



A study on market positioning of Hero Cycles among the teenagers in Patna

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Abstract : *A product survives and sustains as a result of its effective market positioning. It is always a challenging proposition for the marketing companies to entrench the brand in the minds of the target customers , amidst competitive brands. The study is an enquiry regarding the evaluation of the brand image of hero cycles amongst the teenagers in Patna. The cycle industry which is already thriving with fierce competition is indeed facing a formidable task of positioning of the brands in the most distinct and valued manner.*

Keywords : *Market Positioning, Market Segment, Brand Loyalty.*

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Introduction:

Market has become very competitive. It requires a better understanding of the consumer perception of different brands in the market in order to develop a unique and valued image in the minds of the target audience.

This study is conducted in order to figure out the perception of the target customers regarding the Hero cycles in Patna. The study will help to understand and appreciate the effect of different variables that are related to the brand image in the market. Moreover the findings so developed would be considered for making valid suggestions.

Objectives :

The research study aims to achieve the following objectives :

1. To find out the perceptions of the customers regarding the Hero Cycles.
2. To enquire about the relative position of hero Cycle as against other brands.
3. To figure out the brand loyalty amongst the customers.

Hypotheses of the study :

Hypotheses are the set of assumption which are required to be tested statistically in order to arrive at a valid finding.