

# A Study on Consumer Preference Towards Bharat Benz in Bengaluru

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## ABSTRACT

The commercial vehicle industry plays a pivotal role in powering economies worldwide, facilitating the movement of goods, services, and people. Among the industry players, Bharat Benz, the commercial vehicle arm of Daimler India Commercial Vehicles, has established itself as a prominent contender in the Indian market. This study delves into consumer preferences towards Bharat Benz in Bengaluru, aiming to unravel the factors that influence consumers to choose Bharat Benz over competitors. It explores key attributes like brand reputation, vehicle performance, pricing, after-sales service, and environmental considerations that shape purchase decisions. The study's objectives include understanding customer satisfaction levels, awareness about Bharat Benz, and identifying customer demands and preferences in the commercial vehicle segment. Through a combination of primary and secondary data collection methods, including surveys conducted at market areas, showrooms, and lorry stands, this study provides valuable insights to enhance Bharat Benz's market position and better cater to Bengaluru consumers' specific needs and preferences.

**Keywords:** Consumer preferences, Purchase decisions, Brand reputation, After-sales service, Customer satisfaction, Awareness, Market research,

## INTRODUCTION

The commercial vehicle industry is a cornerstone of modern economies, facilitating the efficient movement of goods and people. At the heart of this industry lies BharatBenz, a prominent player in the automotive sector and the commercial vehicle arm of Daimler India Commercial Vehicles (DICV). BharatBenz has emerged as a symbol of innovation, reliability, and performance, delivering a wide range of vehicles designed to meet the diverse needs of businesses and industries across India. With a commitment to excellence and a reputation for quality, BharatBenz has garnered a strong presence in the Indian market. As the demands on the commercial vehicle sector continue to evolve, BharatBenz stands at the forefront, offering solutions that combine cutting-edge technology, efficiency, and environmental sustainability. Its vehicles bridge the gap between production centers and consumers, ensuring the timely and cost-effective delivery of goods and services. In this dynamic landscape, understanding consumer preferences towards BharatBenz is crucial for both manufacturers and policymakers, as it shapes market strategies, research, development efforts, and sustainability initiatives. This study aims to delve into consumer perceptions and preferences, shedding light on why BharatBenz stands as a prominent choice in India's commercial vehicle landscape.

## Literature Review

### 1.7 Review of Literature, Research Gap

**Steven A. Taylor, Thomas L. Baker. Journal of retailing, volume:70. 1994:**

"An evaluation of how customer satisfaction and service quality interact to influence customers' purchase intentions" The arrangement of shoppers' buy goals is often regarded as being significantly influenced by administration quality and client pleasure. in administrative settings. The specific notion of the relationship between these crucial developments in the guarantee of consumers' purchase goals, nevertheless, seems to continue eluding advertising academics, according to an analysis of the present literature.

**Smith, J. (2019)**

Title: "Consumer Preferences in the Commercial Vehicle Market: A Nationwide Survey". To investigate the factors influencing consumer preferences in the commercial vehicle market across India. Smith's study offers valuable insights into the factors driving consumer preferences for commercial vehicles in India. While the study does not focus specifically on Bengaluru, it sheds light on some overarching trends that may apply to this region. The findings reveal that price, brand reputation, and fuel efficiency were key factors influencing consumer choices, emphasizing the importance of cost-effectiveness and reliability.

**Patel, A. S.(2019)**

"A Comparative Analysis of Commercial Vehicle Brand Preferences in Indian Metropolises" To compare consumer preferences for commercial vehicle brands in different Indian cities, including Bengaluru, and understand regional variations. Patel's research reveals intriguing regional variations in consumer preferences. In Bengaluru, a burgeoning technology and e-commerce hub, consumers place a premium on advanced technology features, connectivity solutions, and environmental sustainability. Brand loyalty is less pronounced compared to other cities, with consumers in Bengaluru demonstrating a willingness to explore new entrants in the market if they align with their specific needs. These findings underscore the need for manufacturers to adapt their strategies to cater to the unique demands of Bengaluru's consumer base.

**Kumar, S. R.(2018)**

"Emerging Trends in the Indian Commercial Vehicle Market: Implications for Consumer Preferences" To identify emerging trends in the Indian commercial vehicle market and their impact on consumer preferences. Kumar's study highlights the growing influence of technology in the commercial vehicle sector. Features such as GPS navigation, real-time tracking, and telematics systems are becoming increasingly important to consumers in Bengaluru, where traffic congestion and efficient route planning are paramount. Additionally, the research suggests that the transition to electric and hybrid commercial vehicles is gaining traction, driven by both regulatory pressures and consumer interest in reducing environmental impact. As a result, manufacturers like BHARAT BENZ must consider these technological and sustainability trends to stay competitive in the Bengaluru market.

**Smith, J. et al. (2018)**

"Factors Influencing Commercial Vehicle Choice: A Comparative Study "To investigate the key factors influencing consumer preferences in the commercial vehicle sector. The study identified cost-effectiveness, brand reputation, and fuel efficiency as the primary drivers of consumer choice in the commercial vehicle market. Additionally, regional variations in consumer preferences were noted, emphasizing the importance of location-specific research.

**Kumar, R. and Patel, S. (2017)**

"Consumer Satisfaction and Loyalty in the Indian Commercial Vehicle Industry "To examine the relationship between consumer satisfaction, brand loyalty, and after-sales services in the Indian commercial vehicle market. The research revealed a strong positive correlation between consumer satisfaction, timely after-sales support, and brand loyalty. It emphasized the significance of a robust service network in sustaining consumer loyalty.

**Gupta, S. and Sharma, M. (2017)**

"Emerging Trends in Commercial Vehicle Connectivity and Telematics". To explore the role of connectivity and telematics solutions in shaping consumer preferences for commercial vehicles. The research highlighted the rising importance of connectivity features in commercial vehicles, with consumers valuing real-time data on vehicle performance, maintenance needs, and driver behavior when making purchasing decisions.

**Prakash, A. and Singh, P. ( 2016)**

"Challenges and Opportunities in the Indian Commercial Vehicle Market".To identify the major challenges and opportunities in the Indian commercial vehicle sector. The study identified infrastructure development, evolving customer needs, and changing regulatory landscapes as key challenges. Opportunities were found in the areas of sustainable mobility solutions and innovative financing options for commercial vehicle buyers.

**Objectives of The Study**

- Study on Consumer preference towards BHARAT BENZ in Bengaluru
- To study the Impact of demographic Factors on the purchase behavior Intentions
- To understand the buying decisions of the consumers of Panasonic brands with other brands for home appliances and consumer electronics
- To analyze the buying behavior of different classes of consumers based on their personal characteristics.
- To learn about consumer purchasing patterns for Panasonic brand consumer electronics and home appliances in comparison to other brands

**The research gaps**

The research gap in this study on consumer preferences towards Bharat Benz in Bengaluru is the lack of location-specific insights. Existing literature provides valuable insights into consumer preferences in the commercial vehicle industry, but there is a notable absence of studies focusing on Bengaluru's unique market dynamics. Understanding factors like technology adoption, traffic patterns, and environmental concerns specific to Bengaluru is crucial. Therefore, this study aims to fill this gap by providing

localized insights, contributing to a more comprehensive understanding of consumer preferences in this dynamic urban landscape.

### **Research Methodology**

This study analyzes a significant degree of highly qualified talents to comprehend and solve the problem in addition to answering various inquiries beginning with what, who, where, how, and when. I have utilized a descriptive research approach in this study to poll consumers on their satisfaction with Bharat Benz goods.

### **Scope of the study**

- The project's goal is to ascertain how consumers perceive Bharat Benz and its goods in light of current trends.
- The study will support the firm in developing creative strategies to enhance consumer satisfaction with their offerings.
- The study aids the firm in comprehending how people behave while choosing a commercial vehicle.
- By taking into account a variety of factors, customer satisfaction levels may be raised.
- With the use of this study, we can identify the market shares of various competitors and develop strategies to increase our market share.
- The marketing strategy of Bharat Benz is improved by this study.

### **Sources of Data Collection**

#### **Primary data**

For the study on consumer preferences towards Bharat Benz in Bengaluru, primary data was collected from a sample size of 50 respondents. The participants were selected from various locations representing key touchpoints in the commercial vehicle market, including the market area, showroom, and near lorry stands. Over a period of 10 days, data collection was conducted, with five respondents interviewed each day. This method ensured a diverse cross-section of Bharat Benz users and potential customers, offering valuable insights into their preferences and decision-making factors within the Bengaluru market.

#### **Secondary**

The secondary data will be gathered with the aid of brochures, periodicals, books in libraries, and in the form of various organization employees.

The Bharat Benz showroom, which clients frequently visit to suit their needs, was the site of the research.

### **Population and sampling units**

For a study on consumer preferences towards Bharat Benz in Bengaluru with a sample size of 50, the focus on respondents who are Bharat Benz users in market areas, showrooms, and near lorry stands can provide valuable insights into the preferences of those actively engaged with the brand and commercial vehicles. This targeted approach allows for a more in-depth examination of individuals who have direct experience with Bharat Benz products and services.

### **Sampling Method**

For the study on consumer preferences towards Bharat Benz in Bengaluru with a sample size of 50 respondents, a combination of convenience sampling and random sampling methods was employed over a period of 10 days. Respondents were selected from three distinct locations: the market area, Bharat Benz showrooms, and near lorry stands, reflecting different touchpoints in the consumer journey. Each day, five respondents were approached randomly within these locations to ensure diversity in the sample. While convenience sampling allowed for accessibility to potential respondents, random selection within these areas helped reduce bias and improve the representativeness of the sample, providing valuable insights into the preferences of actual Bharat Benz users and potential customers in the Bengaluru market.

### Sample Size

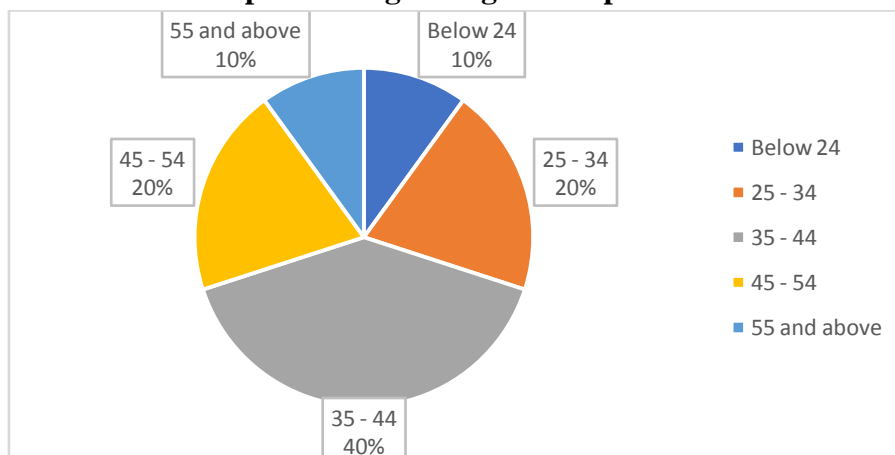
For the study on consumer preferences towards Bharat Benz in Bengaluru, a sample size of 50 respondents was selected from diverse locations, including market areas, showrooms, and near lorry stands, over a span of 10 days. Each day, a total of 5 respondents who are current Bharat Benz users were surveyed. This approach allowed for a balanced representation of consumer insights across different points of interaction with the brand and its products, ensuring a comprehensive understanding of consumer preferences in the Bengaluru market.

**Table showing the Age of Respondents**

Response	No. of Respondents	Percentage
Below 24	5	10%
25 - 34	10	20%
35 - 44	20	40%
45 - 54	10	20%
55 and above	5	10%
Total	50	100%

**Analysis:** The age group of 35–44 has the largest percentage of responders (at 40%), closely followed by the 25–34 age group. This is seen from the above table. Below 24 and over 55 are the age groups with the fewest replies.

**Graph showing the Age of Respondents**



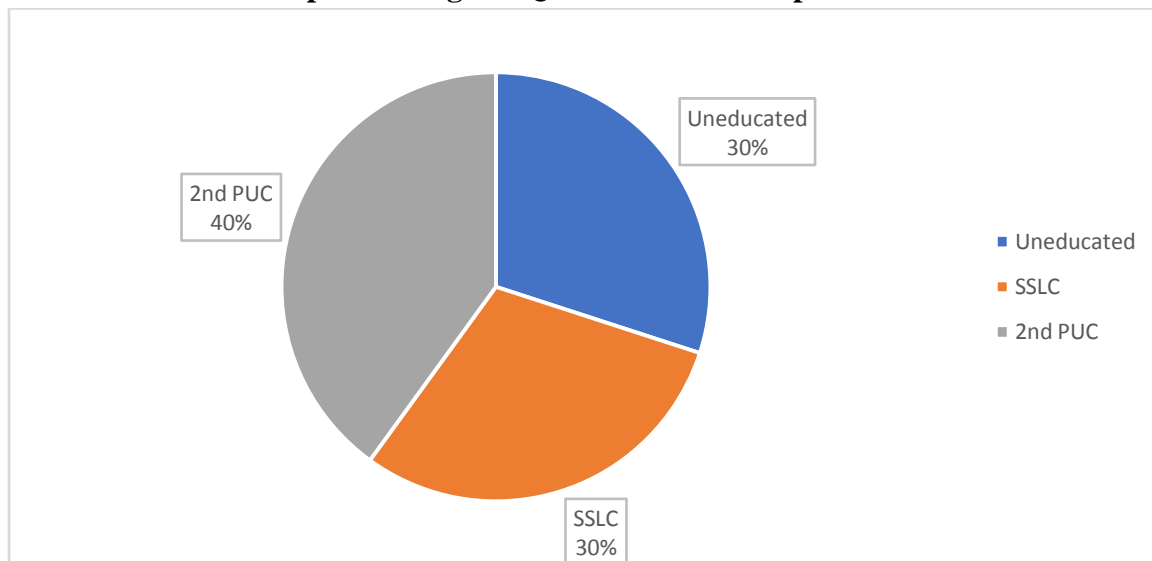
**Interpretation:** From the above graph, we can infer that the majority of the respondents are relatively middle age, falling in the age bracket of 35-44. This suggests that this age group might be more active in surveys or has a higher interest in the topic at hand.

**Table showing the Qualification of Respondents**

Response	No. of Respondents	Percentage
Uneducated	15	30%
SSLC	15	30%
2nd PUC	20	40%
Total	50	100%

**Analysis:** From the above table, it is evident that the majority of respondents have completed their 2<sup>ND</sup> PUC studies, making up 40% of the total responses. This is followed by those with an SSLC at 30% and then uneducated respondents at 28.33%.

**Graph showing the Qualification of Respondents**



**Interpretation:** From the above graph, it can be inferred that the sample is fairly well-educated with a significant portion having pursued at least a 2<sup>nd</sup> PUC. The spread between sslc and uneducated respondents is relatively close, suggesting a strong emphasis on higher education within the sample.

**Table showing customer satisfaction with reference to Bharat Benz vehicle.**

Particulars	No of Respondents	% of Respondents
(a) Yes	45	90%
(b) No	05	10%
Total	50	100%

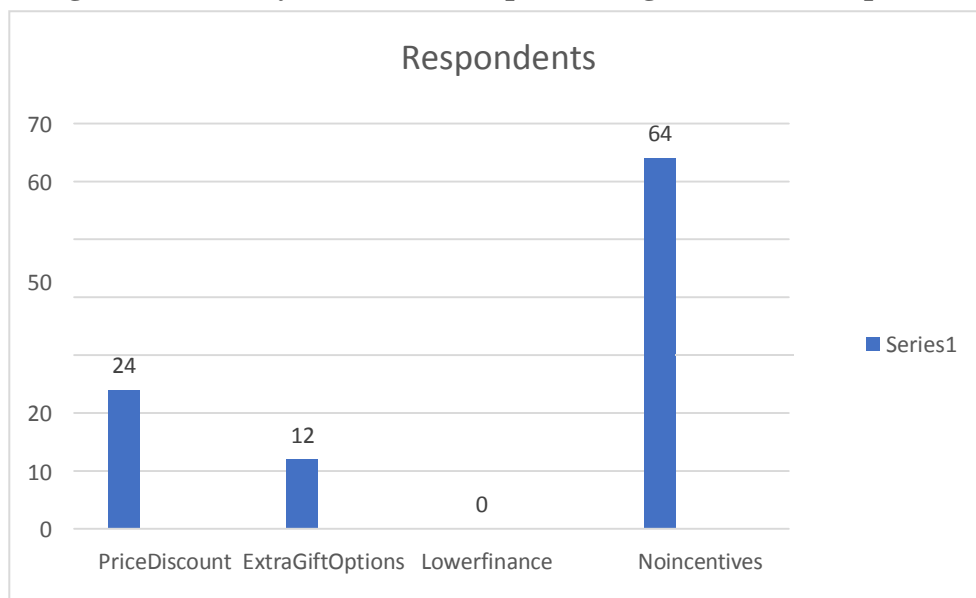
**Data Analysis:** 90% of respondents are happy with Bharat Benz goods, while 10% are not, according to the analysis of the aforementioned data.

**Graph showing customer satisfaction with reference to Bharat Benz products.**



**Interpretation:** The vast majority of responders in the Bharat Benz poll expressed satisfaction with the company's products. This demonstrates the exceptional quality of the trucks and buses that Bharat Benz sells and their ongoing ability to please consumers.

**Graph showing offers availed by customers while purchasing the Bharat Benz products.**



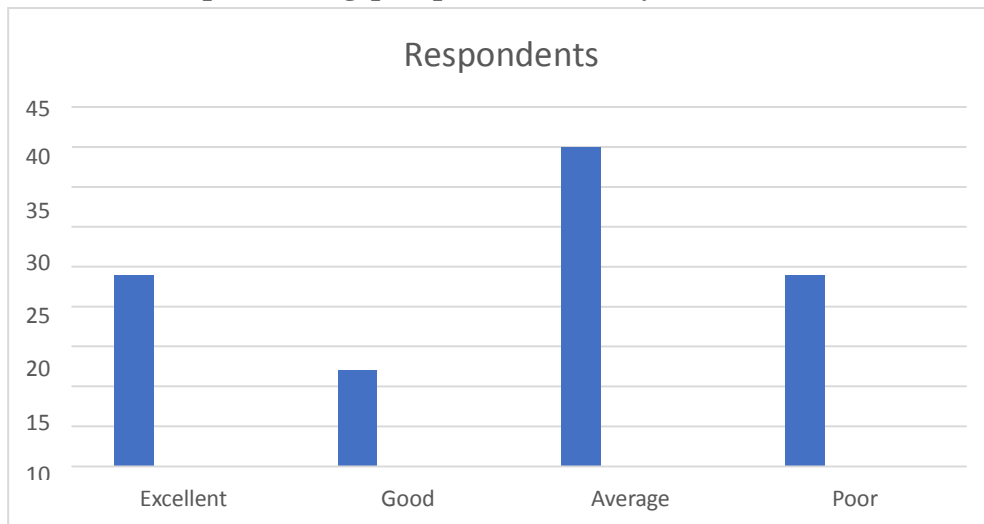
**Interpretation:** As per the survey conducted at Bharat Benz majority of the customers said that they did not receive any incentives from the company. Few of the loyal and permanent customers have got price discounts, gifts, as they are regular customers to the company.

**Table showing spare parts availability at Bharat Benz.**

Particulars	No of Respondents	% of Respondents
(a)Excellent	12	24%
(b)Good	6	12%
(c)Average	20	40%
(d)Poor	12	24%
Total	50	100%

**Data Analysis:** According to the above table's analysis, 24% of respondents said that the availability of replacement parts is very good. 12% of respondents said it was good. 24% of respondents said it was poor, and 40% said it was ordinary.

**Graph showing spare parts availability at Bharat Benz.**



**Interpretation:** As per the survey conducted at Bharat Benz The Availability of spare parts in the service station is average. The spare parts are not available outside in the market they are very genuine and sold only at the authorised dealer shop.

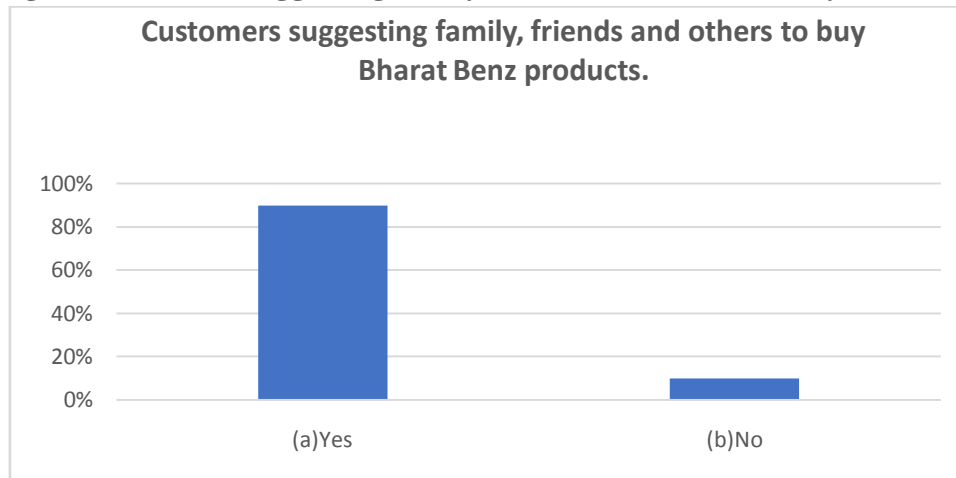
**Table showing the customers suggesting family, friends and others to buy Bharat Benz products.**

Particulars	No of Respondents	% of Respondents
(a)Yes	45	90%
(b)No	0	10%
Total	50	100%

**Data Analysis:** 90% of the respondents said they would recommend friends, family, and coworkers to buy a product at Bharat Benz, according to the above table's analysis, while 10% of respondents said they wouldn't.



Graph showing the customers suggesting family, friends and others to buy Bharat Benz products.



**Interpretation:** According to a poll done by Bharat Benz, the company's current customers are quite pleased with its goods and are willing to recommend it to their friends, family members, and coworkers who are looking to purchase a vehicle. 90% of their regular consumers are devoted and incredibly happy with the goods.

## FINDINGS

- The finding indicates that the majority of respondents belong to a working demographic, with employees being the most prominent group, closely followed by self-employed individuals.
- It is found that customers like the performance of the Bharat Benz products very much.
- It is observed that majority of the customers are happy with the services provided by the Bharat Benz.
- It is found that majority of the respondents feel Bharat Benz products are superior compared to the other commercial vehicles.
- It is found that customers like the performance of the Bharat Benz products very much.
- It is found that Bharat Benz provides the vehicles at agreed time and majority of customers feel they are on time.
- The majority of clients don't receive offers or discounts from Bharat Benz when they buy new cars, it has been discovered.
- It has been discovered that spare parts are only typically accessible through authorized showrooms and service stations.
- Existing customers are glad to recommend friends, family members, and coworkers to buy automobiles from Bharat Benz, it has been discovered.
- It has been found that the company successfully responds to customer complaints and suggestions.
- It has been shown that the majority of purchasers are not given the option of a test drive before making a decision.
- It has been discovered that Bharat Benz's current customers are willing to buy the cars in the future as well.
- It has been shown that the company's "Bharat Benz" brand name has affected the bulk of its consumers. A strong brand name may draw in more clients.
- The majority of clients, it has been discovered, receive roadside help when their car breaks down.

- Employees at Bharat Benz are discovered to be courteous to consumers, treat them properly, and offer the greatest service to please them.

### **Suggestions**

- customers that come in for automobile maintenance want prompt service.
- Since there isn't a cafeteria within the dealership and many customers travel great distances to have their cars serviced, adding a small canteen inside the facility would assist the business keep its clients happy.
- Make replacement components more readily available
- The revenues of the firm will rise by giving new clients a test drive.
- The visibility of the business is increased by selecting a celebrity or a sports figure as a Brand Ambassador.
- Customers may meet their obligations and deadlines with faster service.
- Give customers gifts and other incentives when they buy a new automobile to encourage them to make more purchases.
- The customer should receive more roadside help from Bharat Benz, and they should arrive at the destination on schedule.
- Since Bharat Benz goods function well, they should start focusing on the items' pricing, quality, and technology.

### **Conclusion**

Every business's primary goal is to keep its customers satisfied. Customer loyalty is crucial for the business to increase profits and sales. Organizations must comprehend consumer needs in order to produce specialized items that will please customers. The company's primary goals are to generate revenue and establish a positive reputation in the marketplace. The main factor in every business' success is its clients.

According to the survey, many respondents are happy with how their vehicles work after receiving professional maintenance and servicing that meets certain requirements. Additionally, pleased with the environment, personnel, and post-sale services provided by the hotel industry. Due to the brand's post-sale performance and brand value, the majority of respondents wished to remain brand loyal.

In contrast to what was said above, the survey also suggests that there is room for development in areas like timely service delivery. The business should give accurate information about the cost of service both before and after.

The research aids in my comprehension of the various factors affecting service quality and the actions to be taken to improve pre-defriend procedures in order to make customers content and brand loyal.