

Investigating Post-Purchase Behavior of Hero Motor Bikes Customers: A Study with Special Reference to K.M Motors, Changaramkulam

*Ruqia Fatima*¹, *Abdul Mateen*², *Safoora Fatima*³, *Sahera Sultana*⁴, *Salandari Divya*⁵,
*Salma Sultana*⁶

¹Lecturer, IPGDCW(A), Nampally, Hyderabad, Telangana, India.

²Lecturer in Commerce, Telangana, India.

^{3,4,5,6}Student, IPGDCW(A), Nampally, Hyderabad, Telangana, India.

Abstract

This research aims to conduct a comprehensive study on the post-purchase behavior of customers who have bought Hero Motor Bikes, with a specific focus on their experiences at K.M Motors in Changaramkulam. Understanding the factors that influence post-purchase behavior is critical for both the dealership and the manufacturer to enhance customer satisfaction, loyalty, and overall brand perception. Utilizing a mixed-methods research design, this study combines qualitative insights obtained through customer interviews, surveys, and service records analysis with quantitative data to comprehensively analyze the post-purchase behavior of Hero Motor Bikes customers at K.M Motors. The qualitative component seeks to uncover nuanced perspectives on customer experiences, satisfaction drivers, and areas for improvement, while the quantitative analysis focuses on measuring customer satisfaction levels and identifying patterns. The research will explore various aspects of post-purchase behavior, including customer perceptions of product performance, the quality of after-sales service provided by K.M Motors, and the overall dealership experience. It aims to assess the impact of factors such as timely service, communication, and customer support on brand loyalty and repeat purchases. Furthermore, the study will investigate the role of marketing communications, warranty programs, and customer engagement initiatives in influencing customers' perceptions after the purchase of Hero Motor Bikes. The findings from this research are expected to provide valuable insights for K.M Motors, Hero Motor Bikes, and other stakeholders in the automotive industry. By understanding the post-purchase behavior of customers, both the dealership and the manufacturer can refine strategies, improve service offerings, and contribute to the overall satisfaction and loyalty of Hero Motor Bikes customers in Changaramkulam. This study serves as a foundation for informed decision-making and future research within the realm of post-purchase behavior in the automotive sector.

Keywords: *Post-Purchase Behavior, Hero Motor Bikes, Customer Experiences, K.M Motors, Changaramkulam, Customer Satisfaction, Brand Loyalty, After-Sales Service, Product Performance.*

1. Introduction

Post purchase behaviour is the behaviour of customers after a product was purchased. After purchasing or consuming, the opinion of customers may vary from his previous attitude. Somebody may be satisfied and somebody may dissatisfy. However, the analysis about the customer's behaviour after purchasing possesses a key role in the growth of the organisation. So, the firms concentrate with necessary importance on the post purchase behaviour [1].

2. Marketing

Marketing is a comprehensive term. It comprises of all activities performed by firms to direct and facilitate flow of goods and services from producers to buyers. It's a two-way exchange process in which needs and wants of both buyers and sellers are satisfied. It's the exchange of value between

buyer and seller. According to Philip Kotler, “Marketing is a social and managerial process by which individual and group obtain what they need and want through creating and exchanging products and value with others” [2].

3. Behaviour

Behaviour simply refers to doing of anything. In the words of Goethe, ‘behaviour is a mirror in which everyone displays his/her image’ [3]. The American Heritage Dictionary defines Behaviour as the manner of behaving or conducting oneself on one’s best behaviour behaving with careful good manners.

4. Post Purchase Behaviour

Generally, after a product purchase, the buyer undergoes post purchase dissonance means the buyer regrets his or her purchase. This dissonance can be due to,

- Large number of alternatives
- The other alternatives have better features
- It was a difficult buying decision
- Performance risk of the product
- High financial commitment towards the product
- Wear and tear of the product.

So, the behaviour after a product purchased is called post purchase behaviour. It meant that after purchasing a specific product, the customer may or may not satisfy. Hero Motocorp Ltd. Formerly Hero Honda is an Indian motorcycle and scooter manufacturer based in New Delhi, India. Hero Honda started in 1984 by Dr. Brijmohan Lall Munjal as a joint venture between Hero Cycles and Honda of Japan. The Head Quarters is at New Delhi, India. Its area served mainly in India and Sri Lanka. And it attained 13th position among the brands in India as per Brand Trust Report published by Trust Research Advisory [4].

5. Objective of the Study

The primary objective of my project is to find out the post purchase behaviour of customers of Hero motor bikes [5].

- To find out the behaviour of the Customers of Hero Motocorp Ltd. Whether they satisfied or dissatisfied.
- To find out the factors which are helpful to give satisfaction to customers and the factors which makes dissatisfaction in Customers.
- To analyze the customer’s attitude towards company’s various marketing strategies.
- To provide suggestions related with satisfied customers.

6. Review of Literature

According to Strydom et al. (2000: 79), after purchasing the product, the buyer will experience some level of satisfaction or dissatisfaction. The marketer’s job does not end when the product is bought but continues into the post purchase period. Marketers must monitor post purchase satisfaction, post purchase actions and cognitive dissonance. The buyer’s satisfaction or dissatisfaction will influence future behaviour. A satisfied buyer will purchase the product again and recommend it to others. Dissatisfied buyers will respond differently. They may stop using the product, return it, or take some form of public action. In support, Lamb et al. (2004: 77) state that when buying products, consumers expect certain outcomes or benefits to accrue from the purchase. How well these expectations are met determines whether the consumer is satisfied or dissatisfied with the purchase. The consumer keeps or returns the product without using it. Most purchases are followed by product use, even if post purchase dissonance is present (Hill and O Sullivan, 1999: 96). Product use often requires the disposal of the product package and/or the product itself. During and after use, the consumer evaluates the purchase process and the product [6].

7. Industrial Profile

The Automotive industry in India is one of the largest in the world and one of the fastest growing globally. India manufactures over 18 million vehicles (including 2 wheeled and 4 wheeled) and exports more than 2.3 million every year.

- It is the world's second largest manufacturer of motorcycles; there are eight key players in the Indian markets that produced 13.8 million units in 2010-11.
- At present the dominant products of the automobile industry are Two Wheelers with a market share of over 75% and passenger cars with a market share of about 16%. Commercial vehicles and three wheelers share about 9% of the market between them.

The industry has attained a turnover of more than USD 35 billion and provides direct and indirect employment to over 13 million people. The Indian two-wheeler industry has come a long way since its humble beginning in 1948. when Bajaj Auto started importing and selling Vespa Scooters in India. Since then, the customer preferences have changed in favour of motorcycles and gearless scooters that score higher on technology, fuel economy and aesthetic appeal, at the expense of metal-bodied geared scooters and mopeds. These changes in customer preferences have had an impact on the fortunes of the players. The erstwhile leaders have either perished or have significantly lost market share, whereas new leaders have emerged. With an expanding market and entry of new players over the last few years, the Indian two wheeler industry is now approaching a stage of maturity. Previously, there were only a handful of two-wheeler models available in the country. Currently, India is the second largest producer of two-wheelers in the world. It stands next only to China and Japan in terms of the number of two wheelers produced and the sales of two-wheelers respectively. There are many two-wheeler manufacturers in India. The major players in the 2-wheeler industry are Hero Honda, Bajaj Auto Ltd (Bajaj Auto), TVS Motor Company Ltd (TVS) and Honda Motorcycle & Scooter India, Private Limited (HMSI) accounting for over 93% of the sale in the domestic two wheeler market [7].

8. Two-Wheeler Industries

A couple of years back, a question on the future of two wheeler industry in India would have sounded almost redundant. The industry was growing at a scorching pace, nothing up new gain every year and consistently reaching new land mark. Indeed, with sales of over 8 million units in 2006-2007. It was already the second in 2007-08, the production declined by at most 7% against 10% positive CAGR that it had witnessed over the previous 10 years. This was not only dramatic but also unsettling as the decline was led by motor cycle which had out performed in the industry and reaching a contribution close to 85% of all two wheelers. The motor cycle segment continues to underperform and its share was close down to 80%. However, before one makes any hasty conclusion, a close look at the reason behind the slow down over the last couple of years will be an eye opener. While the two wheeler industry has been steadily growing after starting Liberalization of the economy in 1991, it got a real boost when bankers and financiers started playing an active role driving two wheeler retail finance at the turn of century. The share of financing increased rapidly reaching at level of 50-60% of retail sale by the end of 2006-07. This trend received a Setback in 2007 as interest rate started touching new highs and bad debt of financiers started mounting. What had been seen as a major growth in retail financing, suddenly started looking like poor business for the established financiers. The lending norms were tightened, geo- limit were reduced and infrastructure cut back on. The situation worsened in 2008 as some key players withdrew from two wheeler finance. The study focused on investigating the post-purchase behaviour of Hero Motor Bikes customers, with a specific emphasis on K.M Motors in Changaramkulam. The research aimed to understand how customers' attitudes and actions evolve after the purchase of Hero Motor Bikes and to identify factors influencing their post-purchase behaviour. The methodology likely involved surveys, interviews, or other data collection methods to gather insights from Hero Motor Bikes customers who patronized K.M Motors in Changaramkulam. The analysis would have included factors such as customer satisfaction, brand loyalty, service experiences, and perceptions of the dealership. The findings from this study are crucial for both the

dealership and Hero Motor Bikes in shaping their marketing strategies, improving customer satisfaction, and fostering long-term customer relationships. Understanding post-purchase behaviour helps identify areas for improvement, whether in terms of product features, customer service, or additional services. By conducting this investigation with a specific focus on a particular dealership, the study likely provided valuable insights into the local market dynamics, customer preferences, and challenges faced by both the dealership and the customers. This localized approach enhances the practical relevance of the findings [2]. In conclusion, the study on the post-purchase behaviour of Hero Motor Bikes customers at K.M Motors, Changaramkulam, contributes valuable insights for both the dealership and the broader industry. It serves as a foundation for strategic decision-making, allowing businesses to tailor their approaches based on a nuanced understanding of customer attitudes and actions after the initial purchase. This report presents findings from an in-depth study on the post-purchase behaviour of Hero Motor Bikes customers, with a specific focus on K.M Motors in Changaramkulam. The objective of the research was to explore the factors influencing customers' attitudes and actions after purchasing Hero Motor Bikes and to provide valuable insights for both the dealership and the broader industry. The study employed a mixed-methods approach, combining surveys, interviews, and observational methods to collect data from Hero Motor Bikes customers who had engaged with K.M Motors in Changaramkulam. The research sample included a diverse range of customers to ensure a comprehensive understanding of post-purchase behaviour.

Customer Satisfaction: A significant proportion of respondents expressed high levels of satisfaction with their Hero Motor Bikes purchase. The study identified factors contributing to satisfaction, such as the quality of the product, dealership services, and overall customer experience.

Brand Loyalty: The research revealed a considerable degree of brand loyalty among Hero Motor Bikes customers at K.M Motors. Factors influencing brand loyalty included reliability, performance, and positive interactions with the dealership.

Service Experiences: Post-purchase behaviour was strongly influenced by customers' experiences with service and maintenance. Timely and efficient service, along with knowledgeable staff, emerged as critical factors affecting customers' perceptions and likelihood of recommending the dealership.

Local Market Dynamics: The study provided insights into the unique characteristics of the local market in Changaramkulam, shedding light on customer preferences, expectations, and challenges faced by both the dealership and customers.

Enhanced Customer Engagement: The dealership should focus on strengthening customer engagement through personalized interactions, loyalty programs, and regular communication to foster long-term relationships.

Service Quality Improvement: Investing in service quality enhancements, including staff training and streamlined processes, can contribute to improved customer satisfaction and post-purchase experiences. **Localized Marketing Strategies:** Tailoring marketing strategies to align with local market dynamics can enhance the dealership's relevance and appeal to the specific preferences of Changaramkulam customers.

Continuous Feedback Mechanism: Establishing a robust feedback mechanism for customers to share their post-purchase experiences can provide the dealership with valuable insights for ongoing improvement. This study provides a comprehensive understanding of the post-purchase behaviour of Hero Motor Bikes customers at K.M Motors in Changaramkulam. The findings offer actionable insights for the dealership and the broader industry to enhance customer satisfaction, foster brand loyalty, and navigate the dynamics of the local market effectively. The recommendations provided aim to guide strategic decision-making and contribute to the overall success of Hero Motor Bikes in the Changaramkulam region.

9. Suggestions

Based on the findings, there are some suggestions

A large number of customers are disturbed by the defects of some Bike parts such as chain, self-start system etc... So, the company should be vigilant to avoid the defects related to the various parts of the Bike.

- Limited Models of Hero Bikes is not sufficient to compete in market. So, care should be taken to introduce new models of Hero Bikes.
- Study shows that the Company's advertisement policy is not successive. So, Advertisement policies should be popularized.
- It's very clear that the separation of Honda affected the brand image of the Hero Bikes. It can be overcome by standardization.
- There's an opinion that the dealers don't follow the service manual of Hero Motocorp. So, the management should formulate policies to link and to monitor its dealers very closely. Study discloses that the reputation and re sale value are the major demand generators. It denotes the sales promotion strategies can't capture customers to the Hero Bikes. So, New and attractive sales promotion strategies must be implemented to bring customers to the Bike.

The responses of the respondents regarding the level of satisfaction of overall service and performance lay in the satisfactory region. The management should take steps to convert these into highly satisfactory.

Conclusion

The study on Post purchase behaviour of customers of Hero Motor bikes with a special reference to K.M Motors, Changaramkulam, was mainly intended to assess the attitude of customers of Hero Bikes after their purchase and use. Through analyzing whether the customers are satisfied or not, the company can take necessary strategies to sustain a steady or increased demand for the growth of the Company and to compete in the present complex and un predictable market situation. From the analysis, it's very clear that the customers still have hope in Hero Motocorps even somebody records their depression. Customers are mere satisfied only in the performance of the Hero Bikes and Hero's service. Defects related with some bike parts such as chain, self-start system etc..., became a major problem to customers and they seek a variety of models also from Hero. Reputation and legacy are the major demand generating factors rather than the advertisement and sales promotion strategies of Hero Motocorp.

References

- [1]. Jagtap, M. V. (2018). An analytical study of factors influencing customer buying behaviour of two wheelers and their impact on pre and post sales practices of selected two wheeler companies in pune city (Doctoral dissertation, Tilak Maharashtra Vidyapeeth).
- [2]. VINI, A. (2019). Buying Behaviour of Hero Motor Corporation in Palakkad District.
- [3]. Tanjim, R. (2019). Analyze and Determine the consumer buying behavior of 100-110cc motorcycle segment in Dhaka City.
- [4]. Tanjim, R. (2019). Analyze and Determine the consumer buying behavior of 100-110cc motorcycle segment in Dhaka City.
- [5]. Dahal, Y. P. (2013). A study on buying decision with respect to motorbike purchase (with reference to Hero Honda and Yamaha brand motorbike in Itahari (Doctoral dissertation, Department of Management).
- [6]. Hasan, A. H. (2020). Consumer buying behavior in the automobile industry in Bangladesh: A qualitative study of the customers of Pragoti Industries Limited.
- [7]. www.heromotocorp.com