

Hero Glamour – Marketing Strategy & Sales

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INTRODUCTION

1. 1. About Hero Motocorp Ltd.

Hero Motocorp Ltd., previously known as Hero Honda, is India's largest motorcycle and scooter manufacturing company. Its headquarter is in New Delhi, India. Founder of the company is Dr. Brijmohan Lall Munjal Ji and the current Chairman & CEO is Pawan Munjal.

Hero Honda Had started its operations in the year 1984 as a joint venture of Hero Cycles (India) and Honda Group (Japan). Initially it primarily focused on fuel-efficient vehicles with a campaign based on a slogan 'Fill it – Shut it – Forget it'. Later on, the 26-year-old company came out of the joint venture from Honda in the year 2010 and started its own subsidiary as Hero Motocorp Ltd.



Currently, the company has a market share of about 46% in two-wheeler vehicle category. According to '2006 Forbes List of World's Most respected 200 companies', it got ranked at #108.

Hero Motocorp is having a global market in other countries like Argentina, Africa, Kenya, Tanzania, Turkey, Nepal, Sri Lanka and Bangladesh. Hero always showcases its new products in Auto/Motor Shows in various countries.

Currently, the company is manufacturing 28 varieties of motorcycles and scooters in Indian market. Hero Splendor, Hero Glamour & Hero HF Deluxe are the top selling vehicles in motorcycle category whereas Hero Pleasure and Hero Mastero are the top selling variants in scooter category.

1. 2. About Hero Glamour

Hero Glamour is currently the largest selling bike of Hero Motocorp. The first model of this variant was launched in mid 2005 as its latest deluxe segment bike named as 'Hero Honda Glamour' with an on-road price range of ₹45000 to ₹50000.



The vehicle is packed with 124.7cc ASFS, 4-stroke Engine, provides a fuel efficiency of more than 80kmpl. It is best known for its contemporary graphics and a styled bike for a mid-range pricing. Also, this vehicle creates a connecting link between the street riders and premium range bike models.

Hero Glamour comes with three variants;

- Hero Glamour
- Hero Glamour Fi
- Hero Glamour i3s

All models are having equal engine and built quality, the difference comes in terms of its ignition, Body graphics and Bharat Standard versions.

MARKETING STRATEGY

Marketing Strategy is a futuristic long-standing approach having the primary goal of achieving a viable competitive advantage. The marketing strategy includes different parameters such as social media management, website designing, optimization process, offline integration, planning and management.



Hero Motocorp follows some strategies such as;

- Building a strong product portfolio
- Exploring growth opportunities in India as well as International market
- Expanding company's reach to consumers aggressively.
- Investing much in brand building activities
- Ensuring satisfaction of shareholder & consumers
- Recently, company has announced to expand globally in Africa, Latin America and South-East Asia.
- Company is now opening its servicing and spare part outlets in rural & village area
- Now expanding its R&D, hiring engineers from its top competitors such as Bajaj, Yamaha & Mahindra.

STP (Segmentation, Targeting & Positioning)

3. 1. Segmentation

Segmentation is an activity of separating a business market having existing and potential customers into different sub-groups based on different types of consumer characteristics.

Generally, segmentation is based upon four types of characteristics;

 Geographics	 Demographics	 Psychographics	 Behavioral
Country City Density Language Area Population	Age Gender Income Social Status Family Life Stage	Lifestyle Activity Interest Opinion Personality Attitude	Purchase Usage Intent Occasion User Status Buyer Stage

3. 1. 1. Geographic Segmentation

As Hero Motocorp mainly focus on mid-range bikes, so, it covers up all over the cities, towns and also the rural areas. Hero Motocorp has a wide-spread marketing network with 5000+ two-wheeler showrooms in India consisting of 32 states and 485 cities.

Also, Hero has a very good marketing strategy of making Hero Glamour available to all areas as this vehicle has got acquired by all types of consumers.

3. 1. 2. Demographic Segmentation

Taking gender into consideration, as it is a two-wheeler bike, so, it is mainly popular among the male consumers. And regarding age factor this vehicle is popular among all age groups starting from 18 up to 60. The top version of Hero Glamour i.e. Hero Glamour Fi is also used as a semi-premium range two-wheeler by the middle-class families.

3. 1. 3. Psychographic Segmentation

Psychographic segmentation is a method used to study market segment by means of peoples' lifestyle, day-to-day activities, interests and opinion on different products.



Keeping eye on this, Hero Motocorp, while launched its new Glamour 125cc AFSC, created a tv ad with a slogan 'Simply Magnetic'. This could change consumer psychology and made the vehicle successful in Indian market.

3. 1. 4. Behavioral Segmentation

This can be stated as the process of dividing the whole market into number of small homogenous groups based on 'Consumer Buying Behavior'.

The behavioral study of Hero Glamour consumers was mainly based on their usage. As it was providing a satisfied mileage on street run, it got popular heavily among the college going students and working personnel. Also, it got popularized as a family-vehicle.

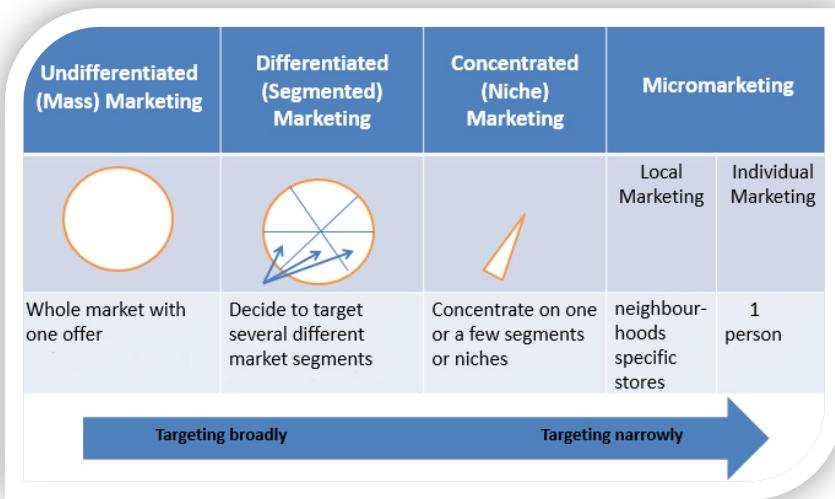
3. 2. Targeting

After a company finds its market segment opportunities, it has to choose its targets. Now-a-days, companies do efforts to identify smaller and well-defined target groups.

Targeting also helps a company to reach up to its desired customer base and creating a brand value among them.



Targeting a market, from a broader to a narrower way, usually goes with four stages;



Here, Hero Motocorp targets the higher middle class and lower middle-class people to sell its Hero Glamour.

Even, this particular vehicle is well accepted among young mass and students, still, Hero Glamour's primary target remains the working people as it is made for everyday usage and for its fuel-efficient quality.

Usually, Hero Motocorp follows Undifferentiated/Mass marketing strategy. It provides same kind of offers to all customers during the festive seasons. This creates a fair pricing policy among the customers. Also, it sometimes follows Differentiated/Segmented Marketing in case of its premium range bikes like Xpulse 200, Xpulse 200T, Xtreme 200S & Xtreme 200R. For these range of vehicles, company targets some specific sub-groups.

3. 3. Positioning

Positioning refers to the act of designing a company's offerings and image value to take up a distinctive place in the minds of targeted consumers. The outcome of market positioning is value proposition, broadly means why the targeted market should buy that product.



The brand positioning relates to various factors such as identifying a specific market and the competitors, looking up for market gaps, developing a unique selling proposition, communicate with your loyal customers, identifying company's market share etc.

Hero Glamour has a very good brand positioning in the market because of;

- Muscular look
- Semi-premium body design
- Perfect rider handle position
- Comfortable ride for pillion
- IBS (Integrated Braking System) in a mid-range bike
- Bank Angle sensor for safety measures
- Having 159mm ground clearance which is best for Indian street rides
- 11.5php & 11nm powered engine, which is best among 125cc vehicle segment as it generates maximum torque & power.



MARKETING MIX

Marketing mix can be defined as a combination of factors or tactics which can be governed by a company to influence customers to purchase its goods & services.

Extensively, it is also known as 4Ps of marketing;

- i. Product
- ii. Price
- iii. Place
- iv. Promotion

The above four factors are considered as the key factors to a product's marketing strategy. So, the basic idea behind this is to put a right product at the right place, at the right time and at a correct price segment.



4. 1. Product

In initial days, when Hero was with Honda, the very first model of Glamour was launched named as 'Hero Honda Glamour' with drum brake sets, steel wheels and a 4-stroke 125cc engine.

Later on, in the span of 14-years, Hero has made many changes in Glamour model in terms of wheel type, ignition type, design & color, engine versions etc. At current stage Hero Glamour has 3 variants in market with different colors. Now, Hero has planned to launch its latest Hero Glamour BSIV.

Variants	Electric Start	Alloy Wheel	Color Variants
Hero Glamour	Yes	Yes	Candy Blazing Red Black with Tornado Gray Metallic Black with Sports Red Black with Techno Blue Digital Silver
Hero Glamour i3s	Yes	Yes	Candy Blazing Red Black with Tornado Gray Metallic Black with Sports Red Black with Techno Blue
Hero Glamour Fi	Yes	Yes	Candy Blazing Red Techno Blue Black with Sports Red

4. 2. Price

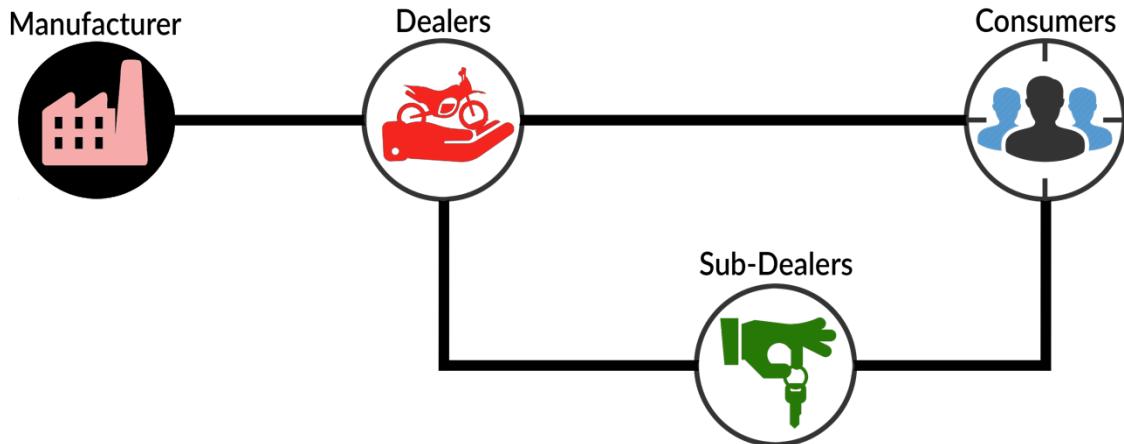
The price set for Hero Glamour is moderate according to customer target, i.e. not much low as entry level vehicles or not much high as premium segment vehicles.

The three different variants are having different prices. Below listed are the prices for all the variants. Usually the price range varies from ₹70,000 to ₹85,000.

Variants	Sub-Variants	Ex-Showroom Price	On-Road Price
Hero Glamour	Drum Brake	₹61,450	₹71,940
	Disc Brake	₹62,400	₹73,130
Hero Glamour i3s	Drum	₹63,550	₹74,183
	Disc	₹67,050	₹77,925
Hero Glamour Fi	IBS	₹70,150	₹82,345

*Prices are applicable for Bhubaneswar city only.

4. 3. Place



Hero Motocorp has five manufacturing plants all over India, they are located at Dharuhera, Gurgaon, Neemrana, Haridwar and Halol. From these factories, the Hero dealers gets their vehicles.

Dealers are usually assigned to a particular area. They work as both retailing units for customers as well as distributor units for sub-dealers.

Sub-dealers are located in remote areas and small towns, they sell their units directly to the consumers.

4. 4. Promotion

Hero Motocorp always has an aggressive branding and marketing campaigns in print medias, Television advertisements, Magazines, Billboards, Hoardings, Social media, Pham-plates etc.



It has sponsored many events such as Cricket Tournaments & Reality Shows to boost up its brand value. Hero has always chosen public figures like cricket players, Bollywood & Tollywood superstars, singers as its brand ambassadors. Currently, captain of Indian National Cricket Team, Virat Kohli is playing the role of brand ambassador for India, whereas football star Yerry Mina is the brand ambassador for International market.

SWOT ANALYSIS



STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> - Brand Recognition - Trust of customers - Customer satisfaction - Value for money - Large Product variety - Vast domestic Network - Global Presence - Awards & Recognitions - Long lasting products - Advertising Strategy - Excellent Distribution - Supply-chain network 	<ul style="list-style-type: none"> - Intense Competition - No/Lack of Innovation - Gender Diversification - Service quality declined - Similar product types 	<ul style="list-style-type: none"> - Top growing industry - Entry to Prem. Segment - Electric Vehicles - Joint Ventures 	<ul style="list-style-type: none"> - Strong competition - Govt. policies - Public transports <p>Other Companies such as;</p> <ul style="list-style-type: none"> • Yamaha • Bajaj • TVS Motors • Suzuki

FIELD STUDY SCENARIO

5. 1. Dealer

I have done my field study on Hero Glamour at Rohan Rohan Autoriders (P) Ltd. It is the main distributor of Bhubaneswar area located near Fire Station Chowk, Bhubaneswar, Odisha. Its distribution area covers up many places of Odisha. It was established in September 2002 and functions as Hero retailer and a distributor unit. Rohan Autoriders sells its products to its consumers directly and also to other sub-distributors. So, basically, it has a market scenario of B2B and B2C marketing.

They usually import vehicles from the manufacturing of Gurgaon.

This showroom sells its products to showroom of other seven areas, they are; Nirakarpur, Kalapathar, Bajpur, Begunia, Balugaon, Sakhigopal and Astarang.

They also provide bikes for bulk order from Govt. of Odisha.



During the field study, I met the Showroom Manager Mr. J.R. Patra to collect necessary data regarding this project.

Footfall of customers	35-40 per day (Sale+Enquiry)
Most Selling Vehicles	Hero Glamour (65%-70% of total sale)
Units Sale	15-20 per week
Close Competitor	Honda, Yamaha
Buyers' age group	Mostly 20 to 50
Buyer Type	Students, Working Persons
Any Customer Complaint	Very Rare
Customer Feedback given to Showroom Manager	Excellent & Satisfied (4.5/5)
Advertisement	Social Media, Billboard, Phamplates, Newspaper
Vehicles Available	All 12 models of Hero Glamour
Price Range	₹71,000 to ₹83,000

5. 2. Sub-Dealer

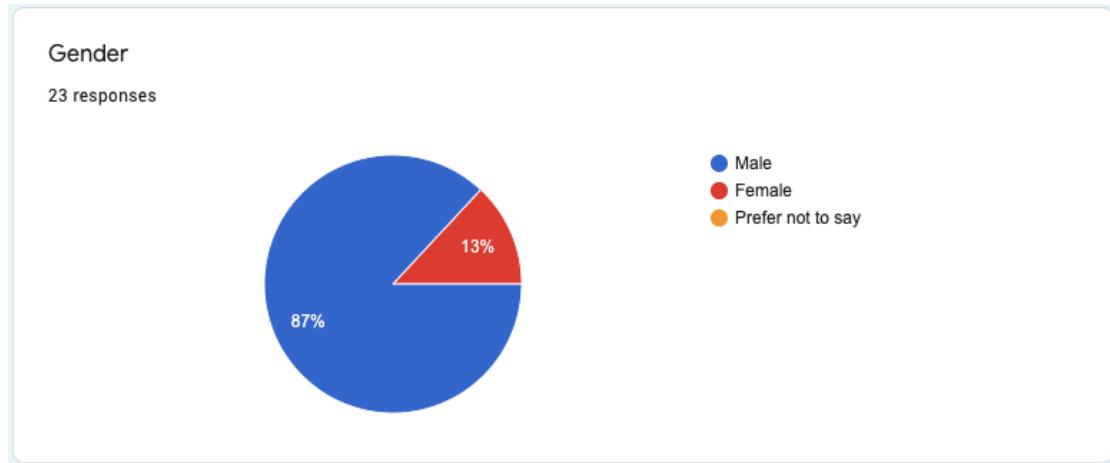
Sai Motors, that deals with Hero Vehicles, is situated at Sakhigopal Road, Puri. It is a sub dealer of Rohan Motors. It is the only showroom in that area, so, much of the customer base are acquired by it.

Data collected is given as follows;

Footfall of customers	4 to 5 per day (Sale+Enquiry)
Most Selling Vehicles	Hero Glamour (55%-60% of total sale)
Units Sale	4-5 per week
Close Competitor	TVS, Yamaha
Buyers' age group	Mostly 30 to 50
Buyer Type	Working Persons, Middle-class
Any Customer Complaint	Very Rare
Customer Feedback given to Showroom Manager	Excellent & Satisfied (4.5/5)
Advertisement	Billboard, Pham-plates, Newspaper
Vehicles Available	8 models of Hero Glamour
Price Range	₹75,000 to ₹85,000

5. 3. Consumer Analysis

5. 3. 1.

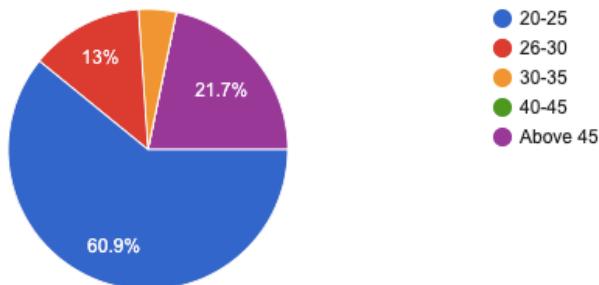


Hero Glamour is mainly popularized among male consumers, so the result comes out to be 87% for male and 13% for female.

5. 3. 2.

Age Group

23 responses

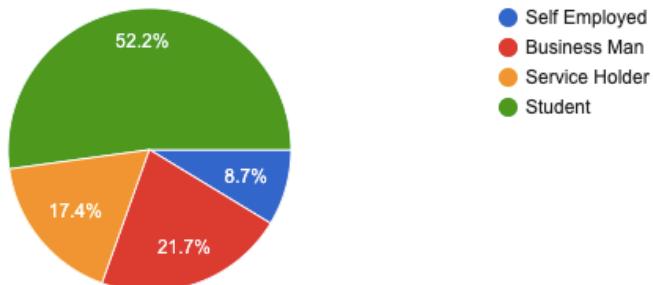


This vehicle is used mostly by the age group of 20 to 25, the students or the new job-holders as they get an attractive and muscular bike at low price range. Secondly, it is used by older people and government employees of age group more than 45.

5. 3. 3.

Profession

23 responses

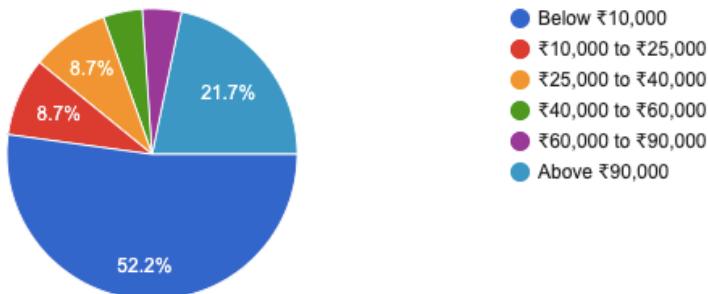


The above pie-chart clearly says how much this vehicle is popular among the students. Also, the vehicle is well acquired by business men and service holders.

5. 3. 4.

Income Scale (per Month)

23 responses

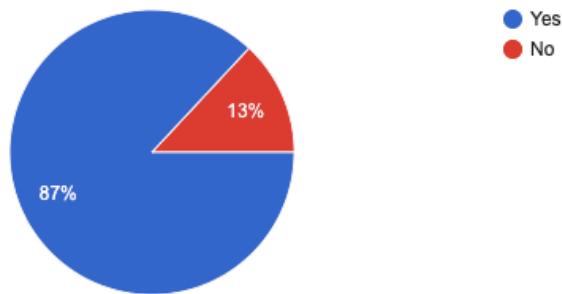


Regarding Income, the usability falls at more than 50% in the category of Below ₹10,000 as this range implies to the students. The usability is also well segmented among all other income categories.

5. 3. 5.

Have you ever ridden a Hero Glamour?

23 responses

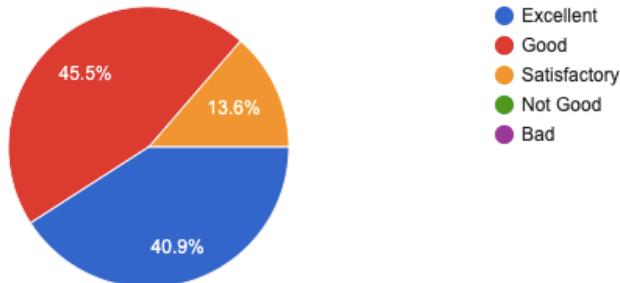


Hero Glamour is such a known bike that it is ridden by almost every Indian. So, the pie clearly indicates the riders' percentage as 87%.

5. 3. 6.

Your experience, if you have ever ridden a Hero Glamour

22 responses

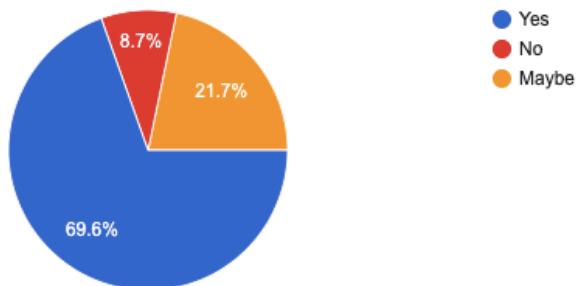


From the above analysis, we can get a result that the customer experience after riding this bike has always come positive, 41% as excellent and 45% as good.

5. 3. 7.

Do you find the new model Hero Glamour Fi as a comfortable ride option?

23 responses

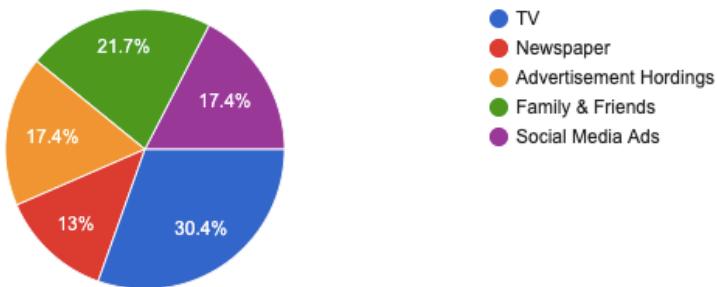


In terms of comfort, it seems a very comfortable rider experience because the consumers' feedback comes out to be 70% positive response.

5. 3. 8.

How do you usually come to know about Hero vehicles?

23 responses

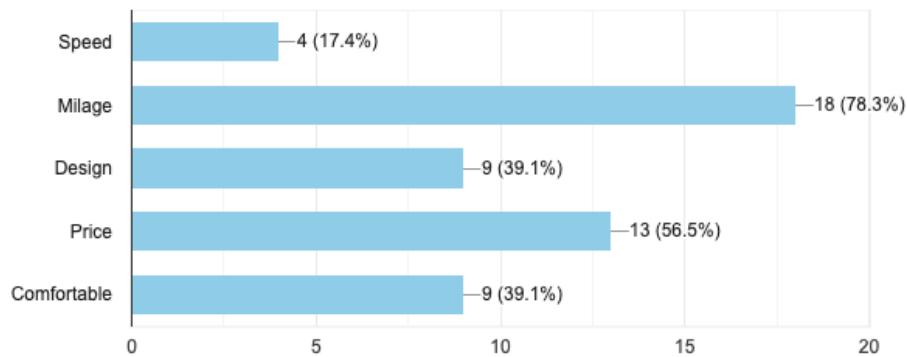


Hero has a very good promotion strategy and it is well divided among all sections such as Television ads, Newspapers, Advertisement Hoardings and Social Media advertisements. Comparatively, Television plays the most important role in advertising medium.

5. 3. 9.

Which of these do you find the most suitable feature of Hero Glamour? (you can choose multiple options)

23 responses

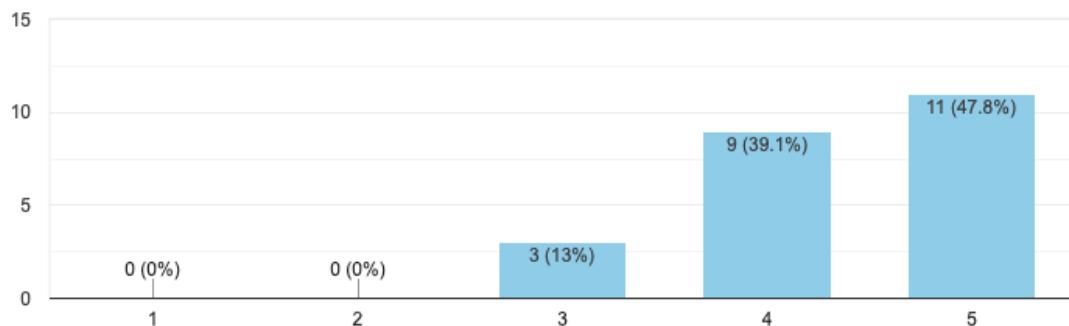


Most loved features that we can find in Hero Glamour are its fuel efficiency and price range. Still, 40% consumers like about this vehicle is its well designed body and its comfortable ride.

5. 3. 10.

Rate its Milage Performance.

23 responses

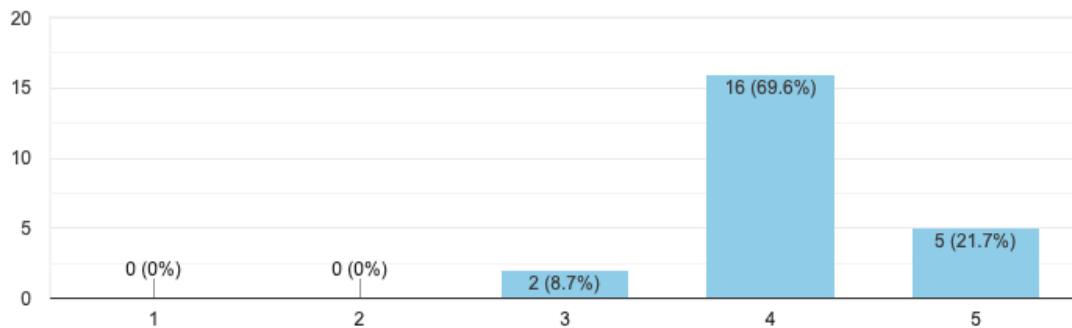


As the vehicle gives rise to a fuel efficiency of more than 80kmpl, around 50% users rate it as 5-out-of-5 and 40% as 4-out-of-5.

5. 3. 11.

Value for money?

23 responses

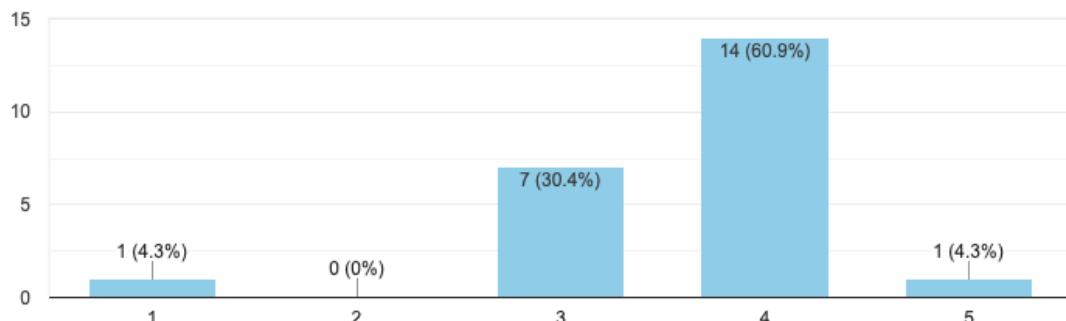


As per consumer feedbacks, 90% customers consider it as a valuable vehicle for street riding and rated it four or more than four.

5. 3. 12.

Design?

23 responses

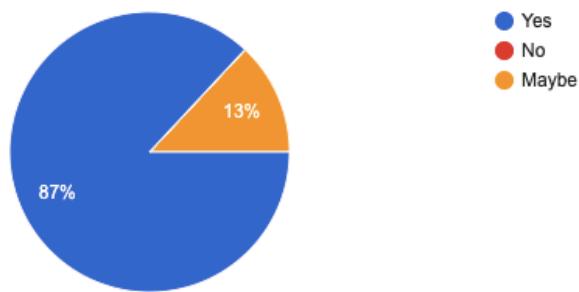


As a semi-premium segment bike, the design quality can be considered as more than average. Still its design is far better than its close competitors.

5. 3. 13.

Would you recommend this vehicle to others?

23 responses

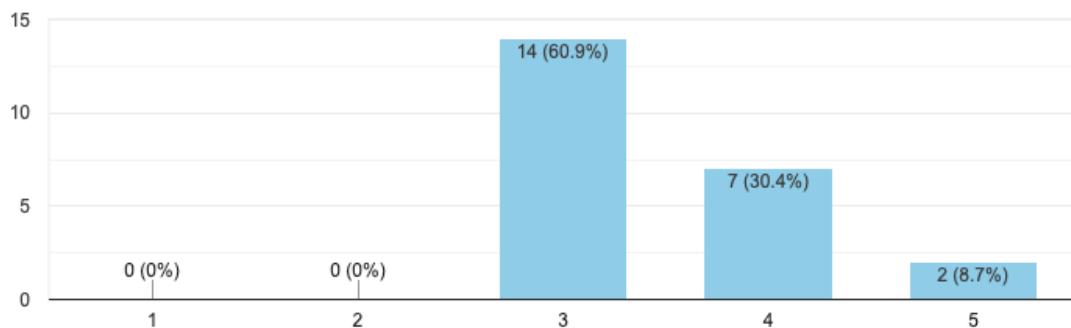


This bike has created such a market positioning that 87% customer would recommend others to buy this.

5. 3. 14.

How is the after-sale Service of Hero Moto Corp?

23 responses



As previously mentioned in the threats that the after sales service of Hero Motocorp has been declined a lot, the graph shows a similar trend that more than 60% consumers are not much satisfied with its services. That's why the company is trying hard to increase its services value to give its customers a 100% satisfaction.

OVERALL ANALYSIS

- The overall analysis of this vehicle comes out to be a strong and long-lasting product in the market.
- Although it has some strengths and weaknesses, still Hero Glamour Fi stands as a very tough competitor among the 125cc vehicle segments such as Honda CB Shine, Bajaj Pulsar 125 and TVS Sport.
- Basically, it plays almost a monopolistic role in small towns, rural and village areas because the customers look for vehicle with a low-maintenance and long-run purpose.
- Regarding the mind set of Indian customers, they trust Hero products and prefer a Hero vehicle over others.

ANNEXURE

7. 1. Questionnaire for Dealers

1. What is the daily footfall of customers?
2. Which is the most selling vehicle in your showroom?
3. How many units are sold on a weekly/monthly basis?
4. Who are the close competitors?
5. Which age group buyers mostly visit your showroom?
6. Do you get any customer complaint regarding this product?
7. Which type of feedbacks do you get from your customers?
8. How do you advertise Hero Glamour?
9. What are the variants do you keep in your showroom?
10. What is the price range of the vehicles?

7. 2. Questionnaire for Customers

Link: <https://forms.gle/4wWDyatTH3X6JG8n8>



The image shows a screenshot of a consumer survey form. At the top, there is a blue header bar with the 'GLAMOUR PROGRAMMED' logo. Below it, the title 'Consumer Survey of Hero Glamour' is displayed in large, bold, black font. A note '* Required' is shown in red text. The form consists of two main sections: 'Name *' and 'Contact Number'. Each section has a label at the top and a text input field below it, both labeled 'Your answer'.

Consumer Survey of
Hero Glamour

* Required

Name *

Your answer

Contact Number

Your answer

Gender *

- Male
- Female
- Prefer not to say

Age Group *

- 20-25
- 26-30
- 30-35
- 40-45
- Above 45

Profession *

- Self Employed
- Business Man
- Service Holder
- Student
- Other: _____

Income Scale (per Month) *

- Below ₹10,000
- ₹10,000 to ₹25,000
- ₹25,000 to ₹40,000
- ₹40,000 to ₹60,000
- ₹60,000 to ₹90,000
- Above ₹90,000

Have you ever ridden a Hero Glamour?

- Yes
- No

Your experience, if you have ever ridden a
Hero Glamour

- Excellent
- Good
- Satisfactory
- Not Good
- Bad

Do you find the new model Hero Glamour Fi as a comfortable ride option? *

- Yes
- No
- Maybe

How do you usually come to know about Hero vehicles? *

- TV
- Newspaper
- Advertisement Hordings
- Family & Friends
- Social Media Ads

Which of these do you find the most suitable feature of Hero Glamour? (you can choose multiple options) *

- Speed
- Milage
- Design
- Price
- Comfortable

Rate its Milage Performance. *

1 2 3 4 5

Value for money? *

1 2 3 4 5

Worst Excellent

Design? *

1 2 3 4 5

Worst Excellent

How is the after-sale Service of Hero Moto Corp? *

1 2 3 4 5

Worst Excellent

Would you recommend this vehicle to others? *

Yes
 No
 Maybe

Submit

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