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A STUDY ON CUSTOMER SATISFACTION TOWARDS HERO MOTOCORP WITH REFERENCE TO COIMBATORE CITY

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ABSTARCT:

Hero MotoCorp, the world's largest two-wheeler manufacturer, holds a dominant position in the Indian motorcycle and scooter market, known for its affordable, fuelefficient bikes, strong brand loyalty, and extensive dealer network. In the highly competitive automotive sector, customer satisfaction is a key driver of sustained growth and market leadership. This study explores customer satisfaction at Hero MotoCorp by examining critical factors such as product quality, pricing, after-sales service, brand image, and overall experience. Based on data collected through surveys and interviews with customers, dealers, and service personnel across various regions, the analysis highlights strengths in product reliability and service accessibility, while also identifying areas needing improvement like spare parts availability and service response time. The findings emphasize that timely service, value for money, and quality dealer interactions significantly impact customer satisfaction, and suggest improvements in service infrastructure, digital feedback systems, and customer engagement initiatives to further enhance the brand's customer-centric approach.

Keywords:

Customer Satisfaction, Hero MotoCorp, Two-Wheeler Industry, Automobile Sector, Consumer Behavior, After-Sales Service, Brand Loyalty, Product Quality

INRODUCTION:

Customer satisfaction is a major factor in the success and growth of any business, especially in the automobile industry where it directly shapes buying decisions and brand loyalty. Hero MotoCorp, the world's largest two-wheeler manufacturer, has built its reputation on offering reliable, **fuel-efficient**, and **budget-friendly vehicles**. With a wide range of bikes and scooters to suit different types of riders, the company focuses heavily on quality, durability, and performance. Popular models like **the Hero Splendor and Passion Pro** continue to be favorites among daily commuters in India. What sets Hero MotoCorp apart is its ongoing effort to innovate by listening to customer feedback and adapting to their needs. The brand is also committed to integrating advanced, ecofriendly technologies into its products. This study takes a closer look at the key factors that drive customer satisfaction with Hero MotoCorp and how the brand continues to meet the expectations of its riders.

STATEMENT OF PROBLEM:

Hero MotoCorp has been a leading player in the two-wheeler market, but there are growing concerns about customer satisfaction that need to be addressed. While the company offers a wide range of motorcycles and scooters, many customers report inconsistent experiences, especially when it comes to **after-sales service, product quality, and dealership interactions**. Issues like delays in repairs, difficulty in obtaining spare parts, and varying service quality across different locations have contributed to dissatisfaction. As customer expectations change, there is a greater demand for advanced features, better service, and a more seamless buying and ownership experience.

OBJECTIVE OF THE STUDY

- To evaluate customer satisfaction level with Hero MotoCorp products and services.
- To study customer experience during the purchase process, including ease of access to dealership, financing options, and performance
- Analyzing the quality of after-sales services, focusing on service center efficiency, repair quality, and customer support.

REVIEW OF LITERATURE:

Celent (2006) concluded that banks can gain full value from their investments in CRM technology by leveraging on customer knowledge and TCF bank a midsize that has a community banking culture realised the same and implemented CRM for its online banking process and this helped TCF bank to reap rewards during direct customer interaction.

Susan Suffes (2006) Audi (UK), a leading manufacturer in the prestige automobile market implemented CRM successfully and this helped Audi to develop a model to drive growth and engineer a dramatic turnaround by creating a superior customer experience.

COMPANY PROFILE:

Hero MotoCorp Ltd. was established in 1984 as Hero Honda through a joint venture. The Hero Splendor boosted its market dominance with fuel efficiency and affordability. In 2010, Hero Group bought out Honda's stake and rebranded the company. The company expanded globally with plants in Colombia, Kenya, and Bangladesh. It now offers premium bikes and electric vehicles with a strong global presence.

HERO MOTOCORP: A LEGACY OF INNOVATION AND GROWTH (1984–2025)

Hero MotoCorp's journey began in 1984 as Hero Honda—a joint venture between India's Hero Group and Japan's Honda Motor Company—that transformed the Indian two-wheeler market by introducing affordable, fuel-efficient bikes like the **CD100, Splendor, and Passion**. With Hero managing production and marketing and Honda bringing in research and development, the partnership quickly made Hero Honda a household name, thanks in part to its iconic tagline, “**Desh Ki Dhadkan**.” However, by 2011, the two companies went their separate ways. Hero rebranded as Hero MotoCorp and began forging its own path, launching popular models like **the Maestro, Xtreme, and Duet to appeal** to both urban and premium markets. The company also ventured into the adventure segment with **the Xpulse 200** and focused on younger riders with fresh, stylish designs. More recently, from 2020 onwards, Hero has stepped into the electric mobility space with models like the Hero Optima and Photon, supported by advanced lithium-ion battery tech and a growing charging infrastructure. Hero's evolution reflects its ability to adapt, innovate, and stay ahead—balancing its rich legacy with a forward-looking vision that aligns with India's shift toward sustainable mobility.

SIMPLE PERCENTAGE ANALYSIS

FORMULA:

$$\text{Simple percentage analysis} = \frac{\text{no of respondents}}{\text{total no of respondent}} \times 100$$

TABLE SHOWING SATISFACTION LEVEL TOWARDS HERO

MOTORCORP DEALERS

Satisfaction level	Frequency	Percentage
Highly satisfied	74	49
satisfied	31	21
Neutral	24	16
Dissatisfied	10	7
Highly dissatisfied	11	7
Total	150	100

SOURCE: primary data

INTERPRETATION:

The above table depicts that 49% of the respondents are Highly satisfied, 21% of the respondents are satisfied, 16% of the respondents are Neutral, 7% of the respondents are Dissatisfied and 7% of the respondents are highly Dissatisfied.

49% of respondents who were highly satisfied towards hero MotoCorp dealer

Chart showing satisfaction level towards MotoCorp dealers

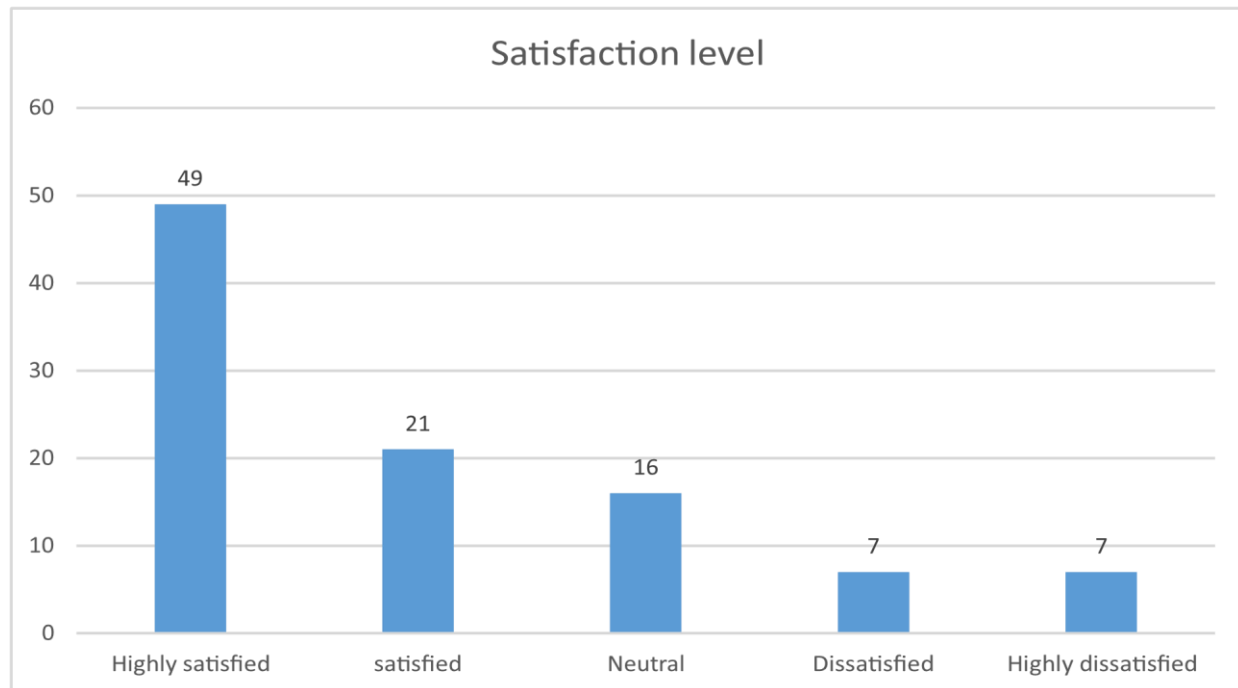


TABLE SHOWING SERVICE PREFERENCES

Services	Frequency	Percentage
Authorized services center	71	47
Independent local garages	20	20
Service station near my area	37	25
I service it by myself	12	8
Total	150	100

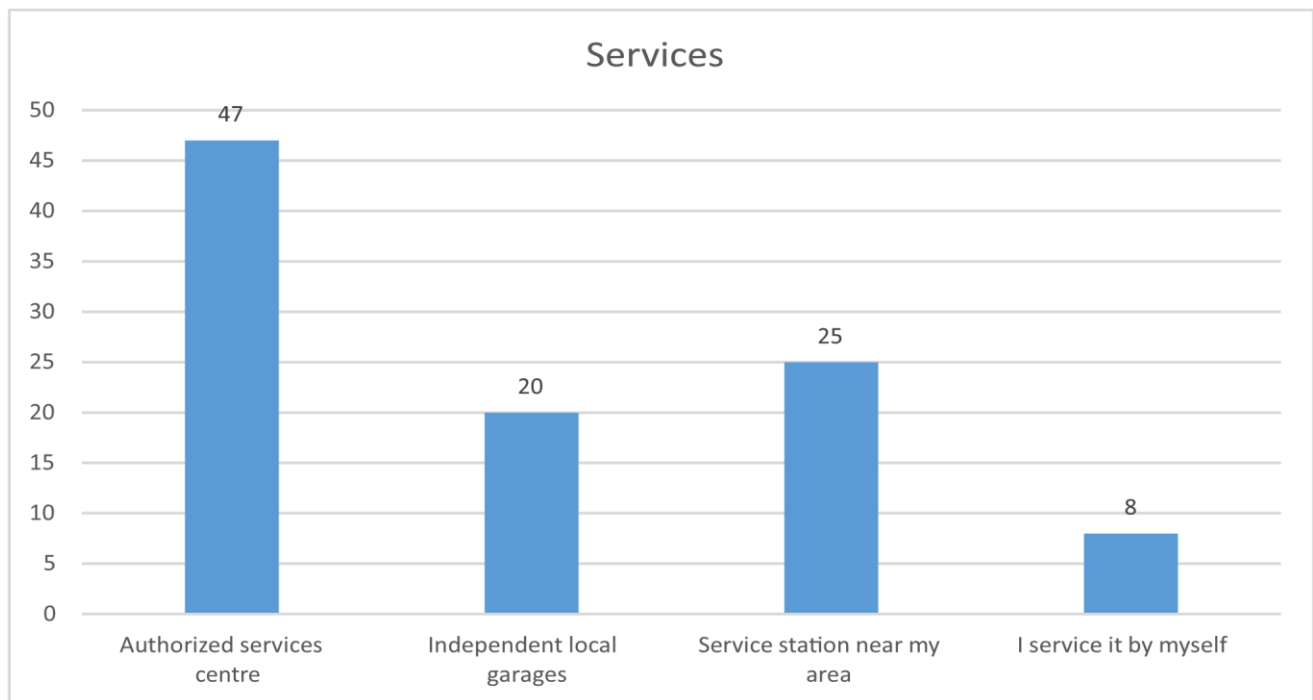
SOURCE: primary data

INTERPRETATION:

The above table depicts that 47% of the respondents are preferred Authorized services center, 20% of the respondents are preferred Independent local garages, 25% of the respondents are preferred Service station near my area and 8% of the respondents are preferred service it by themselves.

47% respondents who preferred services in authorized service center

CHART SHOWING SERVICE PREFERENCES

**WEIGHTED AVERAGE & RANK ANALYSIS**

$$\frac{\text{total no of product}}{\text{total no of respondent}} \times \text{weighted average} =$$

CLASSIFICATION OF RESPONDENTS ABOUT WEIGHTED

AVERAGE AND RANKING ANALYSIS

Particulars	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly satisfied	Total	Weighted average	Rank
Mileage	49	32	46	7	16	541	3.60	II
Performance	24	71	35	9	11	538	3.58	III
Spare Parts	32	58	41	11	8	545	3.63	I
Price	25	67	33	15	10	532	3.54	IV
Features	34	31	58	15	12	510	3.4	V

Source: primary data

INTERPRETATION:

The weighted average method ranks *Spare Parts (3.63, Rank I)* as the most satisfying factor, followed by *Mileage (3.60, Rank II)* and *Performance (3.58, Rank III), while **Price (3.54, Rank IV)* and *Features (3.40, Rank V)* are the least satisfying, indicating that customers prioritize spare parts availability, mileage, and performance over price and features, suggesting a need for improvement in affordability and feature enhancements.

FINDINGS:

The study aimed to explore the customer satisfaction towards the Hero MotoCorp as well as to identify the challenges consumer encounter and the factors influencing their purchase decisions. It assessed that the overall satisfaction and awareness of the Hero MotoCorp in the Coimbatore city using various analytical techniques such as percentage analysis, rank analysis, weighted average analysis, The concluding chapter provides a summary of the study is findings and offers recommendations based on the results.

SUGGESTION:

- Enhance engine performance and fuel efficiency to improve power delivery and mileage.
- Upgrade after-sales service quality by reducing wait times and ensuring spare parts availability.
- Introduce advanced features and technology like digital displays, LED lighting, and ABS.
- Improve build quality and design with durable materials and refined aesthetics.
- Strengthen customer support and feedback mechanism for faster complaint resolution and better service.

CONCLUSION:

The research was conducted in Coimbatore, Tamil Nadu, and successfully met all the objectives of the study. It has identified key factors that influence customer satisfaction among two-wheeler users. The insights gained from this study will not only benefit Hero MotoCorp but also provide valuable guidance for other two-wheeler manufacturers to enhance their offerings and customer engagement.

A total of 150 respondents were surveyed, and it was concluded that a significant number of customers prefer Hero MotoCorp due to its fuel efficiency, affordability, reliability, and extensive service network. Hero MotoCorp is a strong choice for customers seeking a budget-friendly, practical, and fuel-efficient two-wheeler. However, while the brand enjoys a strong market presence, some customers feel that certain models could benefit from improved styling and advanced features.