



A STUDY ON CONSUMER SATISFACTION TOWARDS HERO MOTOCORP METRO MOTORS

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ABSTRACT

The objective of the study is to study the customer's satisfaction level towards products of Hero MotoCorp demographically, to study factors that lead to consumer satisfaction, to study about the knowledge of people of Navsari city towards products & service of Hero MotoCorp across occupation, to study overall consumer satisfaction towards services offered by the company. For this research data are collected from the questionnaire which was being filled up by the customers who purchased vehicles from Metro Motors Navsari. After collecting the data through questionnaire I have come to know about how the customers are satisfied or dissatisfied with company and by providing different facilities to provide after sales services.

1. INTRODUCTION

"A Study on Consumer Satisfaction towards Hero MotoCorp Metro Motors". Customer satisfaction applies to the level to which customers are happy with the goods and services provided. Using survey techniques and questionnaires able to measure the customer satisfaction levels. Achieving high levels of customer satisfaction is crucial to a business simply because most satisfied customers are likely to be loyal and to make repeating orders and using a wide range of services provided by a business. Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or change its products and services. Great customer satisfaction and high customer retention are strongly linked. Customer retention powers sales and helps businesses maintain sustainability. While metrics like sales and shares show important details on how well a company is performing at a specific time, customer satisfaction scores are one of the best indicators to reveal how a company will perform in the future.

2. LITERATURE REVIEW

- A. **Sanjay Kumar R, Dr. Mohammed Rafee, Dr. Mohammed Arif Pasha (2020)** Undertook a study on customer satisfaction towards after sale services of Royal Enfield acclaim motors, Yelahanka Bangalore. The objective of this report is to carry out a detailed study on understandings, this report provides the findings based on the discussions with the key personnel of Royal Enfield the study was conducted for a period of 8 weeks. The project was undertaken about help to identify how customer attitude on service helped to improve the transfer of learning. The methodology used for conducting the study was basically on the descriptive research taking a sample size of 100 customers. The primary data was collected through well-structured questionnaire. Secondary data were collected from book, journal, and websites.
- B. **Dr.K. Lakshmi Priya (2016)** A study on customer satisfaction towards Honda two wheeler the study focuses on customer satisfaction toward the Honda two wheeler. It includes availability level of products, quality of the products, customer's expectations towards the products and problems faced by customers if any at Honda. After the completion of data, the collected data is tabulated and analysed and the relationship between different variables have been estimated with the help of Simple percentage method, weighted average and Likert's scale technique. Hence, customer relationship management is having a wide scope in modern world.
- C. **Dr. N. Nagaraja (2012)** conducted a study on "Customer satisfaction in automobiles industry an Indian online buyer's perspective of car manufactures website". The main objective of the study is the analysis of the customer attitudes towards internet based car manufacture's website. The methodology used was regression method. The conclusion is automotive companies will need to stay focused on evolving consumer attitudes online.
- D. **Preet Kamlesh Patel, Taral Patel** analysed "A Study on Customers Satisfaction Towards Products of Hero MotoCorp." Study was conducted refers to Bardoli. The study used both primary and secondary data. Primary data were collected by constructing a detailed questionnaire. For the purpose of the study, 100 questionnaires were collected from the respondents who purchased Products of Hero MotoCorp.
- E. **V.S. Kumar(2018)** conducted a study on "The relationship between Customers Satisfaction and Customer Loyalty in Commercial Vehicle industry in India". The main objective of the study is that the paper will focus on the importance of CRM, customer loyalty and customer satisfaction. The data are collected in primary data. The conclusion is the questionnaire can be modified and update on the real time basis and the use of network in customer data mining.

3. Objectives of the study

The aim of the research is to study the following objectives:

- To study the customer's satisfaction level towards products of Hero MotoCorp demographically.
- To study factors that lead to consumer satisfaction.
- To study about the knowledge of people of Navsari city towards products & service of Hero MotoCorp across occupation.
- To study overall consumer satisfaction towards services offered by the company.

4. RESEARCH METHODOLOGY

This study is conducted through primary data. A structured questionnaire was created on the basis of that data was collected from 100 employees. Various tools like cross-tabulation, chi-square etc. were used. All of the analysis is done through SPSS software.

HYPOTHESIS DEVELOPMENT

H1: The level of consumer satisfaction does not vary significantly demographically belonging to different occupation.

H2: People of Navsari city do not differ significantly in knowledge about Hero MotoCorp.

H3: Consumer are overall satisfied with services offered by the company.

Test Applied

Frequency

Variable	Frequency	Percentage
Gender:		
Male	77	77
Female	23	23
Age:		
Less than 25	38	38
25-35	32	32
35-45	20	20
Above 45	10	10
Occupation:		
Farming	18	18
Housewife	8	8
Self-employed	19	19
Service/Job	23	23
Student	32	32
Qualification:		
Less than SSC	6	6

HSC	45	45
Graduation	44	44
Post-Graduation	4	4
Others	1	1
Annual income:		
Below 2.5 lac	28	28
2.5-5 lac	36	36
5-7.5 lac	27	27
Above 7.5 lac	9	9

From the above table, we can say that 77% of the respondents are male and other 23% of the respondents are female. From the above chart and table respectively in age wise, 38% belongs to age less than 25, 32% belongs to age between 25 to 35 years, 20% belongs to age between 35 to 45 years and other 10% belongs to age above 45 years. From the above chart and table respectively in the Occupation wise, 18% of the respondents are farmers, 23% of the respondents are doing service/Job, 8% of the respondents are housewife, 19% of the respondents are self-employed, 32% of the respondents are students, and 0% of the respondents are from other categories. From the above chart and table respectively, 6% of the respondent's qualification is less than SSC, 45% of the respondents has completed their HSC, 44% of the respondents has completed their Graduation, 4% of the respondents has completed their Post-Graduated and 1% respondents are in other categories. From the above chart and table respectively in income wise, the total 100 respondents in that 28% are having the income below 2.5 lakh, 36% of respondents have income between 2.5 lakh to 5 lakh, 27% of the respondents are having the income between 5 lakh to 7.5 lakh and remaining 9% of the respondents are having the income more than 7.5 lakh.

Chi-square Method

Bikes available with people belonging to different occupations

		Availability of bikes				Total	
		Dis satisfied	Neutral	Satisfied	Very Satisfied		
Occupati on	Farming	Count	1	3	6	8	18
		Expected Count	.4	2.3	9.2	6.1	18.0
	Housewife	Count	0	1	6	1	8
		Expected Count	.2	1.0	4.1	2.7	8.0
	Self-employed	Count	0	2	8	9	19
		Expected Count	.4	2.5	9.7	6.5	19.0
	Service/Job	Count	0	6	13	4	23
		Expected Count	.5	3.0	11.7	7.8	23.0
	Student	Count	1	1	18	12	32
		Expected Count	.6	4.2	16.3	10.9	32.0

Total	Count	2	13	51	34	100
	Expected Count	2.0	13.0	51.0	34.0	100.0

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.303 ^a	12	.225
Likelihood Ratio	16.911	12	.153
N of Valid Cases	100		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .16.

INTERPRETATION:

The above table show that the p-value is more than 0.05 so the null hypothesis is accepted i.e.: there is a significant relationship between occupation and the company has availability of bikes.

OCCUPATION AND AMBIANCE OF SHOWROOM

			Ambiance of showroom				Total	
			Dis satisfied	Neutral	Satisfied	Very Satisfied		
Occupation	Farming	Count	0	4	13	1	18	
		Expected Count	.7	3.8	10.1	3.4	18.0	
	Housewife	Count	0	4	3	1	8	
		Expected Count	.3	1.7	4.5	1.5	8.0	
	Self-employed	Count	2	5	8	4	19	
		Expected Count	.8	4.0	10.6	3.6	19.0	
	Service/Job	Count	1	6	14	2	23	
		Expected Count	.9	4.8	12.9	4.4	23.0	
	Student	Count	1	2	18	11	32	
		Expected Count	1.3	6.7	17.9	6.1	32.0	
	Total		Count	4	21	56	19	100
			Expected Count	4.0	21.0	56.0	19.0	100.0

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.489 ^a	12	.077
Likelihood Ratio	20.529	12	.058
N of Valid Cases	100		
a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .32.			

INTERPRETATION:

The above second table show that the p-value is more than 0.05 so the null hypothesis is accepted i.e.: there is a significant relationship between occupation and ambiance of showroom.

FINDINGS OF THE STUDY DEMOGRAPHIC PROFILE DESCRIPTIVE STATISTICS

	Total N	Mean
The company has availability of bikes	100	4.17
Are you satisfied with the performance of your vehicle after sale service?	100	3.96
The staff listens to your queries	100	3.81
Are you satisfied with the price offered by Metro Motors?	100	3.97
Modern equipment are used by company to provide better service.	100	3.63
Ambiance of showroom	100	3.9
You are satisfied with the service provided by Metro Motors	100	4.06
When you have a problem, company shows sincere interest in solving it.	100	3.87
No delay in product servicing	100	3.84
The company gives you individual attention.	100	3.93

INTERPRETATION:

From the above table that shows satisfaction of customers in Metro Motors, the first rank (4.17) is followed by the company has availability of bikes. The least rank (3.63) is secured by modern equipment are used by the company to provide better service.

SATISFACTION WITH MAINTENANCE COST.

	Frequency	Percent
Dissatisfied	7	7.0
Highly Satisfied	26	26.0
Neutral	27	27.0
Satisfied	40	40.0
Total	100	100.0

INTERPRETATION:

From the above chart and table, out of 100 respondents 7% of respondents are dissatisfied with maintenance cost, 26% are highly satisfied, 27% are neutral and 40% are satisfied with maintenance cost.

WILL YOU PURCHASE HERO BIKES AGAIN?

	Frequency	Percent
No	20	20.0
Yes	80	80.0
Total	100	100.0

INTERPRETATION:

From the above chart and table respectively, out of 100 respondents, 20% respondents have chosen no option and other 80% have chosen yes option to purchase bike again.

WILL YOU RECOMMEND METRO MOTORS TO YOUR FRIENDS, RELATIVES & NEIGHBOURS?

	Frequency	Percent
Maybe	15	15.0
No	11	11.0
Yes	74	74.0
Total	100	100.0

INTERPRETATION:

From the above chart and table respectively, out of 100 respondents, 11% respondents have chosen no option, 15% have chosen maybe option and other 74% have chosen yes option to recommend Metro Motors to your friends, relatives & neighbours.

VISITED THE METRO MOTORS NAVSARI SHOWROOM

	Frequency	Percent
Maybe	1	1.0
No	25	25.0
Yes	74	74.0
Total	100	100.0

INTERPRETATION:

From the above chart and table respectively, out of 100 respondents, 25% respondents have not visited, 74% have visited and other 1% have maybe visited Metro Motors Navsari showroom.

5. CONCLUSION

The main purpose of this study is to examine customer satisfaction towards Hero MotoCorp. From the research report it is been concluded that majority of respondent are satisfied with the Hero bikes and so they are ready to recommend to their friends, neighbours and family to purchase Hero MotoCorp bikes. Respondents are highly satisfied with the availability of bikes in the company and it is the most important factor for increasing customer satisfaction level. Other factors discussed in this report are price, after sale service, ambiance, maintenance, etc. Majority of the respondents are satisfied with all the factors. That's why Hero MotoCorp ltd is the world's largest manufacturer of two wheelers, based in India.

Sr. No.	Features	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
1.	The company has availability of bikes	34	51	13	2	0
2.	Are you satisfied with the performance of your vehicle after sale service?	26	47	24	3	0
3.	The staff listens to your queries	22	43	29	6	0
4.	Are you satisfied with the price offered by Metro Motors?	27	48	20	5	0
5.	Modern equipment are used by company to provide better service.	20	34	36	9	1
6.	Ambiance of showroom.	19	56	21	4	0
7.	You are satisfied with the service provided by Metro Motors	36	43	13	7	1

8.	When you have a problem, company shows sincere interest in solving it.	32	31	29	8	0
9.	No delay in product servicing	26	41	24	9	0
10.	The company gives you individual attention.	36	34	20	7	3

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