

A Study on Customer Satisfaction Towards Hero Two Wheelers in Dharmapuri Town

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Abstract : Customer satisfaction is a focused strategy for many organizations because happy, loyal customers help businesses earn more money. Measuring customer satisfaction can help a company determine what's working well with its products, services and internal processes and what it could improve or change. Learning about customer satisfaction can help you improve your sales skills and provide stronger products and services to consumers.

1. INTRODUCTION

The Indian two-wheelers industry has grown from major 900 vehicles in 1950 to staggering figure over 1.5 million vehicles in 1988, with petrol price costing eight times as much as 15 years ago, few persons now a days afford to maintain a car. The opinion is either to own two-wheeler or public transportation system. The Name Hero a successful Two-wheeler manufacturing company after the collaboration the company had increased its vehicle CC capacity, engine capacity and mileage and they enter in to four stroke and today they are the India's No 1. Manufacturer of two wheelers.

Whether the buyer is satisfied after purchase depends on the offer's performance in relation to the buyer expectation. In general satisfaction are a person's feelings of pleasure or disappointment resulting from comparing a products perceived performance relation to his/her expectations. If the performance falls short of expectation, the customer is dissatisfied. If the performance matches the expectation customer is satisfied. If the performance exceeds the expectation the customer is highly satisfied. Forty years ago, if you wanted to buy a hero two wheelers, we would get

to choose between a maximum of three models in all over India. However, a dynamic hyperactive competition world we have thousands of models today. Hero two wheelers are much loved for their practicality, storage space, stylish, fashionable. They are simple to ride and the bodywork generally helps you remain clean during the monsoon. The Indian Hero two wheelers industry has finally transformed to this level of achievement. Unlike in the past the Hero two wheelers' companies are no longer dependent on foreign companies for technology to survive in the intensely competitive industry. Some of the indigenously developed Hero two wheelers are at par with best available models in the industry such as and Hero two wheelers to set up manufacturing facilities in the immensely competitive companies now export their indigenously developed Hero two wheelers to some of the world's toughest markets.

2. CUSTOMER SATISFACTION

Customer satisfaction is a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation.

In a competitive market place where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy customer satisfaction drives successful private sector business.

High performing businesses have developed principles and strategies for achieving customer satisfaction. This paper presents a framework or set of ideas for using customer satisfaction principles and strategies to improve the

quality responsiveness, and possibility of public sector privately provided services in vulnerable community's customer satisfaction strategies to become empowered individuals who informed perspectives influence decisions about what, how, when, and where services are available to them.

3. OBJECTIVE OF THE STUDY

1. To assess the what are the factors influencing to purchase the Hero bikes.
2. To assess the customer satisfaction of the hero Bikes.
3. To study the consumer perception level towards Hero two-wheeler.
4. To identify the attributes expected by the consumer.
5. To find problems regarding performance quality, price, life, design, availability etc.

4. SCOPE OF THE STUDY

The scope of the study is confirmed to various brand Hero wheelers.

1. This study provides best choice ti the consumer while selecting the brand.
2. The study has got very wider scope in the vehicle and it is common to all consumers.
3. To find out the influencing factors of brand preference and consumption habits of consumer while selecting Hero two wheelers.
4. This study covers various factors influencing the customer for the preference of hero bike in terms of quality, speed, and reliability.
5. It also focuses on customer perception towards hero bike on the basis of service, price, mileage, engine, fuel consumption, comfort.

5. RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to collecting data and the characteristic of sample group are set of analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall reliability.

6. RESEARCH DESIGN

Research Design is the overall plan for conducting the research to find out the answers to the research questions / hypotheses set in the beginning. It should be comprehensive and to Include all the relevant aspects of conducting the research at a reasonable cost and time.

The overall research objectives and approach. Whether you'll rely on primary research or secondary research. The sampling methods or criteria for selecting subjects. This study is a descriptive one; where in the primary data is through a questionnaire to answer the questions based on the relevant hypothesis.

7. SOURCES OF DATA

The survey method was deployed in this study to gain insight and knowledge of the factors influence the user's perception in purchasing of hero twowheelers in Dharmapuri town was taken for study, The primary data of the study was collected through a structured questionnaire. the relevant secondary data was collected from journals, newspapers published information and details on websites taken for study.

8. SAMPLING AREA

It has the mix of all range of Hero two wheelers customers, having a different background regarding their income, age, occupation, etc. Also, it has the migrant residents moved from different parts of Dharmapuri Town representing populations. This research has been carried out in Dharmapuri, as it is a place with different profiles of the people available and thus can be used to arrive at a meaningful conclusion regarding the users towards the Hero two wheelers.

9. SAMPLE

In statistics and quantitative research methodology, a data sample is a set of data collected and/or selected from a statistical population by a defined procedure. The elements of a sample are known as sample points, sampling units or observations

10.SAMPLE SIZE

As the population is finite but huge in numbers convenience sampling was adopted for the study. There are several approaches to determining the sample size. These include a census of small populations, imitating a sample size of similar studies, using published tables, and applying formulae to calculate a sample size. In this study, the presumption that population size is finite and unknown; the formula was applied to know the sample size using G-POWER 3.0 software and found the sample size is 112 at degrees of freedom is 8 hence to increase the accuracy of data collection the collected responses from 112 sample.

11.SAMPLE PROCEDURE

Due to the time and resource constraints, the convenience sampling technique was used. The individuals were selected according to convenience to fill the questionnaires.

12.RESEARCH INSTRUMENT

Questionnaires the interview guide was used specially to make the study: complete and objective. The information gathered in the personal interview methods, are questions that are answered in objective type.

12.1 Tools used for study

Collected data were tabulated for this study, statistical tool used for analysis is percentage method, chi-square test and ranking method.

13. DATA ANALYSIS AND INTERPRETATION

13.1 Gender of the Respondents and their Level of Satisfaction:

In this study, gender of the respondents was classified into two categories viz., male category and female category. The level of satisfaction the respondents based on gender of the respondents is given below.

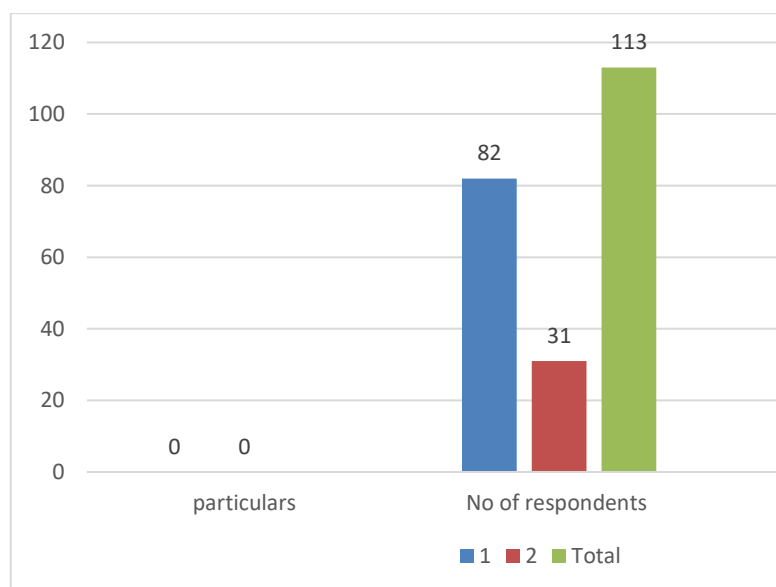
TABLE NO 13.1

S.No	particulars	No of respondents	percentage
1	Male	82	73
2	Female	31	27
Total		113	100

INTREPRETATION

From the above table it is revealed that, gender wise level of satisfaction in using Hero Two wheelers (82) 73% of the male respondents are satisfaction in using Hero Two wheelers. The Female respondents of satisfaction (31) 27% of the respondents of satisfaction in using hero two wheelers in the study area.

CHART NO 13.1



14.FINDINGS

- To improve the sales promotional activities to make every consumer should
- know all the products in the Hero brand.
- Distribution network should be made strong to have good sales in the market.

- At the time of introducing a new product they should go through the consumer by market survey team.
- The consumer should be aware of the product and its specialist should be spelled.
- They have to give good advertisement healthy slogans and captions they can have the way to capture the whole market in urban areas.
- Most of the respondents other than the consumers of Hero are not aware of the by-products provided by the brand so advertisement is necessary for Hero two wheelers' products.
- Every brand should try to create awareness about the product in the consumer mind by conducting various activities.
- Since the respondents are satisfied with the price offered for, the Hero two wheelers are suggested to maintain it.

15.SUGGESTIONS

- Hero two wheelers should improve the service in their outlets.
- Switching over to other brand is prevailing among the consumers because of poor quality in some brands. So, the Hero two wheelers should follow the standard norms.
- Other extra free services should be provided to improve their sales.
- Hero two wheelers has to identify those dealers who are facing the problem with sales and take adequate measures to keep up the so far created brand image.
- Hero two wheelers has to use more promotional techniques to improve the sales in future. It has to conduct more road shows/public display by which the consumer is given with much detailed information about the product and more public awareness is created.
- The model's achiever and ambition should be re-launched with more value-added features.

16. CONCLUSION

Consumer taste and preference with special reference to Dharmapuri Town Hero motorcycles is very good. It has created a very good brand image for itself by providing low maintenance, fuel efficient, sleek looking models along with efficient after sales service. It has attracted every class of Consumers. In today's competitive business environment, it is only due to the positive Expectation of the consumer that the company is being able to compete in the market with its other competitors.

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