



A Customer Satisfaction Towards Hero Motorcorp After Separation

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ABSTRACT

This research is based on the level of satisfaction among bike riders in Chennai, Tamil Nadu. The poll is primarily concerned with the elements that influence bike owners' satisfaction or dissatisfaction with the two-wheelers they ride. In today's competitive environment, customers play a critical role. To thrive, a business must examine many aspects of customer happiness. Important basic characteristics should be determined, even if they differ from person to person. Satisfaction, consumer, purchasing behavior, two-wheeler, responders, and so on.

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 much 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 or not the customer is satisfied with the goods or service. For a marketer, post-purchase behavior is crucial. If there is any cognitive dissonance in the minds of your clients, you should address it.

OBJECTIVES

1. This study was conducted keeping the following objectives in mind. 1. To study the factors which influence the purchase of Hero two-wheelers?
2. To know the customer level of awareness of Hero two-wheelers. 3. To know the various factors, which influence customers I purchasing, they're two-wheelers?
3. To find the after-sales service offered by Hero MotoCorp Ltd. 5. To know the customer level of satisfaction of Hero two- wheelers concerning Hero MotoCorp Ltd.
4. To find the profile of Hero MotoCorp Ltd two-wheeler customers.
5. To understand the two-wheeler sector in India. How the split with
6. Honda has affected Hero motors.

SCOPE OF THE STUDY

This study helps the organizations to increase their service and product quality and in turn increase the market share, and top and bottom line of the company.

LIMITATIONS

1. I have observed the following limitations in the course of my study. 1. The areas which were selected were limited only to Bangalore i.e., the findings are regional and do not represent the state or country.
2. Time constraints hampered the study.
3. Since the study involved gathering information from upper to higher-middle class people, interaction with them became difficult.

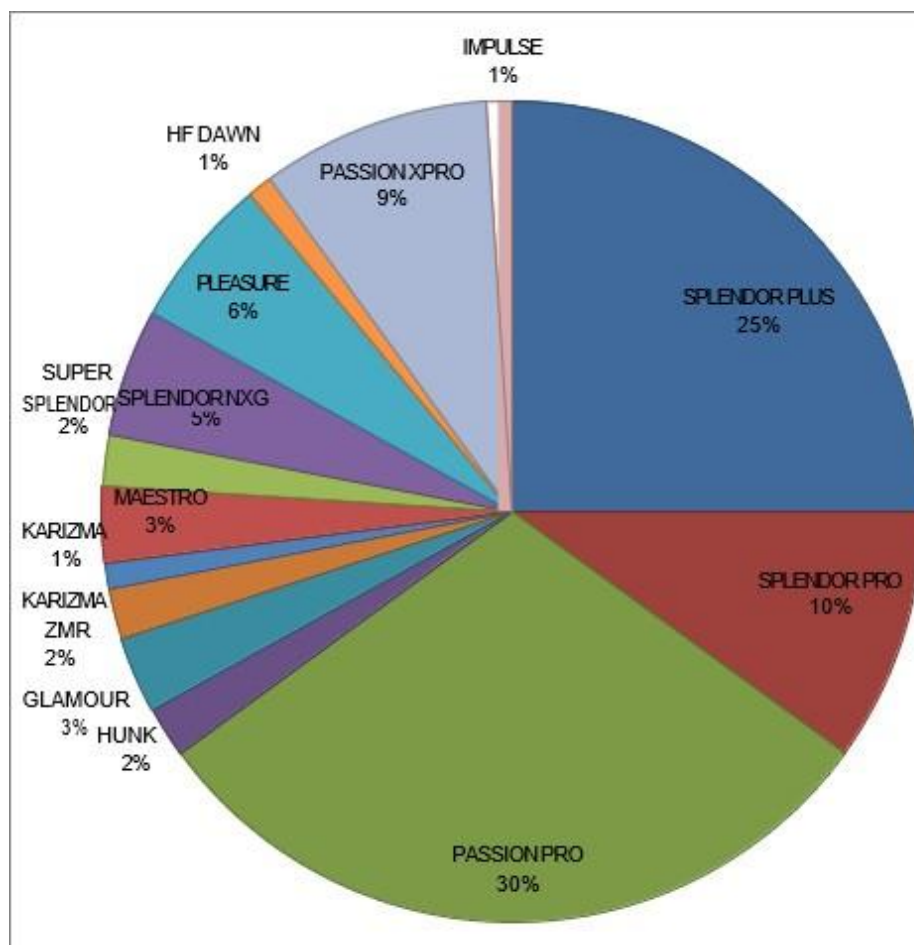
DATA ANALYSIS AND INTEPRETATION

Table- 4.1 Showing type of Hero two wheeler models owned

Number	Name of Hero two wheeler	No. of respondents
1	Splendor Plus	25
2	Splendor Pro	10
3	Passion Pro	30
4	Hunk	2
5	Glamour	3
6	Karizma Zmr	2
7	Karizma	1
8	Maestro	3
9	Super Splendor	2
10	Splendor Nxc	5
11	Pleasure	6
12	Hf Dawn	1
13	Passion Xpro	9
14	Impulse	1
	Total	100

Inference:- From the above table it is inferred that 30% of respondents held PassionPro and 25% of respondents held Splendor Plus, Splendor Pro 10%, and PassionXpro 9%. The remaining two-wheelers are very less in %. The table is inferred that some of the models are very less in the market. This formed the basis of the study.

Chart 4.1 Showing type of Hero two wheeler models owned in



Sources	No. of respondents
News paper ads	9
Television ads	57
Roadside Boarding's	14
Others	20
Total	100

Table- 4.2 showing the source of information about Hero

CONCLUSION

Customer satisfaction is a marketing strategy as well as a significant value add benefit. Customers frequently regard it as equally significant as the primary product or service your company provides. They only use authentic parts in their products in order to build a stronger relationship with their customers. They also have services and maintenance after they sell. Their ongoing effort is to fulfil the company's objective of offering the best level of customer satisfaction by taking care of customers' two-wheeler repair and maintenance through their wide network of over 2100 dedicated dealers and service shops distributed across the country. Apart from that, hero MotoCorp Ltd concentrated on the cleanliness and aesthetics of the service stations, including amenities such as air-conditioned waiting areas, internet access, and coffee shops.

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