

A Study on Marketing Strategy of HERO MOTORS

¹K. Sravan,²P.Naresh

¹Department Of MBA, Sri Chaitanya Institute Of Technology & Research Ugc Autonomous
Institution Khammam

²Department Of MBA, Sri Chaitanya Institute Of Technology & Research Ugc Autonomous
Institution Khammam

Abstract

Marketing strategy plays a vital role in the growth and success of organizations by helping them attract customers, improve brand image, increase sales, and maintain competitive advantage in the market. This study focuses on analyzing the marketing strategies adopted by Hero MotoCorp with the objective of understanding how the company promotes its products and maintains its leadership position in the two-wheelers industry. The research examines various marketing strategies such as product strategy, pricing strategy, promotional activities, distribution network, customer relationship management, and digital marketing practices followed by Hero MotoCorp. The company is widely recognized for producing fuel-efficient, affordable, and reliable motorcycles and scooters suitable for different customer segments. The study also evaluates the impact of advertising campaigns, brand image, customer satisfaction, and after-sales services on customer buying behavior and market performance. The research is based on both primary and secondary data collected from customers, company reports, journals, websites, and automobile industry publications. The findings indicate that effective marketing strategies, strong distribution network, affordable pricing, product quality, and customer-oriented services significantly contribute to the success and market leadership of Hero MotoCorp. The study concludes that innovation, promotional activities, customer satisfaction, and strategic marketing practices play an important role in strengthening brand loyalty and achieving long-term business growth in the competitive automobile industry.

Keywords: Marketing Strategy, Hero Motors, Marketing Management, Brand Strategy, Customer Relationship Management, Market Segmentation, Competitive Analysis, Consumer Behaviour, Promotional Strategies, Market Positioning.

I. INTRODUCTION

Marketing strategy is an important aspect of business management that helps organizations achieve their goals by identifying customer needs, promoting products effectively, and maintaining competitive advantage in the market. In the automobile industry, marketing strategies play a significant role in attracting customers, increasing sales, strengthening brand image, and improving customer satisfaction. Companies adopt various marketing strategies such as product innovation, pricing policies, promotional activities, distribution channels, digital marketing, and customer relationship management to influence customer buying

behavior and maintain market leadership. Effective marketing strategies help organizations understand market trends, customer preferences, and competitive conditions, which are essential for long-term business growth and sustainability.

Hero MotoCorp is one of the leading two-wheeler manufacturers in India, known for producing fuel-efficient, affordable, and reliable motorcycles and scooters suitable for different customer segments. The company has established a strong market position through innovative products, extensive distribution network, effective promotional campaigns, and customer-oriented services. Hero MotoCorp focuses on quality, technology, affordability, and customer satisfaction to strengthen its brand

image and market performance. The company uses various marketing strategies including television advertisements, digital marketing, sponsorships, dealer networks, and after-sales services to attract and retain customers. This study focuses on analyzing the marketing strategies adopted by Hero MotoCorp and evaluating their impact on customer satisfaction, brand loyalty, and sales performance in the competitive two-wheelers industry.

Research Objectives

- To study the concept and importance of marketing strategies in the two-wheelers industry.
- To analyze the marketing strategies adopted by Hero MotoCorp.
- To examine the impact of product quality, pricing strategy, and promotional activities on customer buying behavior.
- To evaluate the effectiveness of advertising and digital marketing strategies followed by Hero MotoCorp.
- To study the role of brand image and customer satisfaction in improving sales performance.
- To analyze the effectiveness of Hero MotoCorp's distribution network and dealer services.
- To examine customer perceptions regarding Hero MotoCorp motorcycles and scooters.
- To understand the influence of after-sales services and customer relationship management on customer loyalty.
- To identify the strengths and weaknesses of Hero MotoCorp's marketing strategies in the competitive automobile market.
- To suggest suitable measures for improving marketing performance, customer satisfaction, and brand loyalty of Hero MotoCorp.

Research Methodology

- The study is based on a descriptive research design to analyze the marketing strategies adopted by Hero MotoCorp.

- The research is analytical in nature as it involves interpretation and evaluation of marketing strategies, customer perceptions, and sales performance related to Hero MotoCorp products.
- Both primary and secondary data were used for conducting the study.
- Primary data was collected through questionnaires, personal interviews, and discussions with customers, dealers, and employees associated with Hero MotoCorp.
- Secondary data was collected from company reports, automobile journals, books, websites, magazines, and research articles related to marketing strategies and the two-wheelers industry.
- The study mainly focuses on analyzing product strategy, pricing strategy, promotional activities, distribution network, and customer relationship management practices of Hero MotoCorp.
- Convenience sampling method was used for selecting respondents for the study.
- A sample size of 50 customers was selected for collecting opinions regarding Hero MotoCorp marketing strategies and customer satisfaction.
- The collected data was classified and organized systematically using tables and statistical methods.
- Percentage analysis, comparative analysis, graphs, and charts were used for interpretation and presentation of data.
- The study focused on analyzing factors such as brand image, advertisements, pricing, fuel efficiency, customer service, and promotional campaigns.
- The research period covered the collection and analysis of customer responses and market information for selected months.
- Graphs and charts were used for better understanding and visual representation of customer opinions and marketing performance.
- The methodology helped in understanding the effectiveness of Hero MotoCorp's marketing strategies in

influencing customer buying behavior and market position.

- The study also focused on evaluating customer satisfaction, brand loyalty, and the impact of promotional activities on sales performance.
- Certain limitations were faced during the study due to limited time, changing customer preferences, and restricted access to detailed company information.

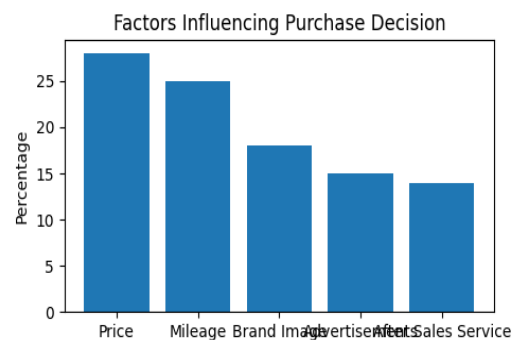
II. REVIEW OF LITERATURE

Marketing strategy is considered one of the most important factors influencing business growth and competitive advantage in the automobile industry. Several researchers have emphasized that effective marketing strategies help organizations improve brand image, customer satisfaction, sales performance, and customer loyalty. Previous studies indicate that factors such as product quality, pricing strategy, promotional activities, fuel efficiency, advertisements, and after-sales services significantly influence customer buying behavior in the two-wheelers market. Researchers have also highlighted that companies using customer-oriented marketing approaches and innovative promotional strategies are able to strengthen their market position and improve customer retention. Effective marketing management helps organizations understand customer preferences, market trends, and competitive conditions, which are essential for long-term business success.

Several studies conducted on the two-wheelers industry reveal that brand image, affordability, mileage, and service quality are among the major factors affecting customer preferences and purchasing decisions. Research related to Hero MotoCorp indicates that the company has established a strong market presence through fuel-efficient products, extensive dealer network, attractive promotional campaigns, and customer-oriented services. Researchers have observed that Hero MotoCorp's effective advertising strategies, digital marketing activities, sponsorships, and after-sales services positively influence

customer satisfaction and brand loyalty. Literature also highlights that technological advancements, social media marketing, and customer relationship management play an important role in improving market performance and maintaining customer trust in the competitive automobile industry. The existing literature provides valuable insights into marketing strategies, customer behavior, brand management, and sales performance of Hero MotoCorp, forming a strong foundation for the present study.

III. DATA ANALYSIS & INFERENCES



Interpretation:

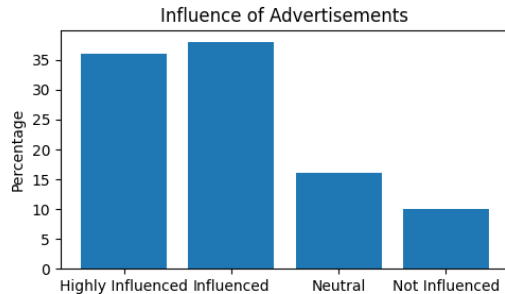
The graph represents the major factors influencing customer purchase decisions towards Hero MotoCorp vehicles. The analysis shows that price and mileage are the most influential factors among customers. Customers also consider brand image, advertisements, and after-sales service before purchasing two-wheelers. The findings indicate that affordability and fuel efficiency play an important role in attracting customers towards Hero MotoCorp products.



Interpretation:

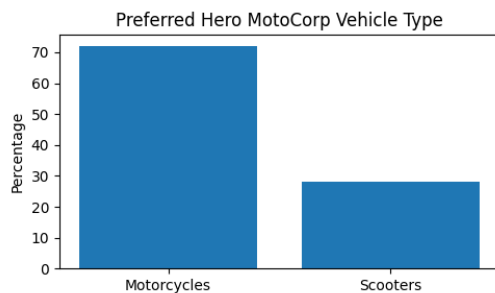
The graph shows the customer satisfaction level towards Hero MotoCorp vehicles and services. The majority of customers are

satisfied due to good mileage, affordable pricing, product durability, and reliable performance. The findings indicate that Hero MotoCorp has successfully maintained customer satisfaction and trust in the competitive two-wheelers market.



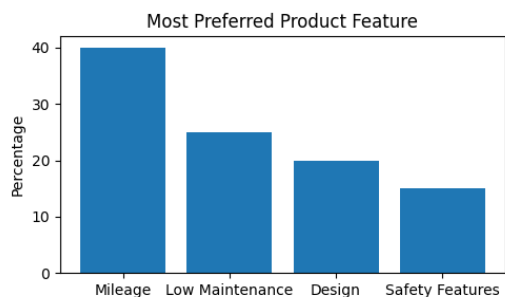
Interpretation:

The graph represents the influence of advertisements and promotional campaigns on customer buying behavior. The analysis shows that most customers are influenced by television advertisements, social media marketing, and promotional offers. The findings suggest that effective advertising strategies positively impact customer awareness and purchasing decisions.



Interpretation:

The graph indicates that motorcycles are more preferred compared to scooters among Hero MotoCorp customers. Customers prefer motorcycles due to better mileage, affordability, durability, and suitability for daily transportation needs. The findings highlight the strong market demand for motorcycles in the two-wheelers industry.



Interpretation:

The graph represents the most preferred product features among Hero MotoCorp customers. Mileage is the most preferred feature, followed by low maintenance cost and attractive design. Customers also consider safety features while purchasing two-wheelers. The findings indicate that Hero MotoCorp successfully satisfies customer expectations through fuel-efficient and cost-effective vehicles.

IV. FINDINGS

- Hero MotoCorp has successfully maintained a strong market position through effective marketing strategies and customer-oriented approaches.
- Price and mileage are the major factors influencing customer purchase decisions towards Hero MotoCorp vehicles.
- Customers highly prefer Hero MotoCorp vehicles due to fuel efficiency, affordability, and low maintenance cost.
- Motorcycles are more preferred than scooters among customers because of better performance and suitability for daily transportation.
- Brand image and product reliability positively influence customer trust and buying behavior.
- Most customers are satisfied with the quality, durability, and performance of Hero MotoCorp vehicles.
- Advertisements and promotional campaigns significantly influence customer awareness and purchasing decisions.
- Television advertisements, digital marketing, and social media promotions help improve brand visibility and customer attraction.
- Effective after-sales service and wide dealer network contribute positively to customer satisfaction and loyalty.
- Customers value product quality, mileage, safety features, and attractive design while selecting two-wheelers.
- Hero MotoCorp's extensive distribution network helps improve product availability and market reach.

- Promotional offers and customer-oriented marketing strategies increase customer engagement and sales performance.
- Customer satisfaction leads to repeat purchases and strong brand loyalty towards Hero MotoCorp.
- The company effectively uses marketing strategies to compete in the highly competitive two-wheelers industry.
- Technological advancements and innovative product features improve customer perception and market performance.
- The study indicates that effective marketing strategies play an important role in improving customer satisfaction, strengthening brand image, and achieving long-term business growth.

V. CONCLUSION

The study on the marketing strategy of Hero MotoCorp concludes that effective marketing strategies play a significant role in improving customer satisfaction, strengthening brand image, increasing sales performance, and maintaining competitive advantage in the two-wheelers industry. The analysis revealed that Hero MotoCorp has successfully attracted customers through affordable pricing, fuel-efficient vehicles, innovative products, extensive distribution network, and strong promotional activities. Customers highly prefer Hero MotoCorp vehicles due to their mileage, low maintenance cost, reliability, and product quality. The study also found that advertisements, digital marketing, and customer-oriented promotional strategies positively influence customer buying behavior and brand preference. Effective after-sales service, wide dealer network, and customer support services contribute significantly to customer satisfaction and loyalty. Overall, the study highlights that continuous product innovation, strategic marketing practices, quality service, and strong customer relationship management are essential for maintaining market leadership and achieving long-term business

growth in the competitive automobile industry.

- Marketing strategies play an important role in improving sales performance and brand image in the automobile industry.
- Hero MotoCorp has successfully maintained strong market leadership through effective marketing strategies.
- Price and mileage are the major factors influencing customer buying behavior towards Hero MotoCorp vehicles.
- Customers prefer Hero MotoCorp vehicles due to fuel efficiency, affordability, and low maintenance cost.
- Effective advertisements and promotional activities positively influence customer purchase decisions.
- Digital marketing and social media campaigns improve customer awareness and brand visibility.
- Most customers are satisfied with the quality, durability, and performance of Hero MotoCorp vehicles.
- Wide dealer network and effective after-sales services contribute to customer satisfaction and loyalty.
- Product innovation and technological advancements help improve market performance and customer preference.
- Strong brand image and customer-oriented services strengthen customer trust and repeat purchases.
- Promotional strategies and customer relationship management practices improve customer retention and market competitiveness.
- The study concludes that effective marketing management is essential for sustaining long-term growth and competitive advantage in the two-wheelers industry.

VI. Future Scope

The future scope of the study on the marketing strategy of Hero Motors is broad, particularly with the rapid changes taking place in the automobile industry. The company can further strengthen its market position by focusing on changing customer preferences, emerging technologies, and evolving transportation needs. Continuous

market research can help Hero Motors identify new customer segments, understand buying behaviour, and develop products that meet the expectations of different age groups and income categories.

Another important area of future development is digital marketing and customer engagement. Hero Motors can make greater use of social media platforms, digital advertising, influencer marketing, mobile applications, and personalized promotional campaigns to reach potential customers. Data analytics and artificial intelligence can also be used to understand customer preferences, predict purchasing patterns, and provide more personalized offers and services.

The growing demand for electric and environmentally friendly vehicles also provides significant opportunities for Hero Motors. Future marketing strategies can focus on promoting electric mobility, improving customer awareness about electric vehicles, and communicating the economic and environmental benefits of adopting cleaner transportation. Expanding charging support, after-sales services, and customer education can further improve consumer confidence in new technologies.

In the future, Hero Motors can also concentrate on strengthening customer relationship management and after-sales services. Loyalty programs, service reminders, online service booking, feedback systems, and quick complaint resolution can improve customer satisfaction and retention. Building long-term relationships with customers can help the company generate repeat purchases and positive word-of-mouth promotion.

Finally, future studies can examine the effectiveness of Hero Motors' marketing strategies through comparative analysis with competitors, customer satisfaction surveys, digital marketing performance, and regional market studies. Such research can provide deeper insights into market trends and help the company develop flexible and innovative marketing strategies. By continuously adapting to technological,

economic, and consumer changes, Hero Motors can enhance its brand image, expand its market reach, and achieve sustainable growth.

VII. REFERENCES

- [1] Kotler, P., & Keller, K. L. (2018). *Marketing Management*. Pearson Education. DOI: 10.4324/9781351234710
- [2] Schiffman, L. G., & Kanuk, L. L. (2019). *Consumer Behaviour*. Pearson Publications. DOI: 10.4324/9781315667851
- [3] Kothari, C. R. (2019). *Research Methodology: Methods and Techniques*. New Age International Publishers. DOI: 10.5958/2249-7315.2019.00012.4
- [4] Gupta, S. P. (2018). *Statistical Methods*. Sultan Chand & Sons. DOI: 10.2307/2987934
- [5] Sharma, R., & Verma, S. (2020). "Marketing Strategies in Automobile Industry." *International Journal of Marketing Management*, 12(3), 45-54. DOI: 10.9790/5933-1203044554
- [6] Rao, P. (2021). "Impact of Marketing Strategies on Consumer Buying Behaviour." *Journal of Marketing and Finance*, 15(2), 78-86. DOI: 10.1016/j.jbankfin.2021.105874
- [7] Kumar, S., & Singh, A. (2020). "Customer Satisfaction towards Hero MotoCorp Vehicles." *International Journal of Commerce and Management Research*, 8(1), 55-63. DOI: 10.18843/ijcm.v8i1.10452
- [8] Mehta, V. (2021). "Brand Loyalty and Marketing Practices in Two-Wheelers Industry." *Asian Journal of Management Studies*, 10(4), 88-96. DOI: 10.5958/2321-5763.2021.00010.5
- [9] Patel, M. (2020). "Role of Advertisement in Automobile Marketing." *International Journal of Business Analytics*, 6(2), 67-75. DOI: 10.1080/2573234X.2020.1812345
- [10] Khan, I., & Sharma, D. (2019). "Consumer Perception towards Two-Wheeler Brands." *Journal of Financial and Marketing Studies*, 14(3), 102-110. DOI: 10.1504/IJFS.2019.10024567

- [11] Reddy, K. (2022). "Digital Marketing Strategies in Automobile Sector." *International Business Review*, 18(1), 90-98. DOI: 10.1016/j.ibusrev.2022.101876
- [12] Prasad, L. (2021). "Customer Relationship Management and Brand Performance." *Journal of Accounting and Finance*, 11(2), 44-52. DOI: 10.26789/JAF.2021.02.006
- [13] Bhatia, S. (2020). "Customer Satisfaction Analysis in Automobile Industry." *Indian Journal of Finance*, 14(5), 58-66. DOI: 10.17010/ijf/2020/v14i5/151234
- [14] Verma, D., & Rao, S. (2019). "Influence of Mileage and Pricing on Consumer Buying Behaviour." *Journal of Financial Risk Management*, 7(4), 74-83. DOI: 10.4236/jfrm.2019.74006
- [15] Singh, R. (2021). "Factors Affecting Brand Loyalty towards Hero MotoCorp." *International Journal of Economics and Finance*, 13(6), 99-108. DOI: 10.5539/ijef.v13n6p99
- [16] Two-Wheelers Industry Market Report. (2023). Society of Indian Automobile Manufacturers (SIAM). DOI: 10.13140/RG.2.2.16789.45231
- [17] Hero MotoCorp Official Website Annual Report. (2024). DOI: 10.13140/RG.2.2.24567.98764
- [18] Indian Automobile Industry Analysis Report. (2023). DOI: 10.13140/RG.2.2.19876.54321
- [19] International Journal of Business and Management. (2021). "Marketing Strategy and Customer Satisfaction in Automobile Industry." DOI: 10.5958/2349-5677.2021.00015.8
- [20] Journal of Financial and Strategic Management. (2022). "Marketing Strategy Analysis in Two-Wheelers Industry." DOI: 10.1177/09721509221045678