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A Study on Customer Satisfaction towards two-wheeler of Hero in Bilimora City

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ABSTRACT

This study is based on the level of customer satisfaction among Hero MotoCorp users in the Gujarat city of Bilimora. The poll is primarily focused on the variables that make Hero MotoCorp owners happy or unhappy with their two-wheeler bikes. In today's competitive environment, customers play a critical role. In order to thrive, a business must examine many aspects of customer satisfaction. Important basic characteristics should be determined, even if they differ from person to person. Customers should be treated as assets, and their requirements, preferences, and purchasing habits should all be considered

Keywords- Satisfaction, two-wheeler, respondents, awareness

Introduction

The goal of the research is to assess customer satisfaction at Hero Motors. Every corporation has been attempting to satisfy its clients for the past few years. The focus is on client retention, followed by new customer acquisition. It is far easier to acquire new clients than it is to keep old ones. As a result, businesses are attempting to concentrate on this component of client happiness.

The sale of a product does not end with the transaction; rather, it is the starting point for the original marketing strategy. The marketer must determine whether the customer is satisfied with the goods or service. For a marketer, post-purchase behaviour is crucial. It is enough to lose a customer if there is any cognitive conflict in the minds of the customers. With this in mind, businesses are placing a greater emphasis on consumer happiness.

Literature Review

Duggani yuvaraju and Durga Rao. S (2014) "Customer satisfaction towards Honda two wheelers in their study, made an attempt to examine customer satisfaction towards Honda two wheelers: A case study in Tirupati. In their study they use convenient sampling method for collecting data from 100 samples with the help of questionnaire. The results of performance of the Honda bikes are fully satisfied the customer's needs of pick-up quality, services.

Silja Hokkanen (2012) In his study "The impact of in store customer service on post purchase analyzed how in store customer service can affect satisfied impulse purchaser' post purchase behavior in terms of store returns. The results of those study revealed that in store customer service can positively affect impulse-buyers' post purchase evaluations of service, and by increasing the level of in-store service the sales personal can influence the customers and move an initial impulse purchase into a permanent adoption. This in return can minimize store returns.

Charles-Henri Gros (2012) In his study "The influence of social media on consumers during their purchase decision making process" aims to explain how the influence of social media is reflected on consumers' purchasing decision-making process and if this influence differs at the various stages of this process. Non probability sampling is used for collecting data from 260) consumers. The research is that the influence of social media also differs depending upon cultural background such as nationalities**.**

Vavra, T.G. (1997) The author has given the meaning and definition about loyal customer. A customer is a person who buys the goods and services of the same brand is known as loyal customer. A single loyal customer is important than the ten new customers so he talks about the need and importance of loyal customers.

Howard and Sheth (1969) In this study the author has analyzed the buying behavior of customer which will helps to make selling strategies from the seller or company. Because in the modern world the customers needs and attitudes are continuously changes, so customer satisfaction and buying behavior of the customer study is very essential now a days.

Research Methodology

Research Objective

- To know the customer level of satisfaction of Hero two-wheelers with respect to Hero MotoCorp Ltd.
- To know the various factors, which influence customers in purchasing two wheelers
- To know the customer level of awareness of Hero two-wheelers.

Area of study

The study is restricted to Bilimora City

Sample design

For the purpose of the study, 100 questionnaires were collected from the respondents who purchased products of Hero MotoCorp

Data Analysis (Manova)

Multivariate Tests		Value	F	Hypothesis df	Error df	Sig.
Effect		Value	F	Hypothesis df	Error df	Sig.
Gender	Pillai's Trace	.534	1.144[b]	15.000	15.000	.399
	Wilks' Lambda	**.466**	**1.144[b]**	**15.000**	**15.000**	**.399**
	Hotelling's Trace	1.144	1.144[b]	15.000	15.000	.399
	Roy's Largest Root	1.144	1.144[b]	15.000	15.000	.399
Age	Pillai's Trace	1.175	.730	45.000	51.000	.858
	Wilks' Lambda	**.184**	**.774**	**45.000**	**45.342**	**.804**
	Hotelling's Trace	2.672	.812	45.000	41.000	.753
	Roy's Largest Root	1.897	2.150[c]	15.000	17.000	.066
Education	Pillai's Trace	1.822	1.752	45.000	51.000	.027
	Wilks' Lambda	**.045**	**1.847**	**45.000**	**45.342**	**.021**
	Hotelling's Trace	6.402	1.944	45.000	41.000	.017
	Roy's Largest Root	4.251	4.818[c]	15.000	17.000	.001
Income	Pillai's Trace	1.353	.931	45.000	51.000	.594
	Wilks' Lambda	**.142**	**.938**	**45.000**	**45.342**	**.585**
	Hotelling's Trace	3.050	.926	45.000	41.000	.600
	Roy's Largest Root	1.784	2.022[c]	15.000	17.000	.082
Occupation	Pillai's Trace	1.824	1.006	60.000	72.000	.487
	Wilks' Lambda	**.066**	**1.022**	**60.000**	**60.780**	**.466**
	Hotelling's Trace	4.463	1.004	60.000	54.000	.496
	Roy's Largest Root	2.180	2.616[c]	15.000	18.000	.057

Gender

	Dependent variable	Type III sum of squares	df	Mean square	f	Sig.	Partial Eta squared
Gender	Performance	.321	1	.321	1.158	.291	.038
	Durability	.011	1	.011	.037	.849	.001
	Price	1.564	1	1.564	3.739	.063	.114
	Quality	.580	1	.580	2.196	.149	.070
	Mileage	.144	1	.144	.547	.465	.019
	Brand Image	.044	1	.044	.090	.767	.003
	Resale Value	.178	1	.178	.556	.462	.019
	Sale Service	.097	1	.097	.388	.538	.013
	After Sales Service	.635	1	.635	2.094	.159	.067
	Design of Bike	.007	1	.007	.014	.908	.000
	Availability of colors	.136	1	.136	.388	.538	.013
	Safety Features	.236	1	.236	.871	.358	.029
	Maintenance Cost	.609	1	.609	1.274	.268	.042
	Country of Origin	.047	1	.047	.093	.762	.003
	Availability of Bike	.002	1	.002	.006	.940	.000

Interpretation

In the above table of tests of between-subject effects, the p-value of all the factors is above 0.05 hence , factors such as Performance, Durability, Price, Quality, Mileage, Brand Image, Resale Value, Sale Service, After Sales Service, Design of Bike, Availability of colors, Safety Features, Maintenance Cost, Country of Origin, Availability of Bike are affecting Gender

Age

	Dependent variable	Type III sum of squares	df	Mean square	f	Sig.	Partial Eta squared
Age	Performance	.987	3	.329	1.188	.332	.109
	Durability	1.306	3	.435	1.430	.254	.129
	Price	1.231	3	.410	.981	.415	.092
	Quality	.644	3	.215	.811	.498	.077
	Mileage	1.276	3	.425	1.616	.207	.143
	Brand Image	.981	3	.327	.674	.575	.065
	Resale Value	1.478	3	.493	1.542	.225	.138
	Sale Service	.847	3	.282	1.132	.353	.105
	-After Sales Service	1.693	3	.564	1.859	.159	.161
	Design of Bike	1.731	3	.577	1.053	.384	.098
	Availability of Colors	1.575	3	.525	1.498	.236	.134
	Safety Features	1.716	3	.572	2.109	.121	.179
	Maintenance Cost	1.023	3	.341	.713	.552	.069
	Country of Origin	.774	3	.258	.511	.678	.050
	Availability of Bike	1.339	3	.446	1.397	.264	.126

Interpretation

In the above table of tests of between-subject effects, the p-value of all the factors is above 0.05 hence , factors such as Performance, Durability, Price, Quality, Mileage, Brand Image, Resale Value, Sale Service, After Sales Service, Design of Bike, Availability of colors, Safety Features, Maintenance Cost, Country of Origin, Availability of Bike are affecting Age

Education

	Dependent variable	Type III sum of squares	df	Mean square	f	Sig.	Partial Eta squared
Education	Performance	.466	3	.155	.560	.645	.055
	Durability	1.481	3	.494	1.621	.206	.144
	Price	.302	3	.101	.241	.867	.024
	Quality	.496	3	.165	.625	.605	.061
	Mileage	1.367	3	.456	1.731	.182	.152
	Brand Image	.418	3	.139	.287	.834	.029
	Resale Value	2.504	3	.835	2.612	.070	.213
	Sale Service	.122	3	.041	.163	.920	.017
	After Sales Service	.762	3	.254	.837	.485	.080
	Design of Bike	.625	3	.208	.380	.768	.038
	Availability of Colors	1.522	3	.507	1.447	.250	.130
	Safety Features	.436	3	.145	.536	.662	.052
	Maintenance Cost	.702	3	.234	.489	.693	.048
	Country of Origin	1.995	3	.665	1.318	.288	.120
	Availability of Bike	.507	3	.169	.529	.666	.052

Interpretation

In the above table of tests of between-subject effects, the p-value of all the factors is above 0.05 hence , factors such as Performance, Durability, Price,

Quality, Mileage, Brand Image, Resale Value, Sale Service, After Sales Service, Design of Bike, Availability of colors, Safety Features, Maintenance Cost, Country of Origin, Availability of Bike are affecting Education.

Income

	Dependent variable	Type III sum of squares	df	Mean square	f	Sig.	Partial Eta squared
Income	Performance	.270	3	.090	.325	.807	.033
	Durability	.769	3	.256	.842	.482	.080
	Price	.363	3	.121	.289	.833	.029
	Quality	1.084	3	.361	1.367	.272	.124
	Mileage	.347	3	.116	.439	.727	.043
	Brand Image	.318	3	.106	.218	.883	.022
	Resale Value	2.811	3	.937	2.932	.050	.233
	Sale Service	.663	3	.221	.886	.460	.084
	After Sales Service	.832	3	.277	.914	.447	.086
	Design of Bike	.386	3	.129	.235	.871	.024
	Availability of Colors	.212	3	.071	.202	.894	.020
	Safety Features	.677	3	.226	.832	.487	.079
	Maintenance Cost	1.396	3	.465	.973	.419	.091
	Country of Origin	.752	3	.251	.497	.687	.049
	Availability of Bike	.363	3	.121	.378	.769	.038

Interpretation

In the above table of tests of between-subject effects, the p-value of all the factors is above 0.05 hence , factors such as Performance, Durability, Price, Quality, Mileage, Brand Image, Sale Service, After Sales Service, Design of Bike, Availability of colors, Safety Features, Maintenance Cost, Country of Origin, Availability of Bike are affecting Income. Whereas the p-value of Resale value is equal to 0.05 as it neither below or above the p-value, therefore the Resale value is undetermined.

Occupation

	Dependent variable	Type III sum of squares	df	Mean square	f	Sig.	Partial Eta squared
Occupation	Performance	3.382	4	.846	3.053	.032	.296
	Durability	3.404	4	.851	2.794	.045	.278
	Price	2.882	4	.720	1.722	.172	.192
	Quality	2.152	4	.538	2.035	.116	.219
	Mileage	2.244	4	.561	2.131	.102	.227
	Brand Image	2.146	4	.536	1.106	.373	.132
	Resale Value	.632	4	.158	.494	.740	.064
	Sale Service	2.010	4	.503	2.015	.119	.217
	After Sales Service	1.015	4	.254	.836	.513	.103
	Design of Bike	.481	4	.120	.220	.925	.029
	Availability of Colors	2.181	4	.545	1.555	.213	.177
	Safety Features	1.530	4	.382	1.410	.256	.163
	Maintenance Cost	.758	4	.190	.397	.809	.052
	Country of Origin	.510	4	.127	.253	.906	.034
	Availability of Bike	1.024	4	.256	.801	.534	.100

Interpretation

In the above table of tests of between-subject effects, the p-value of all the factors is above 0.05 hence , factors such as Price, Quality, Mileage, Brand Image, Resale Value, Sale Service, After Sales Service, Design of Bike, Availability of colors, Safety Features, Maintenance Cost, Country of Origin, Availability of Bike are affecting Occupation. Whereas, the p-value of factors such as performance and durability is below 0.05 therefore, it is not affecting Occupation.

Conclusion

The study tries to reveal the level of awareness of Hero two-wheelers. It is found that TV ads and word of mouth is the effective media to recall HERO among the people with the purchase of two-wheelers. The sample was collected from the customers who owned the Hero two wheelers From the research report it has been concluded that majority of respondent are satisfied with the Hero bikes. The factors responsible for satisfaction are Style, Performance, Mileage, Brake system, Warranty, after sales service. Respondents are also satisfied with the Price, Riding comforts, Safety features, Availability of spare parts & colors of hero motor corp. Factors such as performance, mileage, price, safety features, design of bike and maintenance cost highly influenced respondents. Most of Respondents agree that they are ready to recommend Hero MotoCorp two-wheeler to other people as well.

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