

A STUDY ON CUSTOMER SATISFACTION TOWARDS HERO SPLENDOR MODELS WITH SPECIAL REFERENCE TO SPLENDOR RIDERS IN DHARMAPURI DISTRICT

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Abstract—*This research paper has to discover the customer satisfaction level towards the product quality and services of Hero Honda bike brand. A sample is a representative part of the population. The probability method of systematic random sampling method was followed for study to choose the sample respondent. The researcher has decided to select a sample size of 150 respondents. Data were collected from the bike users of Hero Splendor Models. This study has found that the customer satisfaction, relationship between the customer expectation and the products apparent performance. If the products match the expectation, the customer is satisfied. If it exceeds the customer is highly satisfied.*

Keywords—*Customer Expectation, Customer Relations, Customer Satisfaction, Design, Style.*

INTRODUCTION

The two-wheeler industry has been going progressively over the years all over the world. India is not exclusion for that. Today India is the second largest manufacture of two wheelers in the world. It stands next only to Japan and China in terms of number of two wheelers produced and sold. Today the customer preferences have shift from geared scooters and motorcycles and also to an extent customer used to buy a two-wheeler based on its consistency and price comfort and utility were the two wheelers. Now with the opening up of the economy and accessibility of new design and technology the consumer is increasingly according greater priority to power and style. Bikes are large multiplicity of two wheelers are available in the market, known for the latest technology and superior mileage. Indian bikes, mopeds represent style and class for both men and women in India. Ride bikes in all areas lead the bike riders to experience discomfort under some conditions because of lack of pick up capability in their bike. In this regard, the researcher who belongs to Dharmapuri District which is surrounded by hills and no proper bus facilities in a frequent time is interested to conduct a research on satisfaction level of owners of Hero branded motorcycles specifically Splendor models in Dharmapuri District.

OBJECTIVE OF THE STUDY:

- To analyse the satisfaction level of customers of Hero splendor models.
- To identify the expectations that should be satisfied by Hero splendor model to increase customer satisfaction.
- To find out the opinion of customers regarding design, style, features of the Hero splendor models.
- To give appropriate suggestions for improvements in design, style and performance.

SCOPE OF THE STUDY:

The study is aimed at finding out the customer's satisfaction towards Hero splendor. The study would reveal that intensity of gap between company's rescue and the customer expectation. The coverage of the study would keep the informed about the customer's satisfaction towards the bike and various aspects concerned. This study will also help the company to increase the level of the customers in future.

LIMITATIONS OF THE STUDY:

- The survey was restricted to Dharmapuri District only.
- They may be few opinions which might have been missed out.
- Some respondents didn't give answer to full questionnaire.
- The study restricted only one product i.e. Hero splendor.

METHODOLOGY:

A research design considered as the frame work or plan for a study that guides as well as helps the data collection and analysis of data. The data will be collected from both primary data and secondary data. The primary data have been collected by using a predefined questionnaire. Questionnaires were handed over to the respondents who own the bikes and were requested to fill the same. In addition, secondary data have been collected from journals and newspapers.

SAMPLE SIZE:

Only 150 respondents were selected, majority of the respondents were male.

SAMPLE DESIGN:

A sample is a representative part of the population. The probability method of systematic random sampling method was followed for study to choose the sample respondent. The researcher has decided to select a sample size of 150 respondents.

STATISTICAL TOOLS USED:

Simple percentage method is used to analyse the data.

DATA ANALYSIS AND INTERPRETATION

Table-I GENDER OF THE RESPONDENTS

Gender	No. of respondents	Percentage
Male	147	98
Female	3	2
Total	150	100

Data source: **Primary data by questionnaire method**

Inference: Table shows that 98% of the respondents are male and rest of them are females.

Chart-I GENDER OF THE RESPONDENTS

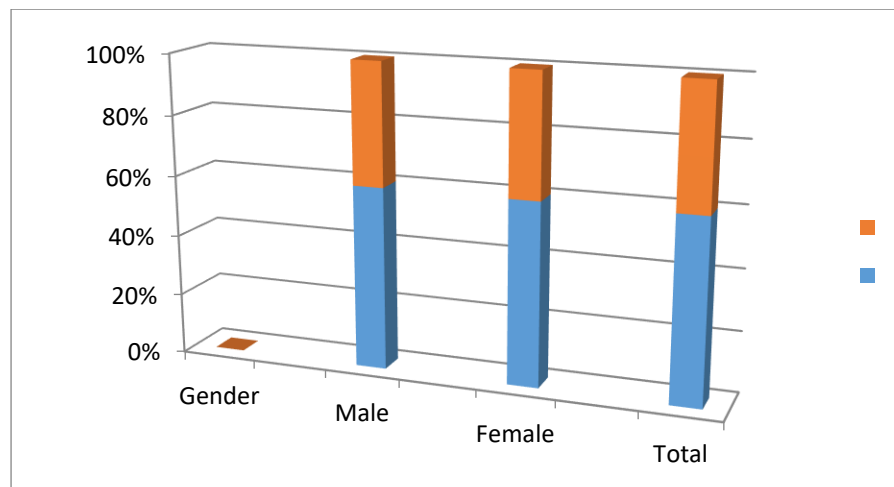


Table-II MONTHLY INCOME OF THE RESPONDENTS

Income	No. of Respondents	Percentage
Below 5,000	29	19.33
5,000 - 10,000	54	36
10,000 – 20,000	55	36.67
Above 20,000	12	8
Total	150	100

Data source: **Primary data by questionnaire method**

Inference: It has been understood from the Table 4.7 that the income of 36.67% of the respondents are ranging between Rs.10,000 and Rs.20,000 whereas 36% of respondent’s income ranges between Rs.5,000 – Rs.10,000. The income of nearly 20% of the respondents are less than Rs.5000 whereas only 8% of the respondents whose monthly income is more than Rs. 20000.

Chart-II MONTHLY INCOME OF THE RESPONDENTS

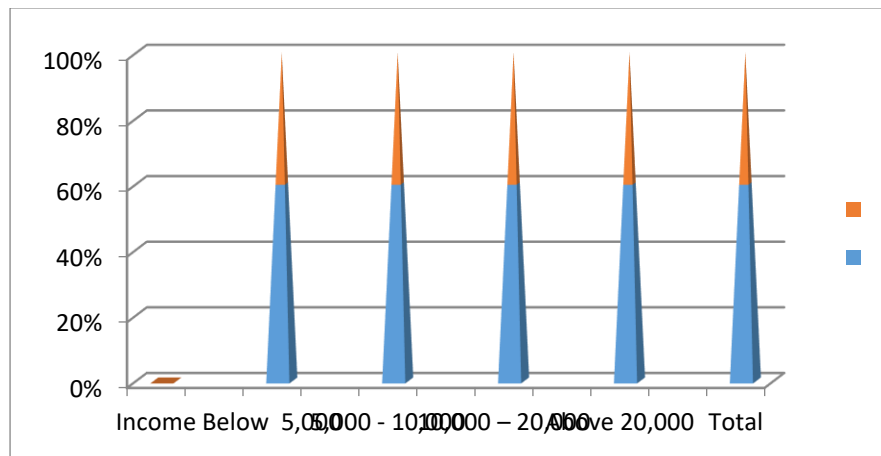


Table-III CUSTOMERS’ OPINION REGARDING, STYLE, DESIGN OF THE HERO BIKES

Comment	No. of Respondents	Percentage
Excellent	61	40.67
Good	48	32
Average	35	23.33
Poor	6	4
Total	150	100

Data source: **Primary data by questionnaire method**

Inference: Table 4.15 reveals that almost 41% of the respondents have the rated the design and style of the splendor models as excellent whereas 32% of them have voiced as good. Also, nearly 23% of the respondents have commented as average. Only 6% of the respondents stated that the design and style of these models are poor.

Chart-III CUSTOMERS' OPINION REGARDING, STYLE, DESIGN OF THE HERO BIKES

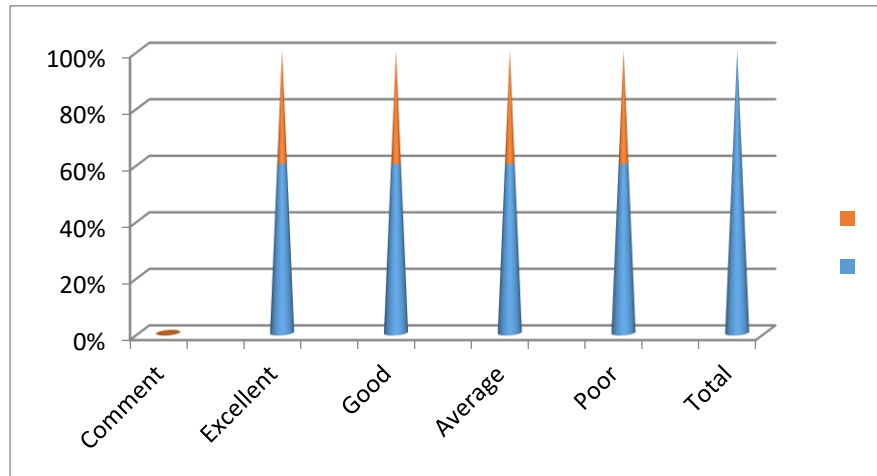


Table-IV CUSTOMER'S OPINION ABOUT THE FEATURES OF HERO BIKES

Features	No. of Respondents	Percentage
Style	36	24
Riding Comfort	51	34
Look	44	29.33
Other	19	12.67
Total	150	100

Data source: **Primary data by questionnaire method**

Inference: It can be inferred from the above table 4.17 that 34% of the respondents how bought Hero branded motorcycles for comfort ability whereas nearly 30% of them how owned for high look. Besides 24% of the respondents how bought the Hero branded motorcycles for style. Only 12.67% of them how bought for other purposes.

Chart-IV CUSTOMER'S OPINION ABOUT THE FEATURES OF HERO BIKES

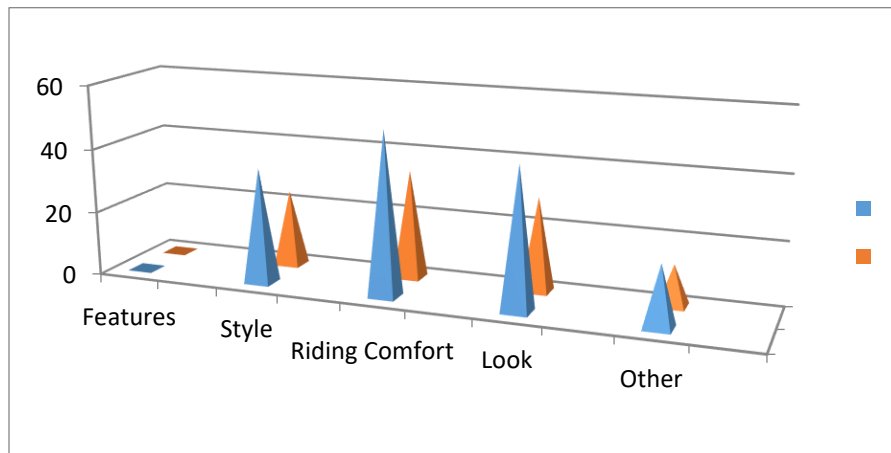


Table-V CUSTOMER’S OPINION ABOUT THE MILEAGE LEVEL OF HERO BIKE

Comment	No. of Respondents	Percentage
40 km per liter	23	15.33
50 km per liter	57	38
55 km per liter	46	30.67
60 km per liter	24	16
Total	150	100

Data source: **Primary data by questionnaire method**

Inference: The table 4.19 shows that exactly 38% of the respondents stated that their splendor give nearly 50 km per litter whereas nearly 31% of they are getting 55 km per liter of petrol. Besides 16% of the respondents revealed that they are getting more than 60 km per litter whereas only 15.33% of the respondents replied that they are getting less than 40 km per litter.

Chart-V CUSTOMER’S OPINION ABOUT THE MILEAGE LEVEL OF HERO BIKE

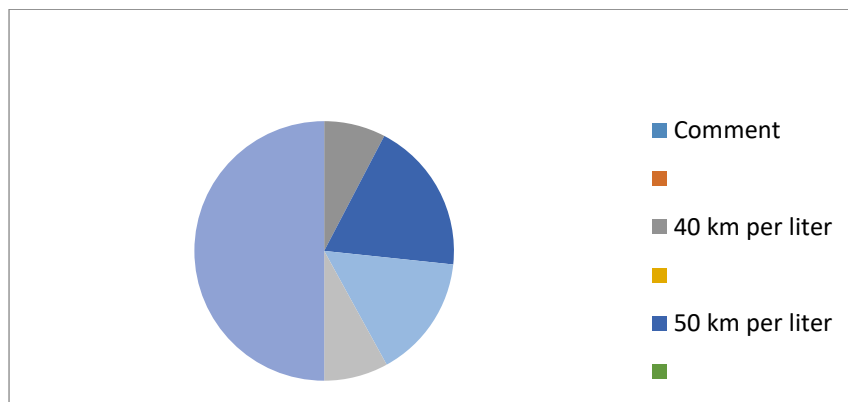


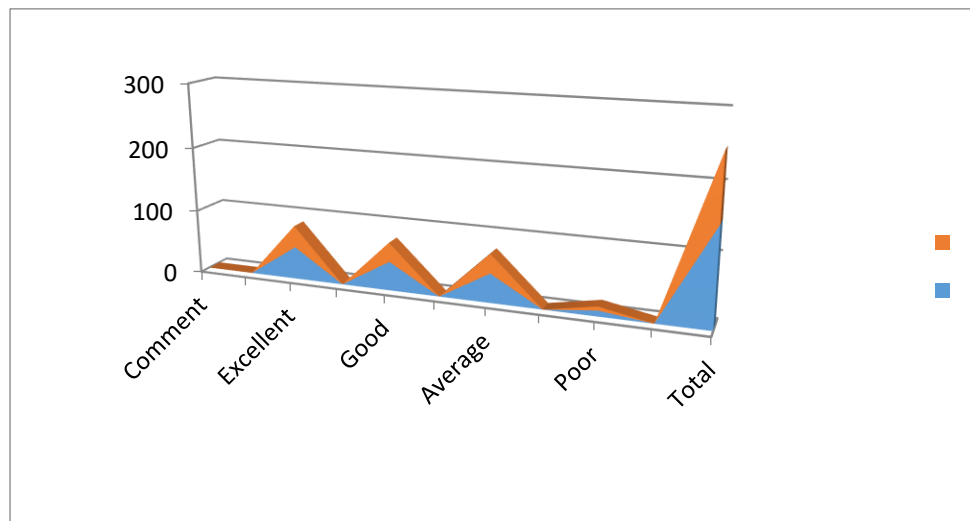
Table-VI CUSTOMER’S OPINION QUALITY OF SPARE PARTS OF HERO BIKES

Comment	No. of Respondents	Percentage
Excellent	51	34
Good	45	30
Average	45	30
Poor	9	6
Total	150	100

Data source: **Primary data by questionnaire method**

Inference: The table 4.20 reveals that 34% of the respondents stated that spare parts supplied by the Hero agencies are genuine and excellent. 30% of the respondents feel the spares are good and another 30% express that the spare parts from Hero agencies are in averages. But only 10% of the respondents feel that the agencies are services poor quality spares parts.

Chart-VI CUSTOMER'S OPENION QUALITY OF SPARE PARTS OF HERO BIKES



FINDINGS:

- The study shows out of 150 respondents 98% of the respondents are male and rest of them are females.
- The majority of the respondents belongs to the category of monthly income of Rs.10, 000 – Rs. 20,000.
- To recap, it has been observed that majority of the respondents are influenced by style and design of Hero splendor models.
- To sum up, majority of the respondents are getting more than 50 km per litter in their splendor model bikes.
- To review, majority of the respondents feel that the spare parts supplied by the agencies are excellent.

SUGGESTIONS:

- The Company may introduce the new vehicle specially designed for ladies driving to Increase the sales leads.
- To increase the awareness between friends, relatives of the customer, the company may conduct customer meet frequently to collect customer referral to increase leads.
- After sales service can be improve Customer relations department can take care of this.
- To keep very good relationship between the customer and company.
- The company at present stared customer relation department.

CONCLUSIONS:

It has been unquestionably proven that retaining customers is the only way to be successful in business. The study on the customer's satisfaction of Hero Splendor two wheelers among the customers within Dharmapuri District. The study tries to reveal the factors answerable for prefer a particular brand. The sample was collected from the customers who owned the Hero Splendor two wheelers and to know about the satisfaction level of the Hero Splendor two wheelers. In this study, most of the respondents are having a better opinion about the Hero Splendor two wheelers and the findings and suggestions of this study will support the company in an effective and better way.

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