A Access on Consumer Satisfaction of Hero Two Wheeler Bikes

SP. Karuppiah, Surenthran David P

Abstract— This study is based on the level of consumer satisfaction for bike users in Chennai city of Tamilnadu. The survey is mainly focused on the factors in which the bike owners are satisfied / dissatisfied with two wheeler bikes they are using. Customers play a major role in this competitive era. In order to survive, a company should analyze different factors of consumer satisfaction. Even though it varies from each and every individual, important basic attributes should be identified.

Keywords---- satisfaction, factors, consumer, buying behavior, two wheeler, respondents etc.

I. INTRODUCTION

The growth of two wheeler industry is manifold around the world over a period of time. In India, two wheeler industry has grown rapidly after the liberalization. Now India is the largest manufacturer and home to largest number of two wheelers in the world. Geared scooters dominated the market until 1990 and now the preference had changed to motorcycles and high end scooters. Since two wheelers are convenient for the Indian families, the first preference of mobility goes to two wheelers. Before few years, only few models were available when compared to the recent years. Hero MotoCorp is the world's leading manufacturer of two wheelers and contributes to 46% of share in the Indian market. Companies like Yamaha, Honda and Kawasaki have collaboration with Indian companies. Earlier 100cc bikes were popular among the customers, since it is fuel efficient. But now the customers are expecting two wheelers with engines of higher volume. Introducing electric vehicles in the industry is the latest trend which will be the preference of the customers for the next generation.

"Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance in relation to his or her expectation".As the definition makes it clear, satisfaction is a function of perceived performance and expectations. The customers are dissatisfied when their expectations are not met and they are delighted if the performance exceeds their expectations. Customer satisfaction helps a company to improve their products and services. Data collected from customer satisfaction can help in evaluating products and services. Based on this data necessary changes can be done in products and services to meet the standards. In order to retain the customers most of the companies aim for highly satisfied customers. If not customers will switch to other company for a better offer. High customer satisfaction leads to the profitability of the business.

II. OBJECTIVES OF THE STUDY

• To study the level of customer satisfaction of Hero two wheelers

• To understand the customer attitude towards after sales and services provided by the dealer

• To find out the customer 's opinion as warranty services provided by the dealer

• To ascertain the sources of influences in the purchasing decision of the customers

III. REVIEW OF LITERATURE

Dr.N.Chandrasekaran conducted surveys based on the behavior of consumers to investigate the customer wants. Variables like price and product features are considered for this study and it helped to analyze the preference of the consumer towards a specific brand and the difficulties faced by the consumers on using these brands.

Dr.S.K.Sinha&Ajay Wagh examinedthe telecommunication markets of this century. India a leading telecommunication market with customers like common man, professionals, business man, doctors, engineers, artisans use the services of telecom industry in a huge manner. By understanding the customers preference, the industries in telecom can tap a huge potential in the telecom market and boost the number of customers as well as their profits.

According to Lewis &Boom measured the service quality based on customer expectations**.** Customers should be provided a service beyond their expectations. Innovative products, value friendly packages, quality after sales service and cheaper cost should be provided to the customers.

Dr. C. Annandan&M.Prasanna Mohan Raj &Mr.S.Madhu conducted programs on marketing in rural market segments which are unexplored. Since the consumption is considerably low in rural areas, FMCG companies can use this opportunity to tap the rural market for better business and performance. Since the central government is focussing on rural areas, more number of companies can understand the rural market and establish their products and services for better profitability.

Rachel Dardis, HoracioSoberon-Ferrer examined that consumer preferences are based on multiple factors like product and house hold attributes. If the cost index value is

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higher, the more unsatisfactory the car is relative to other cars. Educated households have a better knowledge of the performance of Japanese cars and they have a high affinity towards cars of higher value reliability.

IV. RESEARCH METHODOLOGY

Research Design

In conformance with the objectives of the study a survey was conducted in Chennai city and based on the findings inferences are given. The study is based on primary data which is collected from customers. Secondary data consists of data collected from various journals, publications and internet.

Data Collection Method

The researcher had adopted for the study in order to collect from primary sources. A structured questionnaire was designed for collection of primary data. In order to avoid the bias and dislike during data collections, personal interview method was also adopted.Non-probabilistic and convenience sampling method was used to select the respondents. Size of the sample selected for the study was 200.Percentage method, Chi square method, Anova method and Mean score method are used to analyze the data

V. ANALYSIS AND INTERPRETATION & RESULTS

Classification of respondents by age

| Age	No of Respondents	Percentage(%)
Below 20 years	18	9
20-30 years	92	46
30-40 Years	60	30
Above 40 Years	30	15
Total	200	100
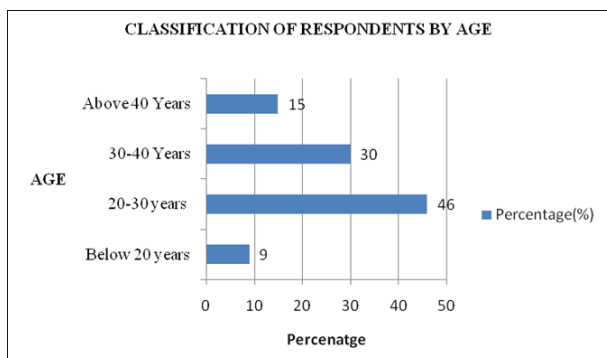
Inference

It is clear that from the above table that 55% of the respondents belong to the age group of less than 30 years. 30% of the respondents belong to the age group of 30-40 years and the remaining 15% of them are more than 40 years old .

Classification of Respondents by occupation

| Occupation	No of Respondents	Percentage
Students	21	10.5
Employees	94	47
Business	55	27.5
Others	30	15
Total	200	100
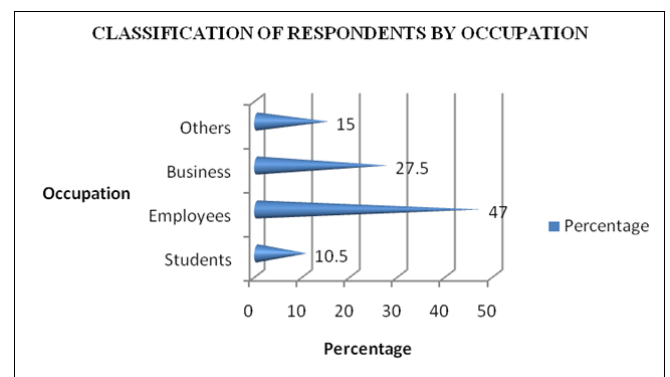
Inference

The above table shows that 47% of the respondents are employees followed by the businessman who account for 27.5%, only 10.5% of respondents are students. It can be inferred that majority of the respondents are employees working in various organizations.

Classification of respondents on the basis of monthly income

| Monthly Income	No of respondents	Percentage(%)
Below 10000	6	3
10000-15000	34	17
15000-20000	84	42
20000-25000	50	25
Above 25000	26	13
Total	200	100
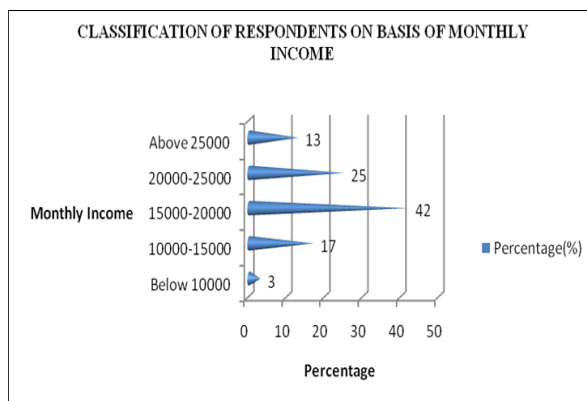
Inference

It is obvious from the table that 42% of the respondents belong to the income range of Rs-15000-20000/per month , 25% of the respondents belong to the income range of 20000-25000/per month followed by 17% of the respondents belong to the income range of Rs10000-15000/per month . Further only 3% of the respondents belong to the income of less than Rs10000/per month and13% of the respondents belong to the income more than 25000/per month.

Number of respondents based on Vechicle Models

| Models	No of respondents	Percentage(%)
Xpulse 200	60	30
Splendor	35	17.5
Passion	30	15
Super Spendor IBS	25	12.5
Duet	25	12.5
Pleasure	25	12.5
Total	200	100
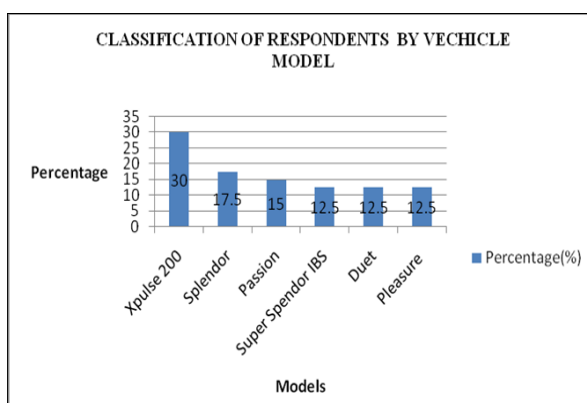
Inference

The above table shows that 47.5% of the respondents have xpluse 200 ,Splendor M Models.27.5% of the

respondents have passion, super spendor IBS and the remaining 25% Of them have duet, Pleasure Models

Source of influence in purchase of vechicles

Factors	No of Respondents	Percentage (%)
Family Members	55	27.5
Friends	40	20
Mechanic	15	7.5
Advertising	60	30
Individual Decision	30	15
Total	200	100
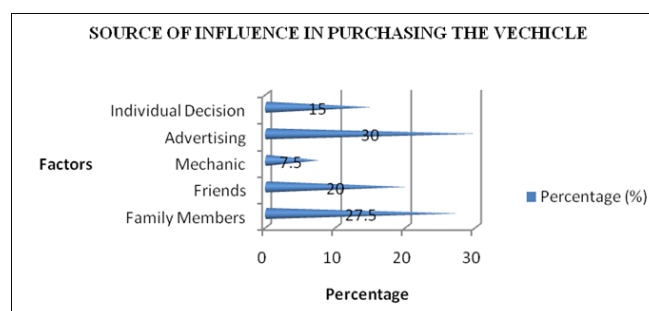
Inference

The above table reveals that 30% of the respondents are influenced by advertising, 27.5% of the respondents whose purchasing decision is influenced by family member's influences, 20% of the respondents are influenced by friends, 15% of the respondents are influenced by individual decision and 7% of the respondents are influenced by mechanic.

Customer opinion about their vehicle Mileage

Ratings	5	4	3	2	1	
Model	Very good	Good	Average	Below average	Poor	Total
Xpulse 200	40	14	6			60
Splendor	12	13	10			35
Passion			10	10	10	30
Super Spendor IBS		15	10			25
Duet	10	10	5			25
Pleasure	15	10				25

Mean score analysis for finding the rank of the mileage

Model	Total
Xpulse 200	40*5+14*4+6*3
Splendor	12*5+13*4+10
Passion	10*3+10*2+10
Super Spendor IBS	15*4+10*3 90
Duet	10*5+10*4+5*3
Pleasure	15*5+10*4 11

Inference

The above analysis reveals that as far as mileage is concerned, Pleasure model is ranked I followed by Xpulse 200, Duet, Splendor, Super Spendor IBS, Passion respectively.

Customer opinion about their vehicle Maintenance

Ratings	5	4	3	2	1	
Model	Very good	Good	Average	Below average	Poor	Total
Xpulse 200	40	14	6			60
Splendor	12	13	10			35
Passion	10	10		10		30
Super Splendor IBS		15	10			25
Duet	10	10		5		25
Pleasure	15		10			25

Mean score analysis for finding the rank of the maintenance

Model	Total	Average	Rank
Xpulse 200	40*5+14*4+6*3 274	4.56	I
Splendor	12*5+13*4+10*3 142	4.05	III
Passion	10*5+10*4+10*3 120	4	IV
Super Splendor IBS	15*4+10*3 90	3.6	VI
Duet	10*5+10*4+5*2 100	4	IV
Pleasure	15*5+10*3 105	4.2	II

Inference

The above analysis reveals that as far as maintenance is concerned is Xpulse 200 model is ranked I followed by Pleasure, Splendor, Passion, Duet and Super splendor IBS with rank respectively.

Customer Opinion of Brand Image

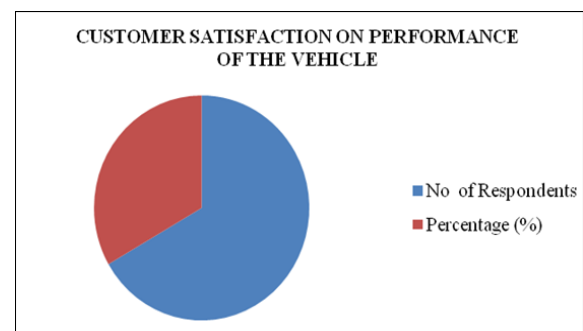| Ratings	No of Respondents	Percentage (%)
Very Good	80	40
Good	60	30
Average	55	27.5
Below Average	5	2.5
Poor	-	-
Total	200	100

CUSTOMER OPINION OF BRAND IMAGE
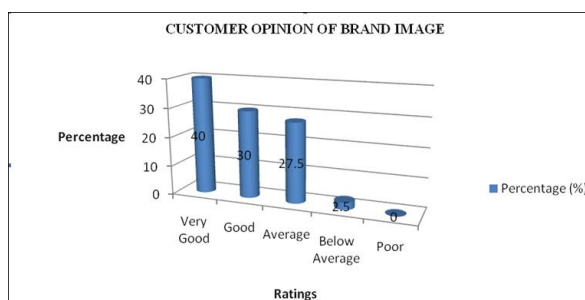
Inference

The above table shows that 40% of the respondents are of the opinion that Hero has Very good brand image and 30% of them considered the brand image as good only and 55% of the respondents think the brand is average.

Customer satisfaction on performance of the vehicle

Category	No of Respondents	Percentage (%)
Satisfied	167	83.5
Dis-satisfied	33	16.5
Total	200	100

CUSTOMER SATISFACTION ON PERFORMANCE OF THE VEHICLE

Inference

It is clear that the above table that 83.5% of the respondents is satisfied with the performance of their vehicles and only 16.5% of them are dis-satisfied.

Customer Satisfactionon warranty service

Category	No of Respondents	Percentage (%)
Satisfied	168	84
Dis-satisfied	32	16
Total	200	100

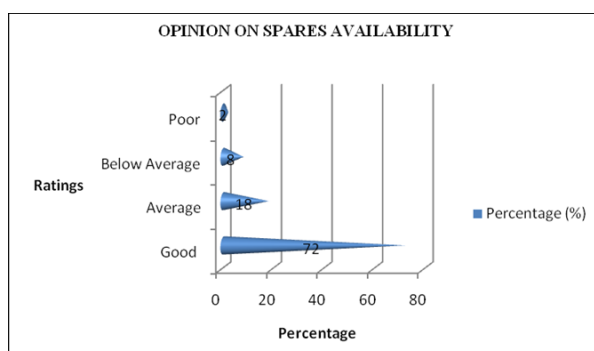CUSTOMER SATISFACTION ON WARRANTY SERVICE

Inference

It is clear that the above table that 84% of the respondents is satisfied with the warranty service of their vehicles and only 16% of them are dis-satisfied.

Opinion on spares availability

Ratings	No of Respondents	Percentage (%)
Good	144	72
Average	36	18
Below Average	16	8
Poor	4	2
Total	200	100

Inference

The above table shows that 72% of the respondents considered the availability of spares as good and 18% of them considered as average and only 10% of the respondents think that the availability is below average and poor.

VI. FINDINGS

1. Among the total samples more than 74% of the customers belong to the category of employees and business.
2. Nearly 88.5% of the respondents are satisfied with Hero vehicles.
3. 84% of the respondents provided a positive response regarding the warranty service provided by the dealer.
4. Most of the respondents think that the spare parts of Hero two wheelers are readily available.
5. Majority of the respondents are influenced through advertisements which is followed by family member's, friends influences and individual decisions.

VII. CONCLUSION

There is always a need for developing new and successful aspects. This situation can be improved with better understanding of the attitudes of the customers through frequent feedback. It will improve the loyalty as well as new attraction of customers thereby benefiting the company in the long run. Consumer contests can be considered to further the customer relationships . advertisements is the effective media to recall HERO among the people with the purchase of two-wheelers .The study concludes that HERO shows maximum satisfaction is respect to Mileage, Power, Design, Technology and After Sales Service whereas compare to others.

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