



## A STUDY ON CUSTOMER PREFERENCE TOWARDS HERO ELECTRIC OPTIMA LX TWO WHEELERS IN MADURAI CITY

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### ABSTRACT:

This study investigates customer preferences towards Hero Electric Optima LX two-wheeler in Madurai city. A survey-based research design was employed, and data was collected from 50 customers who had purchased or were interested in purchasing the Hero Electric Optima LX. The results indicate that customers prioritize factors such as range, speed, battery life, and price when considering the Hero Electric Optima LX. Additionally, the study reveals that customers are satisfied with the performance and features of the Hero Electric Optima LX, but have concerns regarding charging infrastructure and after-sales service. The findings of this study provide valuable insights for Hero Electric and other stakeholders to develop targeted marketing strategies, improve product features, and enhance customer satisfaction. The study contributes to the existing literature on electric two-wheelers and customer preferences, and provides implications for sustainable transportation and green mobility initiatives in India.

### KEYWORDS:

**HERO ELECTRIC OPTIMA LX, ELECTRIC TWO- WHEELERS, CUSTOMER PREFERENCE, CONSUMER BEHAVIOR, TRANSPORTATION.**

### 1.1 INTRODUCTION:

In the year 1956, the foundation of brand HERO was laid by Late Mr. Dayan and Munhall with a vision of providing mobility to millions in India. In the following years, the brand expanded itself enormously in varied fields like Bicycles, Motorcycles, Healthcare, among others and became the most renowned & trusted name in India and others parts of the world After the family businesses were realigned Cross Bikes, Hero Exports, and Media came under the umbrella of Hero Eco Tech, the business conglomerate headed by Mr. Vijay Munhall Hero Electric is India's first and largest manufacturer of electric 2-wheelers with hundreds of thousands happy customers and growing HERO ELECTRIC is a pioneer and market leader in the Indian Electric Two-Wheeler industry. We have been the front runner for Electric Mobility in India for over a decade.

### 1.2 IMPORTANCE OF THE STUDY

1. **\*Understanding Customer Needs\*:** The study helps Hero Electric understand customer needs, preferences, and expectations from the Optima LX two-wheeler.
2. **\*Informing Marketing Strategies\*:** The study's findings can inform Hero Electric's marketing strategies, enabling them to target customers more effectively.
3. **\*Improving Product Features\*:** By understanding customer preferences, Hero Electric can improve the features and performance of the Optima LX.
4. **\*Enhancing Customer Satisfaction\*:** The study's insights can help Hero Electric enhance customer satisfaction and loyalty.
5. **\*Contribution to Electric Vehicle Literature\*:** The study contributes to the existing literature on electric vehicles and customer preferences.
6. **\*Informing Policy Decisions\*:** The study's findings can inform policy decisions related to electric vehicle adoption and sustainable transportation initiatives.
7. **\*Supporting India's Electric Vehicle Mission\*:** The study can provide insights to support India's electric vehicle mission.
8. **\*Competitive Advantage\*:** The study can help Hero Electric gain a competitive advantage in the electric two-wheeler market.
9. **\*Identifying Market Opportunities\*:** The study can help identify market opportunities and threats for Hero

Electric.

10. \*Improving Customer Retention\*: The study's insights can help Hero Electric improve customer retention and loyalty.

**1.3 STATEMENT OF THE PROBLEM:**

1. The two-wheeler market in Madurai city is highly competitive, with numerous brands and models available.

2. Despite the presence of various electric two-wheeler options, customers' preferences and purchasing decisions are not well understood.

3. Specifically, there is a lack of research on customers' preferences towards the "Hero Electric Optima LX" two-wheeler in Madurai city.

**1.4 OBJECTIVES OF THE STUDY:**

- To analyse the customer preference towards "hero electric optima lx" in Madurai City.
- To find out major factors that influences the customer while buying the "hero electric optima lx" in Madurai City.
- To measure customer opinion towards the "hero electric optima lx" in Madurai City.
- To offer suggestion for the growth of "hero electric optima lx" in Madurai City.

**1.5 RESEARCH DESIGN:**

The research work was conducted in Madurai City through structured questionnaire and collected from 50 respondents. The research had been covered by using convenient sampling method.

**1.6 PRIMARY DATA:**

The primary data are collected from the sample respondents in MADURAI CITY. The primary data is collected by filed survey method.

**1.6 SECONDARY DATA:**

The secondary data were collected from the reports, companys and websites.

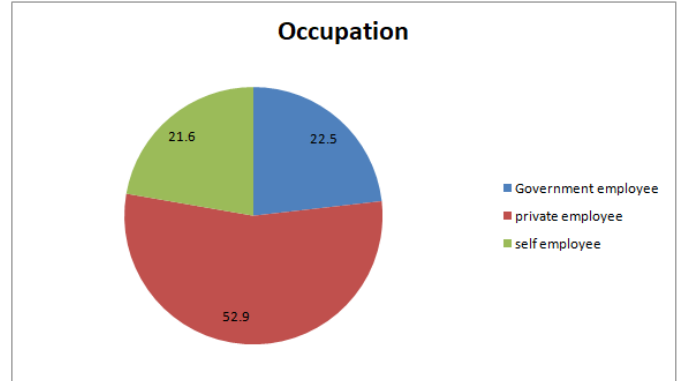
**TABLE 1**

**OCCUPATION OF HERO ELECTRIC OPTIMA LX**

Occupation	No of Respondent	Percentage
Government employee	13	25.5
Private employee	26	52.9
Self employed	11	21.6
<b>TOTAL</b>	<b>50</b>	<b>100</b>

Source: PRIMARY DATA

**PIE CHART**



**INTERPRETATION**

The above tables shows that 25.5 of respondents are government employee. 52.9 of respondents are private employee. 21.6 of respondents are self employed.

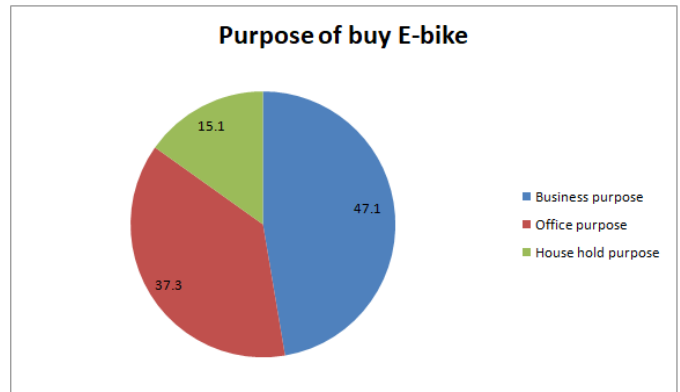
**TABLE 2**

**RESPONSES TO PURPOSE YOU BUY HERO ELECTRIC OPTIMA LX**

Bike buy	No of Respondent	Percentage
Business purpose	23	47.1
Office purpose	19	37.3
House hold purpose	8	15.1
<b>Total</b>	<b>50</b>	<b>100</b>

SOURCE: PRIMARY DATA

**PIE CHART**



**INTERPRETATION**

The above tables shows that 47.1 of business purpose. 37.3 of office purpose. 15.1 of house hold purpose.

**TABLE 3**

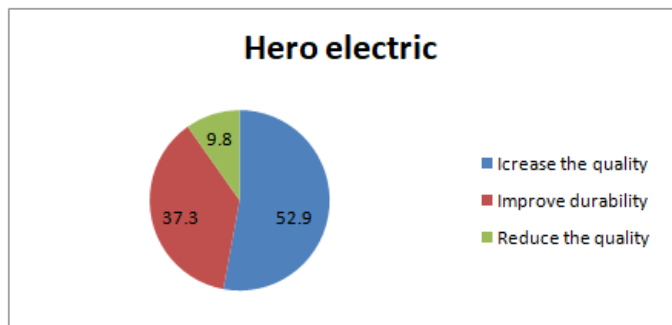
**GIVE YOUR SUGGESTION TO IMPROVE THE SALES OF HERO ELECTRIC OPTIMA LX**

Particular	No of Respondent	Percentage
INCREASE THE QUALITY	26	52.9

IMPROVE DURABILITY	19	37.3
REDUCE THE QUALITY	5	9.8
<b>Total</b>	<b>50</b>	<b>100</b>

SOURCE: PRIMARY DATA

**PIE CHART**



**INTERPRETATION**

The above tables shows that 52.9 of increase the quality of bike, 37.3 of improve durability of bike, 9.8 of reduce the quality of hero electric optima LX.

**1.7 FINDINGS:**

1. Majority of 52.9 respondents in private employee.
2. Majority of 47.1 respondents use in business purpose.

3. Majority of 52.9 respondents suggestion to increase the quality.

**SUGGESTIONS:**

The company can reduce the price of the Hero Electric optima LX. The company can improve the distribution network of Hero Electric optima LX. The company can advertise in the regional TV channels and in leading newspapers.

**CONCLUSION:**

The study reveals the various top brands and its positions in the Indian market. The study show how the two wheelers has been evolved from the past. The study suggested to further study and recommended to improve the sales of the manufactures and also offer various promotional activities to overcome the competitors and a and also the study helped the researcher to know about the position of the various brands of two wheelers of Hero Electric optima LX. I express my gratitude to the DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATION MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous) pasumalai Madurai for give me this golden opportunity to enhance my knowledge.

**REFERENCES**

1. <https://www.bikedekho.com/hero-electric/optima>