

A Study on Brand Positioning at Prudhvi Hero Tirupati

Mr. Chinepalli Reddy Pavan Kumar¹, Mrs. D.S. Padmaja²

¹Student, ²Assistant Professor

^{1, 2}Department of MBA, Annamacharya Institute of Technology & Science Tirupati

Abstract

Brand positioning refers to "target consumer's" reason to buy brand in preferences to others. It is a very Greatfull method in the marketing arena. This study analyses how PRUDHVI HERO, an authorized dealer in Tirupati, positions Hero MotoCorp as a top brand within the makeshift and competitive two-wheeler market. This brand targeting younger consumers, price-sensitive buyers, and fuel-efficient motorbike holders, Hero has established brand resonance towards trust. The research attempts brand recall, perception, and customer preferences using surveys and data analysis and uncovers that reliability, cost-effective pricing, and wide service network availability are key drivers for brand preference towards Hero.

The study also mentions relevance of alternative options and electric vehicles as an emerging gap in quality service offered. It is evident from results that customer's willingness to recommend and repurchase Hero bikes drives loyalty; however, brand success in the future is tied to customer experience, digital marketing, innovation, and green enhancement.

This study offers practical recommendations to reinforce Hero's branding trust and loyalty, sharpen marketing encounter, and adapt swiftly to evolving market conditions by analyzing the expectations and Hero's current market positioning.

Introduction:

Brand:

A brand is a name, term, design, symbol or any other feature that distinguishes one seller's good or service from those of other sellers Brands are employed in business, marketing, and advertising to enable recognition and, more importantly, to create and accumulate value as brand equity for the identified object, to the advantage of the customers of the brand, its owners and shareholders.

Brand positioning:

Brand positioning refers to "target consumer's" reason to buy brand in preferences to others. It is a very greatful method in the marketing arena. itis ensures that all brand activity has a common aim; is guided, directed and delivered by the brand's bene fits to buy; and focuses at all points of contact with the customer.

Definitions of Brand positioning:

"Brand positioning is the process of developing the company's offering and image to occupy a distinct position in the target market's mind."

Review of literature:

Scott Galloway (2017): in "The Four", relates how the positioning of brands has undergone a drastic change, considering the tech giants Amazon, Apple, Facebook, and Google have started using data, which perhaps for the first time allowed an individual brand to deliver real-time positioning messages customized to the consumer.

M. Kaplan and Michael Haenlein (2010): have elaborated on social media as a mechanism for brands to interact directly with consumers in real-time and to develop a collaborative narrative.

Douglas Holt, in his (2004): "How Brands Become Icons: The Principles of Cultural Branding," considered brand positioning from the cultural angle. According to him, brands become iconic by locating themselves within cultural narratives and myths, which become symbols of collective identity.

Jean-Noel Kapferer in (2008): The New Strategic Brand Management, offers a similar view. In the same manner, Kapferer emphasizes that a brand should flexibly adapt local positioning according to culture while keeping the core brand essence globally consistent.

Need For The Study:

It is pertinent to the study of brand positioning of Hero Motors in understanding how the company still holds reins for the two-wheeler market in increasing competition against changing customer psyche. The analysis further examines how Hero Motors positions itself vis-à-vis these trends concerning the growing demand of consumers for electric vehicles and sustainability in transportation. Understandably, the study also aims at understanding how the brand positions itself against competitors such as Honda and Bajaj, any further relevance of its long-established image of reliability and affordability, as well as the outcomes of such positioning in terms of customer loyalty and other factors. Also, the study explores how newly gaining categories like electric scooters will affect this and provides understanding towards future strategic growth across domestic and global markets for shaping direction.

Scope of the study:

- This research covers Hero Motors' branding strategies from 2015 to 2025.
- It deals with consumer responses, market share, and product differentiation.
- The study would be restricted to India, the largest market for Hero, as well as its analysis of the market communications .

Objectives of the study:

- To analyse the current Brand Positioning of Hero MotoCorp in the two-wheeler market.
- To understand how Hero MotoCorp differentiates itself from competitors in terms of product offerings, services, and brand identity.
- To evaluate the effectiveness of Hero MotoCorp's marketing strategies.
- To recommend future strategies for Hero MotoCorp to strengthen its market position.

Research methodology:

The information required for this study was obtained basically through two sources

Primary Data:

Primary Data has been gathered by a survey through a structured questionnaire.

Secondary Data:

Secondary Data comprises information obtained from annual reports, brochures, manuals, websites, etc.

Research design: Descriptive research

Research approach: Survey Method

Research instrument: Structured Questionnaire

Sampling Unit: Customer preference towards hero bikes, at PRUDVI HERO'S Tirupathi

Sample size: 100

Statistical tool: Bar chart, percentage Analysis.

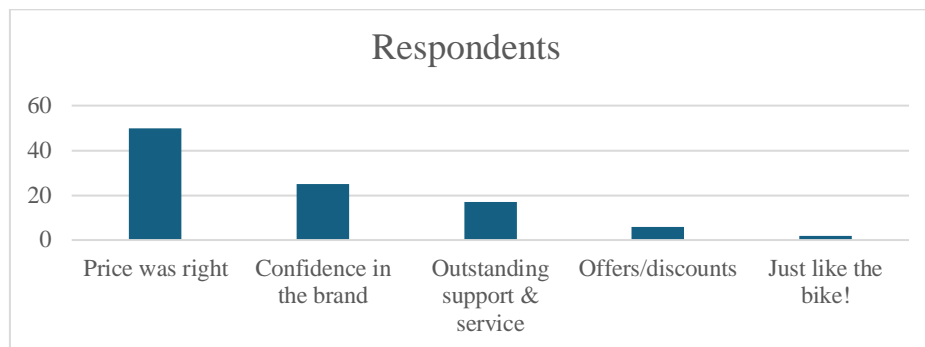
Limitations of the study:

- The study was limited to the geographical region of Tirupati, and the results might not reflect consumer sentiments in other regions.
- The research used a small sample due to time and resource limitations, which may affect the external validity of the findings.
- The data collection process mainly relied on structured questionnaires, which are most probably inadequate in capturing the full range of consumer perceptions and attitudes that qualitative methods may reveal.
- Since the study was conducted on Prudhvi Hero Tirupati only, the findings may not be indicative of the brand positioning of Hero MotoCorp across various markets.

Data analysis and interpretation:

Why did you select Hero instead of other brands.

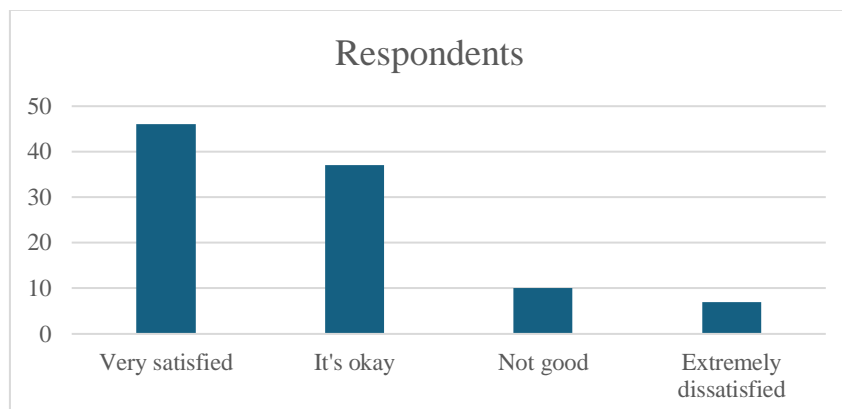
Option	Respondents	Percentage
The price was right	50	50%
Confidence in the brand	25	25%
Outstanding support & service	17	17%
Offers/discounts	6	6%
Just like the bike!	2	2%
Total	100	100%



Interpretation: The chart indicates that 50% of customers selected Hero as their preferred choice because of its price point, followed by its brand reputation and customer support. The data reveals that the most important factors for customers are affordability, together with brand reputation.

How satisfied are you with their after-sales service.

Option	Respondents	Percentage
Very satisfied	46	46%
It's okay	37	37%
Not good	10	10%
Extremely dissatisfied	7	7%
Total	100	100%

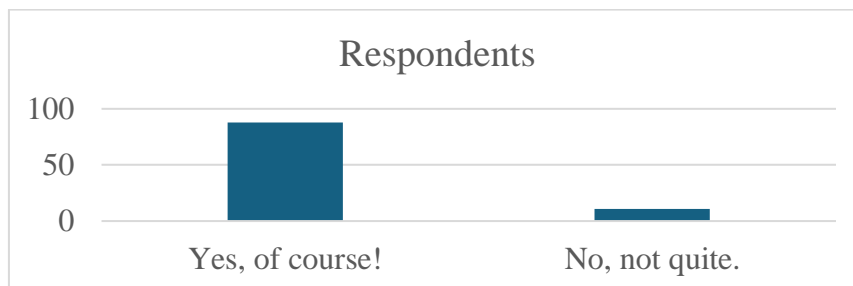


Interpretation: The above chart indicates that 46% of participants feel very satisfied while 17% expressed dissatisfaction or 17% reported a worse experience. The majority of participants feel satisfied yet the negative responses suggest areas that need service delivery enhancement. The above chart shows that 70% of consumers think that

Are you familiar with Hero Motocorp.

Option	Respondents	Percentage
Yes, of course!	88	89%

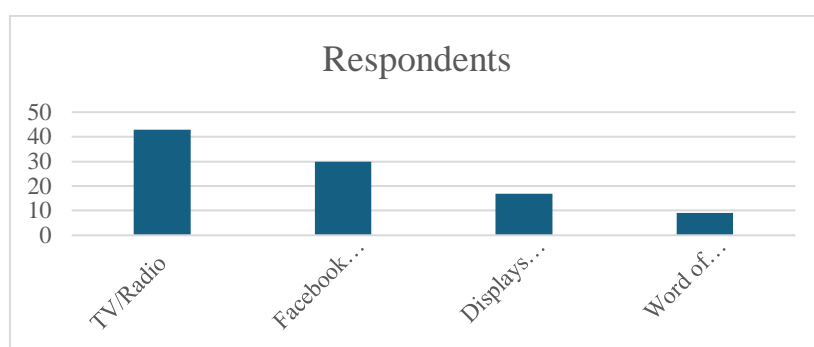
No, not quite.	12	11%
Total	100	100%



Interpretation: The displayed chart demonstrates that Hero maintains strong brand recognition because 89% of participants recognize the brand which proves its successful market penetration and advertising effectiveness.

Where do you normally see advertisements for bikes.

Option	Respondents	Percentage
TV/Radio	43	43%
Facebook/Instagram	30	30%
Displays in the urban environment.	17	17%
Word of mouth	9	9%
Total	100	100%

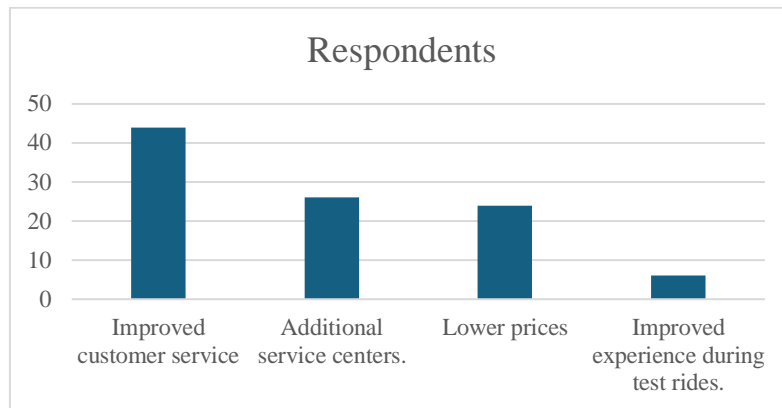


Interpretation: The data in this chart indicates that TV/Radio (43%), along with Facebook/Instagram (30%), hold strong dominance. These platforms serve as essential channels for companies to sustain or increase their advertising activities.

What's one thing you'd change about Prudhvi Hero Motocorp.

Option	Respondents	Percentage
Improved customer service	44	44%

Additional service centers.	26	26%
Lower prices	24	24%
Improved experience during test rides.	6	6%
Total	100	100%



Interpretation: Improved customer service and more service centers represent the primary solutions according to the chart. These two areas demand immediate attention to improve the customer experience.

Findings:

- The primary reason for selecting Hero products stems from their price point, while trust in the brand and the expected support services during post-purchase periods follow as secondary factors.
- Customer loyalty at Hero can increase significantly through improvements in their after-sales service because some clients believe these services need enhancement.
- The market has recognized Hero Motocorp through widespread knowledge, which demonstrates their achievement of brand visibility and strong consumer recognition.
- The two main channels for brand exposure are TV ads and social media platforms thus proving essential for continued marketing investment.
- The majority of customers need better customer service as well as additional service centers because these areas represent specific needs that Hero needs to address first.

Suggestions:

- Customers appreciate Hero's dependable service and affordable pricing, however, many feel disappointed with the after sales support. By training employees better, improving contact and response times, and following through more consistently, Hero can enhance customer relationships and loyalty.
- Some customers in certain regions find it difficult to reach reliable service. Establishing additional service centers, particularly in areas with insufficient or rural services, can help alleviate this problem, increase customer satisfaction, and boost sales.

- Build emotional connections through storytelling and community. Use strong awareness to launch new offerings and boost loyalty. Target the 11% unaware with focused outreach. Keep ads fresh with local culture and digital trends. Align with values like sustainability to stay relevant.
- Social media and TV advertisements are effective. While Hero should continue these strategies, they also need to focus on providing content in local dialects and catering to regional specifics to bond with people from diverse backgrounds.
- Trust is critical in choosing Hero, so the brand needs to be more open regarding their pricing, servicing updates, and the product's performance. Credible content and authentic customer stories will greatly help strengthen that trust.

Conclusion:

PRUDHVI Hero has an impact on the younger audience of Tirupati as it captures their trust and an emotional connect. Moreover, the reason why Hero garners a huge number of students and low-income earners is due to their bikes' affordable rates, reliable bikes, and unmatched mileage. While customers tend to buy Hero products, they still feel the need for better service delivery. Furthermore, customers of Hero expect the firm to improve the staff's approachability and expand the services offered. Also, more recent eco-friendly models should be provided as well. Nonetheless, most of the customers still refer Hero to their peers and remain loyal to the company which shows their jam bangers. This is an astonishing level of customer commitment that every brand yearns for.

Small alterations can turn ordinary buyers into reliable customers, therefore, Hero should consider making some minor changes in their marketing strategies as they stand at an optimal position within the markets.

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