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A Study on Effectiveness of Promotional Activities on Hero Motocorp

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ABSTRACT: Promotional activities play a vital role in influencing consumer awareness, brand perception, and purchase decisions in highly competitive markets such as the two-wheeler industry. The present empirical study examines the effectiveness of promotional activities undertaken by Hero MotoCorp and evaluates their impact on customer awareness, satisfaction, and buying behavior in the Hyderabad and Rangareddy districts. Primary data were collected from 100 respondents using a structured questionnaire, while secondary data were sourced from journals, reports, and company publications. The study employs descriptive statistics, percentage analysis, and graphical interpretation to analyze the collected data. The findings reveal that advertising, sales promotion, and after-sales services significantly influence consumer preference and satisfaction toward Hero MotoCorp products. The study highlights the need for diversified promotional media, improved communication strategies, and enhanced customer-oriented promotional schemes to strengthen market performance and brand loyalty.

KEYWORDS: Promotional Activities, Advertising, Sales Promotion, Customer Satisfaction, Hero MotoCorp

I. INTRODUCTION

In the contemporary marketing environment, promotional activities have assumed a strategic role in shaping consumer perceptions and driving organizational success. Merely producing quality products is no longer sufficient; organizations must effectively communicate product value, features, and benefits to target customers. Promotion acts as a bridge between producers and consumers by creating awareness, stimulating interest, and persuading customers to make purchase decisions.

The two-wheeler industry in India is characterized by intense competition, rapid technological advancement, and price-sensitive consumers. Hero MotoCorp, being the world's largest two-wheeler manufacturer, operates in a dynamic and competitive market where effective promotional strategies are essential for sustaining leadership. Advertising, sales promotion, publicity, and personal selling collectively form the promotional mix that influences customer awareness and satisfaction. The present study focuses on evaluating the effectiveness of promotional activities adopted by Hero MotoCorp and their role in influencing consumer behavior and sales performance.

II. REVIEW OF LITERATURE

Several studies have emphasized the significance of promotional activities in enhancing brand equity and consumer loyalty. Parsons and Ballantine highlighted the influence of promotional strategies on foot traffic and sales performance in retail environments. Giroux et al. examined the interaction between brand personality and promotional activities, concluding that effective promotion positively impacts brand equity. Park analyzed retailer cooperation in promotional support and found that financial incentives and sales support significantly influence promotional effectiveness.

Tang et al. studied promotional budgeting and performance in FMCG markets and identified optimal promotional frequencies for improved sales outcomes. Mitchell et al. explored marketing practices within social enterprises and emphasized the role of promotion in building stakeholder engagement. Masaadeh et al. analyzed the promotional mix in service industries and confirmed that advertising and direct selling significantly affect customer responses. These studies collectively underline the importance of well-structured promotional strategies, providing a foundation for the present research on Hero MotoCorp.

Overall, the existing literature clearly establishes that promotional activities play a vital role in shaping consumer awareness, satisfaction, and purchase behavior. However, most prior studies focus on retail, FMCG, or service industries, with limited empirical research on promotional effectiveness in the Indian two-wheeler sector. The present study attempts to bridge this gap by examining the effectiveness of promotional activities undertaken by Hero MotoCorp and their impact on customers in selected regions.

III. OBJECTIVES OF THE STUDY

- To examine the promotional activities undertaken by Hero MotoCorp Ltd.
- To analyze the impact of promotional activities on customer awareness and sales.
- To study consumer satisfaction with Hero MotoCorp products and services.
- To evaluate the effectiveness of advertising, sales promotion, and after-sales services.
- To offer suggestions for improving promotional strategies and channel effectiveness.

IV. RESEARCH METHODOLOGY

The study adopts a descriptive and analytical research design. Primary data were collected from 100 customers of Hero MotoCorp showrooms through a structured questionnaire. Convenience sampling technique was used, and respondents belonged to the age group of 20–55 years. Secondary data were collected from books, journals, company reports, and online sources.

The data were analyzed using percentage analysis, tables, bar diagrams, and pie charts to interpret customer responses. Both qualitative and quantitative research approaches were employed to ensure comprehensive analysis.

Data Analysis and Interpretation

Table 1: Monthly Income of Respondents

Income Level	Number of Respondents	Percentage
Less than Rs. 6,000	5	5%
Rs. 6,001 – 10,000	24	24%
Rs. 10,001 – 15,000	42	42%
Above Rs. 15,000	29	29%

Interpretation: The majority of respondents (42%) earn between Rs. 10,001 and Rs. 15,000 per month, indicating a middle-income customer base.

Table 2: Awareness of Hero Bikes

Response	Number of Respondents	Percentage
Yes	95	95%
No	5	5%

Interpretation: Most respondents are aware of Hero bikes, reflecting strong brand recognition.

Table 3: Usage of Hero Bikes

Response	Number of Respondents	Percentage
Yes	67	67%
No	33	33%

Interpretation: A significant proportion of respondents use Hero bikes, indicating strong market penetration.

Table 4: Factors Influencing Purchase Decision

Factor	Number of Respondents	Percentage
Quality	48	48%
Price	13	13%
Brand Name	27	27%
Free Service	12	12%

Interpretation: Quality is the most influential factor in purchasing Hero bikes, followed by brand image.

Table 5: Level of Customer Satisfaction

Satisfaction Level	Number of Respondents	Percentage
Completely Satisfied	69	69%
Satisfied	29	29%
Not Satisfied	2	2%

Interpretation: The majority of customers are satisfied with Hero MotoCorp products and services.

V. RESULTS AND DISCUSSION

The analysis indicates that promotional activities such as advertising through print media and sales promotion schemes significantly influence customer awareness and purchase decisions. After-sales services and service appointment systems further enhance customer satisfaction and loyalty. However, limited use of diversified promotional media and lack of innovative schemes reduce the overall effectiveness of promotion.

Findings of the Study

- Advertising plays a major role in creating product awareness.
- Product quality and brand image strongly influence purchase decisions.
- Customers are largely satisfied with product performance and service quality.
- Promotional activities are not adequately diversified across media platforms.
- Rural and semi-urban markets are not fully covered by promotional efforts.

Limitations of the Study

- The study is limited to 100 respondents.
- The research is confined to Hyderabad and Rangareddy districts.
- Responses are based on customer perceptions and may involve bias.
- Time constraints limited the scope of data collection.

VI. CONCLUSION

The study concludes that promotional activities significantly influence customer awareness, satisfaction, and buying behavior toward Hero MotoCorp products. Effective advertising, sales promotion, and after-sales services contribute to strong brand loyalty and market performance. However, the company needs to adopt diversified promotional strategies, improve communication clarity, and expand outreach to untapped markets. Strengthening promotional effectiveness will enable Hero MotoCorp to sustain its competitive advantage and enhance long-term customer relationships.

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