



**ORIGINAL RESEARCH PAPER**

**Management**

**A STUDY ON CUSTOMER SATISFACTION TOWARDS HERO BIKES WITH REFERENCE TO JABALPUR DISTRICT, M.P.**

**KEY WORDS:** Customer Satisfaction, Hero Bikes, Reason For Purchasing Hero Bikes.

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**ABSTRACT**

This study has been carried out in Jabalpur district and 150 responses of the respondents are taken for the analysis. A self structured questionnaire has been constructed and distributed among the users of Hero bikes. Convenience sampling method has been adopted for collection of data in primary data collection. Male and female both have been participated in the study and male percentage were higher than that of female. Appropriate statistical tools applied in this study. Customer make their purchasing decision of two wheelers by evaluating of price, mileage, style, pickup, availability of spare parts and servicing at Hero's authorized service center etc. In this analysis majority of the respondents were satisfied with the attributes of Hero bikes, whereas the brand image of the Hero MotoCorp Ltd. Has been the most influential factor that attract the customers.

**INTRODUCTION**

The automobile industry, specially two wheelers, has been growing rapidly in recent years all over the world. India is the major contributor to the industry of two wheelers as it has become one of the biggest industries in the country. Today, India's position is the 1<sup>st</sup> in manufacturing of two wheelers in the world. India has the vast market of two wheelers and there are various ranges of two wheelers in Indian markets. Many foreign companies are existed in the country to compete here, either in form of collaborations with Indian manufacturers or separate entity.

Customers have been found more satisfied in Jabalpur district with the brand of Hero but the satisfaction level of there is not unnecessary as they found quality product and services from the concerned company. However, strong competition existed in the industry as many indigenous and foreign players are competing efficiently and effectively. Customer satisfaction played an important role to grow and remain in the competition in the industry and have become a significance tools in brand extension. A satisfied customer is a good advertiser of any product or services and a major influencer among the customers of same segment.

Today, majority of the people have shifted their preferences from geared scooters to motorcycles and also to an extent end the era of scooters. Stringent emission norms recently imposed by the government and fuel efficiency are also a major issue that triggered to be shifted their preferences towards motorcycles.

**REVIEW OF LITERATURE**

**D. Vijyalakshami et al. (2015)** have carried out their study on customer satisfaction with regards to different brands of two-wheelers. Their study area was restricted to Coimbatore city and the respondents were local of that city. They found in their study that two-wheelers help people to easy and convenient travel of their daily routine as it is easy to drive and handle. They have also concluded that high price of two-wheelers do not always give satisfaction to the customers, however, it leads to dissatisfaction some times.

**Saraswati S. (2008)** has studied on customer satisfaction about post-sales services in Hyderabad and Secundrabad city, with 100 respondents having different brands of two-wheelers. The analysis has been presented in two parts; Part-I, post sales service perception of the customers and Part-II, show the ranking of the respondents and an index of satisfaction of post sales services of two-wheelers automobile industry. Moderate mean value has been calculated and find out in some dimensions. Hence, the author suggests that

dealers or manufacturers must employ highly skilled staffs, provide quality services to the customers and ultimately satisfy the customers with the products and thereafter services.

**Zamazalova (2008)** has elaborated the key factors that affect customer satisfaction level and also used those factors in measuring customer satisfaction. These factors were product (its quality and availability in the market); services; distributions; price (convenient mode of payments and others) and product image for product discrimination, getting competitive advantages and remove hurdles for switching and providing customer satisfaction.

**OBJECTIVES OF THE STUDY**

- To access personal profile of the respondents of Hero bike users in Jabalpur district.
- To know the customer satisfaction level towards Hero bikes in Jabalpur district.
- To know the reason for choosing the particular Hero bikes.

**RESEARCH METHODOLOGY**

A research design can be explained as the framework of a study that helps in collecting data and analyzing the data. Descriptive and analytical researches have been followed in this research. Both primary and secondary sources have been used for collecting data. Convenience sampling tech (i.e. non-probability technique) was used for choosing samples from the population because exact size of population was unknown and difficult in accessibility. For data collection survey method was applied by using structured questionnaire. Percentage analysis, Pie chart, Mean score, S.D. and Chi-square analysis applied in this study and 150 sample size were taken.

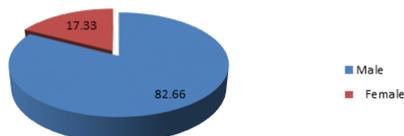
**DATA ANALYSIS AND INTERPRETATION**

**Table -1: Gender wise classification of the respondents**

S.No.	Gender	No. Of Respondents	Percentage Of Respondents
1.	Male	124	82.66
2.	Femnale	26	17.33
	Total	150	100

Source: Based Primary Data

Gender wise classification (%)



**INTERPRETATION:**

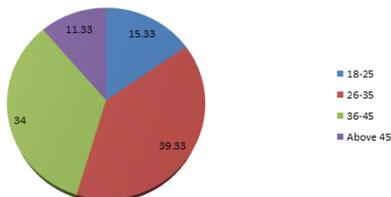
Table 1 shows that out of 150 respondents 82.66 % are male respondents whereas; 17.33% respondents are female. The male respondents are in majority in this analysis.

**Table-2: Age wise classification of the respondents**

S.No.	Age (in years)	No. Of Respondents	Percentage Of Respondents
1.	18-25	23	15.333
2.	26-35	59	39.333
3.	36-45	51	34
4.	Above 45	17	11.333
	Total	150	100

Source: Based Primary Data

Age wise classification (%)



Source: Based Primary Data

**INTERPRETATION:**

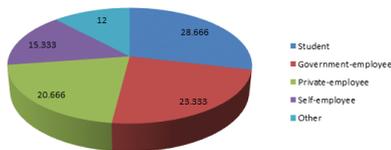
The above result shows that 39.33% of respondents are belong to the age group of 26 to 35 years, whereas 34% respondents are in the age group of 36 to 45years and 15.33% respondents falls in the age group of 18 to 25 years who are youths and 11.33% of the respondents are above 45 years.

**Table-3: Occupation wise classification of the respondents**

S.No.	Occupation	No. Of Respondents	Percentage Of Respondents
1.	Student	43	28.666
2.	Government-employee	35	23.333
3.	Private-employee	31	20.666
4.	Self-employee	23	15.33
5.	Other	18	12
	Total	150	100

Source: Based Primary Data

occupation wise classification (%)



**INTERPRETATION:**

Table 3 exhibits that out of 150 respondents 28.66% of the respondents are government employees, 23.33% are students, 20.66% are private employees and 15.33% respondents are self-employees or businessmen whereas; 12% respondents are belongs to different occupational background and kept into other.

**CHI-SQUARE TEST**

Chi-square test has been applied to analyze the reasons for choosing the particular Hero bikes by the respondents. The following null hypothesis is framed for this objective-

**Null Hypothesis (H<sub>0</sub>):** There is no significance difference between the reasons for choosing the particular bikes.

Chi-square =  $\sum (O-E)^2 / E$

Where; O = Observed frequency  
E = Expected frequency

**Table-10: Features of Hero bikes and reasons for choosing particular bikes.**

S.N.	Features	Respondents (O)	Expected (E)	O-E	(O-E) <sup>2</sup>	$\sum (O-E)^2 / E$
1.	Brand Image	34	25	9	81	3.24
2.	Price	31	25	6	36	1.44
3.	Style /Look	29	25	4	16	0.64
4.	Mileage	25	25	0	0	0
5.	Riding Comfort	17	25	-8	64	2.56
6.	Pick-up	14	25	-11	121	4.84
	Total					12.72

Source: Computed

Chi-square value = 12.72

**INTERPRETATION:**

The computed value of chi-square (12.72) is greater than the table value (11.000) at 5% level of significance at 5 degrees of freedom therefore, the null hypothesis is rejected. So, there is significance difference between reasons for choosing the bikes as the respondents prefer different features according to their own interest and knowledge.

**Table- 11: Level of satisfaction of the respondents regarding Hero bikes.**

S.N.	Particulars	N	Total Score	Mean Score	S.D.
1.	Price	150	616	4.106667	0.9356
2.	Brand image	150	607	4.046667	1.060419
3.	Color	150	577	3.846667	1.531795
4.	Style	150	564	3.76	1.209297
5.	Mileage	150	554	3.693333	1.21626
6.	Riding comfort	150	538	3.586667	1.322557
7.	After sales services	150	507	3.38	1.364649
8.	Pick-up	150	448	2.986667	1.32222

Source: Computed

The above table has been prepared through 5 point Likert's scale in which score has been from minimum 1 to maximum 5.

\* Details of Likert's scale: Highly Satisfied (HS) = 5, Satisfied (S) = 4, Neutral (N) = 3, Dissatisfied (DS) = 2 and Highly Dissatisfied (HDS) = 1

**INTERPRETATION:**

The mean rating and standard deviation (S.D.) has been computed for various factors. The higher mean rating will shows the higher level of satisfaction. From the above table we find the highest mean rating of 4.106667 has been given to the 'Price' of the bike that falls between satisfied and highly satisfied. The second highest mean rating (4.046667) was given to 'Brand image' that is also lays-down between satisfied and highly satisfied. The 'Color' has got mean rating of 3.846667 just followed by 'Style' which got 3.76 mean rating with the position of 3<sup>rd</sup> & 4<sup>th</sup> ranks respectively and both of them falls between neutral and satisfied. The mean rating of 'Mileage' and 'Riding comfort' are 3.693333 & 3.586667 respectively and both features falls between neutral and satisfied whereas, 'After sales services' and 'Pick-up' got the least mean ratings in the list and their mean ratings are 3.38 and 2.986667 respectively and after sales services shows its position between neutral and satisfaction whereas, pick-up falls between dissatisfied and neutral. It shows that the respondents are not satisfied with the pick-up of the Hero's bikes.

**FINDINGS**

- In this research, male members (82.66%) are more than female members (17.33%).

- 39.33% of the respondents are between the age group of 26 to 35 years and 34% respondents falls under the age group of 25 to 35 years whereas; representation of youths (18 -25 years) is 15.33% .
- 28.66% respondents are students, 23.33% government employees and 20.66% are private employee whereas; only 15.33% respondents' work owned as self-employees.
- Price (34%) and Brand image (31%) were the major factors that attracted the customers to choose the particular bikes just followed by style (29%) and mileage (25%) whereas; 17% respondents liked riding comfort and pick-up of Hero bikes and services provided by the Hero MotoCorp Ltd. that could be the reason for choosing the Hero bikes in the research area.

### SUGGESTION

Company should spend money on social media advertisement so that the most of youth can be attracted towards the company's products, though, Television (through various channels) and newspapers should not be neglected at all.

Company should try to reduce prices due to stiff competition in the market so that more customers can be retained and new customers can be attracted.

Sport bike is also a segment for which respondents especially youths, have suggested to launch some new bikes in sports.

### CONCLUSION

We conclude from the study that bikes of Hero are well known to all. Performances of Hero bikes are good and most of the customers are satisfied with its performance and service quality. Though, some of customers agreed to improve the quality and reduce the prices. In Jabalpur district, respondents are satisfied with Hero bikes in terms of mileage and riding comfort whereas brand image have been given most attention in Jabalpur district, though, price is considered as the most influential factor that decide the price range to be invested on the particular bike.

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