

“A STUDY ON CONSUMER PERCEPTION ON HERCULES BICYCLE”

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ABSTRACT

To understand the consumer perception of Hercules brand of bicycles. The research will focus on the understanding consumer attitudes towards the brand, as well as their perception of the quality, durability design and function. Main purpose of this study is to learn how customers feel about the Hercules bicycle brand and how it compares to other brand on the market. Sample of customers will be surveyed and interviewed as part of the research to learn how they see the Hercules brand. At last after analysing the whole data we found that mostly half of the customer in our society out of cent percent using Hercules bicycles in their day to day life.

Keywords: Perception & durability, Consumer perception, brand preference.

INTRODUCTION

The Hercules bicycle and motor company limited was a British bicycle Manufacturers found on September 1910. Name Hercules was chosen for its association of durability and robustness. The study aims to investigate the consumer perception on the Hercules brand of bicycles. The research will focus on understanding consumer behavior towards the brand, as well as the design and functionality of the bicycle. Survey and interview with the current and potential Hercules customer will be used to gather the data. Examine the bicycle markets competitors landscape and how consumer perceive the Hercules brand in relation to other brand. Strategies for enhancing the brand image and sales will be informed by the findings of the research, which will shed light on the brand's reputation and marketing efforts. Here we are going to see the complete objectives and analysis interpretation of consumer behavior and perception of Hercules bicycles below.

OBJECTIVES OF THE STUDY

- To understand consumer perception of the design and aesthetics of the Hercules bicycle brand
- To investigate consumer perception of the durability and quality of Hercules bicycles in comparison to other brand
- To explore consumer perception to the value for money of Hercules bicycles and their pricing strategy

STATEMENT OF THE PROBLEM

The purpose of the study is to learn how customers feel about the Hercules bicycle brand and how it compares to other brands on the market. The design, functionality, durability, and cost of the Hercules bicycle are some of the aspects that be examined in the research. The study will also investigate how customers decide whether or not to buy a Hercules bicycle. Additionally, the study will investigate how consumer perceptions of the Hercules bicycle may shift over time as a result of brand reputation and marketing efforts. Strategies for enhancing the brand's image and sales will be informed by the findings of the research, which will shed light on the brand's strengths and weaknesses as perceived by customers.

SCOPE OF THE STATEMENT

Customers who have purchased a Hercules bicycle or are considering purchasing one will be included in the study's scope. □sample of customers will be surveyed and interviewed as part of the research to learn how they see the Hercules brand □The consumer market in a specific country or geographic region, which has yet to be defined, will be the focus of the study. In order to comprehend consumer perceptions and decisionmaking processes, the research will include both qualitative and quantitative data analysis. Strategies for enhancing the Hercules brand's image and sales in the marketplace will be informed by the research's findings, which will provide insights into the current state of consumer perceptions of the brand.

RESEARCH METHODOLOGY

Research methodology refers to the theoretical analysis of the methods appropriate to a field or study or to the body of methods and principles particular to a branch of knowledge. Data sources

Research area

Primary data

The researcher collected the first hand information after finalizing the study area through well-structured questionnaire primary data was collected. It was collected from 50 respondents.

SECONDARY DATA

The secondary data was collected from the study related website ,journal, magazine. It was collected through the library to facilitate proper understanding of the conceptual framework above the study.

PERIOD OF STUDY

Period of study the study is conducted from January to March 1 2023.

SAMPLE SIZE

Due to the limited period of study, only 50 respondents selected as sample unit from the population. The study is conducted based on respondents of the selected sample and findings are dawn based on their responds.

TOOLS USED IN THE ANALYSIS

- Percentage analysis.
- Chi - square

LIMITATION OF THE STUDY

- Selected sample is limited to 50. Hence finding cannot be generalized
- Respondents may be biased. So the collected data may not be reliable
- Customer preference an options are suppose to changes from time to time

REVIEW OF THE LITERATURE

Dr. N.S. Negi (2000)¹ : In "Marketing Strategies of Bicycle Manufacturers: A Case Study of Hercules Cycle and Motor Company," Dr. Negi analyzes the marketing strategies employed by the Hercules Cycle and Motor Company and evaluates their effectiveness.

Dr. U. Sharma (2002)² : In "A Study of the Performance of the Hercules Cycle and Motor Company," Dr. Sharma evaluates the financial and operational performance of the Hercules Cycle and Motor Company during the 1990s.

Dr. S. Ghosh (2005)³ : In "A Study of the Market Share of Hercules Bicycles in India," Dr. Ghosh analyzes the market share of Hercules Bicycles in the Indian bicycle industry and identifies the factors that contribute to its success or failure.

Richard D. Ropkins and Peter A. Brooke (2008)⁴: Ropkins and Brooke conducted a study on the use of simulation models to predict the performance of the Hercules bicycle under different conditions, including varying levels of wind resistance and terrain.

OVERVIEW OF HERCULES BICYCLE

Overview of the Hercules bicycle brand, which includes the Hercules ROADEO, Hercules DYNAMITE, Hercules Top Gear, and Hercules NEO models. Hercules is a well-known bicycle manufacturer that offers a wide variety of models that are constructed for a variety of terrains and purposes. Teens and young adults who enjoy off-road cycling favor the Hercules Roadeo model. It includes a durable edge, suspension, and wide tires that give an agreeable and smooth ride on unpleasant territory. Another well-liked model for kids and young adults is the Hercules Dynamite. It is ideal for casual cycling due to its lightweight frame, sturdy tires, and comfortable seating. The Hercules Top Stuff is intended for driving and day to day use, and it includes a hearty casing, open to seating, and proficient brakes that guarantee a protected and pleasant ride. The Hercules Neo is an electric bike with advanced features, a powerful motor, and a battery that lasts a long time, making it ideal for daily use and commuting. Generally, speaking Hercules bikes are known for their sturdiness, dependability, and execution, pursuing them a famous decision among cycling devotees.

DATA ANALYSIS AND INTERPRETATION

A sample of 50 randomly selected respondents is presented in this chapter to provide an analysis and interpretation of customer satisfaction with the Audio books App. A personal and learning-related questionnaire was used to gather the opinions and pertinent data of respondents. Statistical tools were used to classify, tabulate, and complete the collected data in accordance with the research goals.

PERCENTAGE ANALYSIS

Utilizing surveys or feedback forms to collect data, percentage analysis determines the percentage of customers who are pleased with the product or service.

CHI-SQUARE ANALYSIS

In statistics, Chi-Square Analysis is one of the most common and straightforward non-parametric tests. He is accustomed to attributes or factors being independent. Personal factors and study factors are the two types of factors examined in this study. A research factor is included in each personal factor, and the chi-square test is used with a 5% significance level

PERCENTAGE ANALYSIS

Table 01: Descriptive demographic variable

Demographic Variables		Frequency	Percentage
Age	18-25 years	44	88
	25-35 years	4	8
	35-45 years	2	4
	Total	50	100
Gender	Male	46	92
	Female	4	8
	Total	50	100
Occupation	Businesses	4	8
	Student	44	88
	Private job	2	4
	Government job	-	-
	Total	50	100
Monthly Income	Less than 15,000	43	86
	15,000-1,90,000	6	12
	25,000-29,000	-	-
	30,000 Above	1	2
	Total	50	100

From the above table 1, it is clear that the general profile of the respondents shows that

- 88% of the respondents are belonging to the age of 18-25 years, 8% of the respondents are belonging to the age group between 25– 35 years, 4% of the respondents are belonging to the age group between 35 – 45 years.
- 8% of the respondents are female and 92% of the respondents are male.
- 8% of the respondents have qualified to Businesses, 88% of the respondents have qualified to Student, 4% of the respondents have qualified to Private job , 0% of the respondents have qualified to Government job and so on.
- 86% of the respondents income level is Less than 15,000, 12% of the respondents income level is between 15,000-1,90,000, 0% of the respondents income level is between 25,000-29,000, 2% of the respondents income level is 30,000 Above

CHI-SQUARE ANALYSIS

Ho: There is no significant relationship between Age and usage of Hercules bicycles

H1: There is a significant relationship between Age and usage of Hercules bicycles Chi-Square Tests

Table no 2: chi-square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.488 ^a	6	.483
Likelihood Ratio	7.521	6	.275
N of Valid Cases	50		

a. 8 cells (66.7%) have expected count less than 5.

The minimum expected count is .32.

From the above table it is found that hypothesis is significant in two cases.

It is concluded that the relationship between age and usage is significant.

FINDINGS, RECOMMANTATION AND CONCLUSION

FINDINGS

- About 8% of people are in the age group of 25-35 years.
- About 92% of people are Male.
- About 86% of people have monthly income in the range of Less than 15,000

SUGGESTIONS

- **Brand Prestige:** Hercules is one of India's most established and enduring bike manufacturers. It has made bicycles that last a long time and are reliable, and many Indian households have been using them for generations. Customers now respect and trust the brand as a result.
- **Product Quality:** Hercules bikes are appropriate for unpleasant territory and weighty use because of their strong development and long life expectancy. Customers who place a higher value on product quality than on other aspects might like Hercules bicycles.
- **Price:** Hercules offers bikes in a variety of price ranges to accommodate a large number of customers. Customers who are looking for a low-cost option may like Hercules bicycles.
- **Marketing Strategies:** Hercules' advertising strategies have the potential to influence customer discernment as well. Purchasers might foster a good impression of the brand and its items because of effective publicizing and special missions.

CONCLUSION

In this study the Hercules company a profitable company and many of them having awareness about Hercules bicycles. The researcher stated the customer perception towards Hercules bicycles. This study concludes majority of the consumer perception about Hercules are excellent in terms of capacity, functionality and durability. This positive perception and response from the customer helps to increase the good will among the people/buyers. At last my suggestion is to reduce the price of some bicycle at an affordable rate for the people who are living in below poverty line.

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