must identify customer needs, preferences, and expectations to develop effective marketing strategies. Consumer behavior is constantly changing due to technological advancements, evolving lifestyles, increased access to information, and the growth of digital platforms. Therefore, businesses need to analyze buying patterns to improve product offerings, enhance customer satisfaction, and build long-term customer relationships. This study helps marketers understand the decision-making process of consumers, identify key influencing factors, and formulate strategies that align with customer requirements. The findings of the study can assist organizations in improving market performance, increasing sales, and gaining a sustainable competitive advantage.

SCOPE OF THE PROJECT

The scope of this project is to analyze and understand customer buying behavior by examining the various factors that influence consumer purchasing decisions. The study focuses on the consumer decision-making process, including need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. It covers the impact of cultural, social, personal, psychological, and economic factors on buying behavior. The project also explores how marketing activities, advertising, brand image, pricing strategies, and digital media influence consumer preferences and purchasing patterns. The findings of the study can help businesses identify customer needs, improve product and service offerings, develop effective marketing strategies, enhance customer satisfaction, and strengthen customer loyalty. Additionally, the project provides valuable insights for marketers, researchers, and organizations seeking to understand changing consumer trends and market dynamics.

OBJECTIVE OF THE STUDY:

- To analyze the buying behavior of customers in the market.
- To understand the consumer decision-making process during product purchase.
- To identify the cultural, social, personal, and psychological factors influencing buying behavior.
- To examine the impact of price, quality, brand image, and promotional activities on purchase decisions.
- To study customer preferences, needs, and expectations regarding products and services.
- To evaluate the role of advertising and digital media in influencing consumer behavior.
- To assess customer satisfaction and post-purchase behavior.
- To identify factors that contribute to customer loyalty and repeat purchases.

- To provide insights that help businesses develop effective marketing strategies.
- To suggest measures for improving customer satisfaction and enhancing organizational performance.

II. RESEARCH METHODOLOGY

SOURCES OF DATA:

PRIMARY METHOD:

Primary data are those, which are collected fresh and for the first time and this happen to be original in character. In this study primary data was collected by interview schedule method.

SECONDARY METHOD:

Secondary data are those, which are collected from existing data. Secondary data for this study include appropriate material from newspaper, Magazines, Broachers, Company Reports, Standard Text Books, and information from Internet has also been acquired wherever necessary.

DATA COLLECTION INSTRUMENTS:

The instrument used for this study is an interview schedule. Questions related to objectives of the study from the major portion of the interview schedule. It mainly consists of multiple-choice questions so that the respondents can mark one or more of the several choice of answers. Secondary data has been gathered from many published sources such as Newspapers, Journals, Magazines, Company Reports, standard textbooks and information from Internet has also been acquired wherever necessary.

FIELD WORK:

The project involved a fieldwork of around 1 month 15 days where in the survey was carried out of around

The survey was conducted in different of Hyderabad and secunderabad such as Koti, bowenpally, Ameerpet, L.B Nagar, hyath nagar.

SAMPLING PROCEDURES:

Sampling is a systematic approach for selecting a few elements from an entire collection of units (population) in order to make some inference about the total population it is a small specimen or a segment of the whole population

representing its general qualities as for as possible. The study was undertaken by convenience sampling.

SAMPLE SIZE:

The study is conducted on a sample of 100 respondents.

LIMITATIONS:

1. The study is limited to a specific group of respondents and may not represent the behavior of all consumers.
2. The findings are based on the responses provided by the participants, which may be influenced by personal opinions and biases.
3. Time constraints may limit the depth and scope of data collection and analysis.
4. The study focuses only on selected factors influencing customer buying behavior and may not cover all possible determinants.
5. Changes in market conditions, consumer preferences, and economic factors may affect the relevance of the findings over time.
6. The accuracy of the study depends on the honesty and understanding of the respondents while answering the questionnaire.
7. Limited financial and research resources may restrict the size of the sample and geographical coverage.
8. Consumer behavior is dynamic and continuously changing, making it difficult to generalize the results for a long period.
9. External influences such as technological advancements, social media trends, and government policies may not be fully considered.
10. The conclusions drawn from the study are subject to the limitations of the data collected and the research methodology adopted.

III. LITERATURE REVIEW CUSTOMER

A competitor, in order to achieve the loyalty of the customers, offer an endless information flow on the products and services and thereby continuously educates the customer about the opportunities in the market. Therefore today

even an ordinary person, is in possession of the large amount of data to use for the purpose of making a decision as to which products/ services he would go in for. The competitive environment is making the customer wisher day by day and he is able to take a large number of decisions on his own. The experts' advice of the olden days is being replaced by the customer's own wisdom. This is making the market place more complicated and unpredictable. The customer is getting smarter today and he is able to decide his own money's worth and therefore, organization across the board are 'pursuing the customer's views to streamline their business strategies to remain customer- worthy.

People are the prime factor for any organization to maintain the effectiveness and thus develop the right focus for the people, so that each one perceives as clearly as possible his position in the cycle of growth and prosperity of the organization. Agendas will have to be drawn in such a manner and communicated so effectively that the individual is able to enjoy a meaningful life in the organization, endowed with authority and responsibility for the role he plays.

"One should be able to see for oneself the impact of the contributions one has made towards the growth and prosperity cycle of the organization. As a matter of fact the relationship between the people and the organization should be so designed that each one is here to experience the pleasure of winning and pain of losing. People alone are of no significance unless and until they have an intimate and continuous interaction with the process".

Therefore organization have to take continuous care to update their quality of the people and that of processes simultaneously so that a healthy relationship is built up and maintained making the relationship happy and healthy one. This, when done, should generate in people a sense of entrepreneurship ownership of the organization.

"Since the customer are the main focus of any organization its structure should be so flat i.e., people fluently interact with the customer and maintain continuous feedback about the customer's moods and methods in order to shape its business portfolio and strategies". It is very

important to find whether the fundamentals of the organization are getting strong as desired. It is therefore rightly said that a well trained army with quality arms and ammunitions and with a sense of involvement can got the nations frontiers inn desirable and dependable manner similarly: people at the operation level with superior competency and capability supplied with superior products and strategies can acquire a place for an organization in the market place. Retail outlets are the contact points of the customers and therefore the image of the organization largely depends upon the quality of the people managing the interventions and transactions at the level.

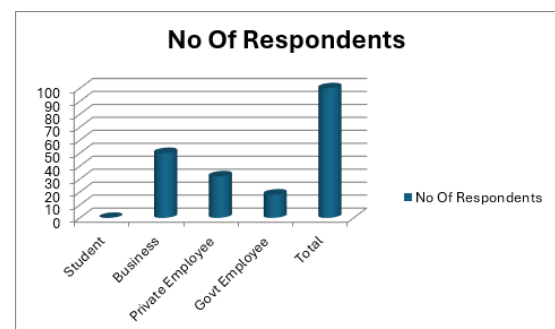
The Consumer Market:

IV. DATA ANALYSIS & INTERPRETATION

OCCUPATION OF THE RESPONDENTS:

The below table shows the type of respondents of the respondents surveyed.

Occupation	No Of Respondents
Student	0
Business	50
Private Employee	32
Govt Employee	18
Total	100



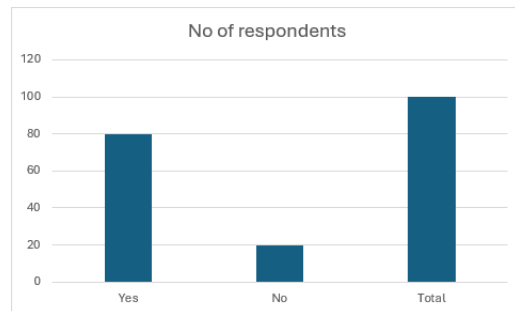
INFERENCE: From the above table 0% of the respondents are students, 50% of the respondents are businessmen, 32% of the respondents are private employee, 18% of the respondents are Govt employee.

WANTING BIKE OR NOT:

The below table shows that whether the respondents is Wanting a bike or not

Wanting a bike or not	No of respondents
Yes	80

No	20
Total	100



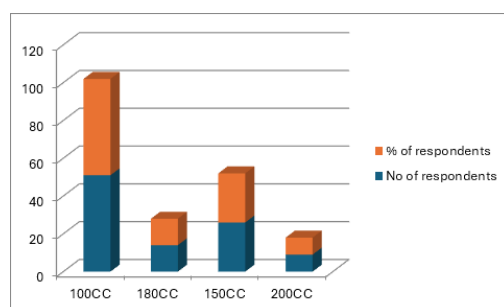
INFERENCE:

From the above table 80% of people wanting bike and 20% do not want bike.

TYPE OF BIKE THAT THE RESPONDENT IS WANTING:

The below table shows the type of BIKE that the respondent is wanting.

Type of BIKE	No of respondents	% of respondents
100CC	51	51
180CC	14	14
150CC	26	26
200CC	09	9



INFERENCE:

From the above table 51% of the respondents are wanting Hero MotoCorp Ltd 100CC BIKE. 14% of the respondents want 180CC. 26% of the respondents are wanting 150CC. 9% of the respondents want 200CC.

V. FINDINGS

- 50% of the Hero MotoCorp Ltd customers are business people and 32% of the customers are private employees.

- Most of the respondents belong to the age group of 18-50 years.
- Hero MotoCorp Ltd 150CC is the most preferred model in the Hero MotoCorp Ltd products.
- Most of the respondents getting information through the Media and friends before purchasing the vehicle.
- Most of the respondents are motivated by their friends and family members.
- Most of the respondents have good satisfaction with the performance of their BIKE strength.
- 64% of the respondents are satisfied with the mileage of their BIKE.
- Most of the respondents felt that the price is reasonable.
- Cent percent of the respondents satisfied with the response of the sales executive at first visit.
- 60% of the Hero MotoCorp Ltd users have good satisfaction with the performance given by the company.
- Most of the respondents are satisfied with the response of the company to the complaints given by the customers.
- Most of the respondents are satisfied with the fulfillment of promises by the company.

VI. SUGGESTIONS

- The BIKES recently introduced by Hero MotoCorp Ltd are mostly concerned about home base. So, they should also consider commercial people while manufacturing.
- Indian market is a price sensitive market's the BIKES should be at Minimum price with maximum quality.
- The standard of pricing should be improved.
- Advertisements in Televisions, offers should be increased to attract the People.
- If Hero MotoCorp Ltd can improve in Performance and brand image it will be the best in all the other competition brands.

VII. CONCLUSIONS

- 45% of the respondents are Hero MotoCorp Ltd customers and hence it is most

WWW.GOOGLEFINANCE.COM
WWW.INDUSTRYSINDIA.COM

- Preferred BIKE brand out of various brands.
- Hero MotoCorp Ltd 150CC is the most preferred model out of all products
- 60% of the respondents are considering Hero MotoCorp Ltd brand before
Purchasing there for use.
- Most of the respondents are getting information through friends
Before purchasing the BIKE.
- Most of the respondents are Wanting good satisfaction with dealer
Service comparing to other brands.
- Most of the respondents are giving more preference to mileage.
- 60% of the respondents are affecting by their friends and relatives.

BIBLIOGRAPHY

S.No. *AUTHOR* *NAME*
REFERED BOOKS

1. PHILLIP KOTLER
Principles of Marketing – 11th Edition

Prentice Hall India.

2. PHILLIP KOTLAR
Marketing Management – Millennium

Edition. Prentice Hall India

3. V.S.RAMASWAMY &
Marketing Management -7th Edition
NAMAKUMARI
Millennium India Ltd.

4. RICHARD R STILL
Sales Management -5th Edition

Prentice Hall India.

5. G.C.BERI
Marketing Research -6th Edition

Tata McGraw Hill Co.Ltd.

6. LUCK DAVID &
Marketing Research -7th Edition
ROBIN RONALD

Prentice Hall India.

WEB SITES

WWW.GOOGLE.COM
WWW.HERO HONDA.COM