

Chief Editor

Dr. A. Singaraj, M.A., M.Phil., Ph.D.

Editor

Mrs.M.Josephin Immaculate Ruba

EDITORIAL ADVISORS

1. Prof. Dr.Said I.Shalaby, MD,Ph.D.
Professor & Vice President
Tropical Medicine,
Hepatology & Gastroenterology, NRC,
Academy of Scientific Research and Technology,
Cairo, Egypt.
2. Dr. Mussie T. Tessema,
Associate Professor,
Department of Business Administration,
Winona State University, MN,
United States of America,
3. Dr. Mengsteab Tesfayohannes,
Associate Professor,
Department of Management,
Sigmund Weis School of Business,
Susquehanna University,
Selinsgrove, PENN,
United States of America,
4. Dr. Ahmed Sebihi
Associate Professor
Islamic Culture and Social Sciences (ICSS),
Department of General Education (DGE),
Gulf Medical University (GMU),
UAE.
5. Dr. Anne Maduka,
Assistant Professor,
Department of Economics,
Anambra State University,
Igbariam Campus,
Nigeria.
6. Dr. D.K. Awasthi, M.Sc., Ph.D.
Associate Professor
Department of Chemistry,
Sri J.N.P.G. College,
Charbagh, Lucknow,
Uttar Pradesh. India
7. Dr. Tirtharaj Bhoi, M.A, Ph.D,
Assistant Professor,
School of Social Science,
University of Jammu,
Jammu, Jammu & Kashmir, India.
8. Dr. Pradeep Kumar Choudhury,
Assistant Professor,
Institute for Studies in Industrial Development,
An ICSSR Research Institute,
New Delhi- 110070, India.
9. Dr. Gyanendra Awasthi, M.Sc., Ph.D., NET
Associate Professor & HOD
Department of Biochemistry,
Dolphin (PG) Institute of Biomedical & Natural
Sciences,
Dehradun, Uttarakhand, India.
10. Dr. C. Satapathy,
Director,
Amity Humanity Foundation,
Amity Business School, Bhubaneswar,
Orissa, India.



ISSN (Online): 2455-7838

SJIF Impact Factor : 6.093

EPRA International Journal of

Research & Development (IJRD)

Monthly Peer Reviewed & Indexed
International Online Journal

Volume: 4, Issue:4, April 2019



Published By
EPRA Publishing

CC License





CUSTOMER SATISFACTION TOWARDS HERO MOTO CORPORATION SERVICE CENTRES

Dr. Mayuri Chaturvedi ¹

¹ Faculty in Management Studies, Department of Humanities and Social Sciences (H&SS),
JNTUH College of Engineering, Hyderabad, Telangana.

V. Partha Sarthi ²

² Student pursuing 5th year in Integrated Dual Degree Programme (IDP), B. Tech + MBA with Bachelors in Mechanical Engineering & Masters in MBA with specialization in Marketing, JNTUH College of Engineering, Hyderabad, Telangana.

ABSTRACT

The automobile industry is presently confronting the challenge with most automobile ventures. The long haul fulfilment must require even after buy and overhauling in the automobile ventures. The destinations of the study were, therefore, to decide the post-buy conduct of Hero vehicle customers after their bike adjusting and utilization.

Explicitly on cost, the board and nature of administration after utilization. Their perception of the follow-up services offered by Hero to ensure they are satisfied, and their perception of how the company handles their dissatisfactions if any. This study knows the downsides of the present overhauling techniques and to grow great administrations which are for the most part required for customers. The result of the study was proposed to enable the organization to comprehend their customers long after the buying choice has been made as this would influence consequent buys by same customers and impact the post-buy correspondences by overhearing people's conversations to other individuals, which will have an effect to the organization over the long haul. Essential information was gathered utilizing organized surveys and information investigated utilizing rates and mean scores while information introductions were made in tables.

KEYWORDS: Indian automobile, Customer Satisfaction, Chi-square

1. INTRODUCTION

Whether the buyer is satisfied after the purchase depends on the offers performance in relation to the buyer expectation. In general satisfaction are a person's feelings of pleasure or disappointment resulting from comparing products perceived performance relation to his/her expectations.

India has overwhelmed China to rise as the world's greatest market for bikes. An aggregate of 17.7 million bikes was sold here a year ago, that is more than 48,000 units consistently. Neighbouring China trailed with 16.8 million units sold, as per authorities from industry

body Society of Indian Automobile Manufacturers (Siam) just as information from China Association of Automobile Manufacturers. Other than rising wages and developing framework in rustic regions, the spurt in deals has been ladies suburbanites who like the simplicity of hurdling all through riotous city traffic on their gearless bikes.

In metros and the bigger urban communities, the deals are additionally being helped by the stifled framework. Individuals are purchasing bikes for shorter drive and errands, regardless of whether they have a vehicle. It is hard to move around in blocked urban communities,

and much increasingly hard to motivate a space to stop. Along these lines, bikes are progressively turning into the second vehicles in the household. The market will keep on becoming throughout the following couple of years. It will develop at around 9-11% over the coming years. The development isn't just being driven by passenger vehicles, yet significantly bigger and costly bikes are being sold in great numbers. Illustrious Enfield, which moves bicycles serenely evaluated upwards of Rs 1 lakh, has seen deals develop by over 30% a year ago, and is currently getting ready to support its creation limit.

There is a gigantic interest in the previous couple of years and are increase limit. India is where deals are just going to go up, and there is tremendous potential here.

Need for Study

Consumer satisfaction gives a sign of how fruitful the organization is providing products and/or services to the commercial centers. Organizations need to hold existing clients while focusing on non-clients. In this way, to hold the clients for longer time the advertiser needs to know the consumer satisfaction levels. Along these lines, this study is led to realize the fulfillment dimensions of clients of Hero bikes

Scope of the study

1. The present study has been undertaken to discover the effectiveness of worker in service departments.
2. To discover the challenges engaged with adjusting servicing management that can be assessed through this study.
3. The study can be used to bring out the solution for the problem faced by the customers availing the services.
4. Through the study, Hero Moto corporation would be able to know the satisfaction level of customers at servicing centres.

Objectives of the study

1. To study the customer satisfaction level towards Hero moto corporation service centers in Shamshabad, Hyderabad.
2. To know customer satisfaction towards the servicing management.
3. To know customer satisfaction towards the customer service.
4. To find out customer preference regarding polices which they like to have in future

2. LITERATURE REVIEW

Dr.N.Chandrasekaran examined the needs of the client are automobilefully contemplated by directing reviews on shopper conduct. The study additionally knows different advertising factors, for example, cost and item includes. This study will help gain learning about the impact of shopper to incline toward a specific

brand and the issues looked by them utilizing such brands.

Dr.S.K.Sinha&Ajay Wagh inspected that India is one of the quickest developing media transmission markets of the twenty first century. The regular man, craftsmans, agrarian works, merchants and laborers of all social statuses are serenely utilizing the administrations given by telecom ventures. The capability of catching business sector portion will without a doubt rely on understanding elements of client's inclination .

As per Lewis &Boom administration quality is considered as a proportion of how well the administration conveyed matches clients desires on giving a superior administration than the client expect hierarchical brand limited time procedures ought to be founded on creating imaginative offers &products, creating cost agreeable esteem driven bundles and duties, offering quality administrations after deals administration and capacity to make cancels without getting slice &also to give less expensive expense of calls to different systems.

Dr. C. Annandan &M.Prasanna Mohan Raj &Mr.S.Madhu analyzed the new mantra of all FMCG goliaths is; To get rich, pitch to the provincial,. So they have begun promoting projects to investigate the undiscovered section of provincial markets. To the extent FMCG is concerned, the market infiltration and utilization in provincial zones is low so there is an open door for advertisers to use the market adequately. Another key positive angle is the present government centers around rustic territories. Understanding the provincial customers. Inadequate

information on rustic markets. Reaching of items or administrations to 6.4 lakhs towns for poor foundation office.

Rachel Dardis, HoracioSoberon-Ferrer explored the purchaser basic leadership is worldwide, that is shopper decisions are not base on a solitary item trait, rather customers see items as packs of properties. Item properties (vehicle qualities) just as family unit attributes. In the two cases, the higher the estimation of the cost file or the Trouble Index, the more unacceptable the car is in respect to different automobiles. A superior instructed family unit may be progressively educated about the execution properties of Japanese automobiles and pulled in by the higher esteem unwavering quality of these automobiles.

3. METHODOLOGY

A research design is considered as the framework or plan for a study that guides just as helps the information accumulation and study of information. The present study is an expository and enlightening in nature and dependent on experimental study. The

information was gathered from both essential and auxiliary sources. The primary source of data is respondents concerned and collected by using a predefined questionnaire. The optional sources incorporate books, articles, periodicals, papers, different reports, sites and so forth.

Data Sources: The study is based on both primary and secondary data.

Secondary Data: Secondary data is gathered from the organization records productions of Journals, Newspapers and Websites and sites.

Primary Data: Primary data is collected from the customers of Hero motors through Questionnaire.

Research approach: Survey method

Research instrument: Questionnaire

Contact method: Personal contact

Data analysis: Chi-square test, percentage analysis

Sampling unit: Customers of Hero bikes.

Sample size: 50

4. ANALYSIS OF DATA AND DISCUSSION OF RESULT

The information after gathering must be prepared and broke down as per the blueprint set down for the research plan. The preparing of information suggests altering, coding, order, arrangement and introduction of gathered information so they are empower to information study.

4.1. Give the ratings to the following preferences you want when you service your bike:

[quality of work]

		Frequency	Percent
Valid	high	23	46.0
	low	10	20.0
	neutral	17	34.0
	Total	50	100.0

Table1: frequency analysis of respondents on quality of work

INTERPRETATION:

From the above study,50% of the respondents say that they give preference to quality of work being done during servicing

		preference of quality of work during servicing.			Total-
		high	low	neutral	
AGE	20-25	5	4	11	20
	26-30	9	0	2	11
	31-35	4	0	2	6
	36-40	1	3	1	5
	41-45	3	1	1	5
	46-50	1	2	0	3
Total		23	10	17	50

Table 2: frequency analysis of respondents age group on preference of quality of work during servicing.

INTERPRETATION:

From the above study, we find that 40% of the respondents belong to the age group of 20-25 and most of them are neutral interns of preference of quality of work during servicing.further we see that 9:11

respondents belonging to age group of 26-30 give high preference to quality of work during servicing.

4.2. After how many years of your's bike's purchase, did it have it's first issue?

		Frequency	Percent
Valid	.8	1	2.0
	1.0	13	26.0
	1.5	1	2.0
	1.8	1	2.0
	2.0	13	26.0
	3.0	7	14.0
	4.0	9	18.0
	5.0	4	8.0
	7.0	1	2.0
	Total	50	100.0

Table 3:Frequency table of no of years after which the bike had its first issue

INTERPRETATION:

From the above study, 26% of the respondents had their first issue after a year and 40% of the respondents had their first issue after 2-3 years of usage in which 26% of

the responders had their first issue after 2 years and 14% of the responders had their first issue after 3 years of usage.

Give the rating to following preferences you want when you service your bike(Quality of work)	No.of years after which bike had first issue									
	.8	1.0	1.5	1.8	2.0	3.0	4.0	5.0	7.0	Total
High	0	1	0	0	5	3	9	4	1	23
Low	0	3	0	0	4	3	0	0	0	10
Neutral	1	9	1	1	4	1	0	0	0	17
Total	1	13	1	1	13	7	9	4	1	50

Table 4: correlation between preference to quality of work during servicing of bike and no of years after which bike had its first issue.

INTERPRETATION:

From the above table we observe that 46% of the respondents ghas given high rating as their preference

on quality of work.further we observe that most of them have faced their first issue after 4 years of purchasing bike.

4.3 Rate the overall servicing satisfaction on the scale below

		Frequency	Percent
Valid	2	3	6.0
	3	16	32.0
	4	20	40.0
	5	11	22.0
	Total	50	100.0

Table 5: Frequency table of overall servicing satisfaction

INTERPRETATION:

From the above study,22% of the respondents say that they are totally satisfied with Hero moto corporation service centres but 40% say that there are almost

satisfied,and 32 % say that they are satisfied but not in every aspects.the remaining 6% say that they are not satisfied.

		Rate the overall servicing satisfaction on the scale below				Total
		2	3	4	5	
After how many years of your's bike's purchase, did it have it's first issue?	.8	0	0	1	0	1
	1.0	2	9	1	1	13
	1.5	0	0	1	0	1
	1.8	0	1	0	0	1
	2.0	1	4	7	1	13
	3.0	0	1	5	1	7
	4.0	0	0	3	6	9
	5.0	0	1	1	2	4
7.0	0	0	1	0	1	
Total		3	16	20	11	50

Table 6: correlation between No of years after which the bike had its first issue and Rating of overall servicing satisfaction

INTERPRETATION:

From the above tabular form , It was found that 40% of the respondents reported their first issue between 2-3 years of their bike purchase.

4.4. In which component did the issue occur

		Frequency	Percent
Valid	clutch	19	38.0
	electrical	13	26.0
	engine	10	20.0
	gears	8	16.0
	Total	50	100.0

Table 7: Frequency table of component in which the issue occur

INTERPRETATION:

From the above study, 38% of the respondents had issue in their bike in clutch part followed by 26% of the respondents in electrical parts.

4.5 Time taken usually for servicing in days

Time taken in days	Frequency	Percent
1	21	42.0
2	17	34.0
3	8	16.0
4	2	4.0
5	2	4.0
Total	50	100.0

Table 8: Frequency Table for Time taken usually for servicing in days

INTERPRETATION:

From the above study, 42% of the respondents say that it takes 1 day for bike servicing followed by 34% of the respondents saying that it takes 2 days for their bike

service.

	In which component did the issue occur				Total	
	clutch	electrical	engine	gears		
Time taken usually for servicing in days	1	8	9	4	0	21
	2	5	2	3	7	17
	3	4	2	1	1	8
	4	2	0	0	0	2
	5	0	0	2	0	2
Total	19	13	10	8	50	

Table 9:Correlation between time taken for servicing in days and component of issue.

INTERPRETATION:

From the above table it is observed that 38% of the respondents had issue with clutch and further 16% of

the respondents had issue with gears.

s.no	Null hypothesis	Alternate hypothesis
1	There is no significant relation between age of the bike owner and his/her preference in quality of work over other factors while servicing the bike	There is a significant relation between age of the bike owner and his/her preference in quality of work over other factors while servicing the bike
2	There is no significant relation between number of years after which the bike had its first issue and overall servicing satisfaction	There is a significant relation between number of years after which the bike had its first issue and overall servicing satisfaction
3	There is no significant relation between time taken for servicing in days and component of issue	There is a significant relation between time taken for servicing in days and component of issue
4	There is no significant relation between preference to quality of work during servicing of bike and no of years after which bike had its first issue	There is a significant relation between preference to quality of work during servicing of bike and no of years after which bike had its first issue

Table 10: Null hypothesis and alternate hypothesis

Null hypothesis	Pearson chi-square	Accepted or Rejected
There is no significant relation between age of the bike owner and his/her preference in quality of work over other factors while servicing the bike	0.014	Null hypothesis is rejected
There is no significant relation between number of years after which the bike had its first issue and overall servicing satisfaction	0.041	Null hypothesis is rejected
There is no significant Relation between time taken for servicing in days and component of issue	0.011	Null hypothesis is rejected
There is no significant relation between preference to quality of work during servicing of bike and no of years after which bike had its first issue	0.004	Null hypothesis is rejected

Table 11: Accepted or rejected hypothesis

5. FINDINGS

1. It was found that, 40% of the respondents who has age group of 20-25 years are more visiting to the service centers. The 22 % of the respondents of age group 26-30 years are visiting for service centers. Overall the most visiting consumers are among 20-30 age group.
2. From the above study,80% of the respondents own economy bikes and only 20% of the respondents own sports bike.
3. From the above study, 26% of the respondents had their first issue after a year and 40% of the respondents had their first issue after 2-3 years of usage in which 26% of the responders had their first issue after 2 years and 14% of the responders had their first issue after 3 years of usage.
4. From the above study, 38% of the respondents had issue in their bike in clutch part followed by 26% of the respondents in electrical parts.
5. From the above study, 50% of the respondents say that the rate of the spare cost is medium level followed by 26% saying that the cost is low.
6. From the above study, 42% of the respondents say that it takes 1 day for bike servicing followed by 34% of the respondents saying that it takes 2 days for their bike service.
7. From the above study, 58% of the respondents say that the labour cost charged is medium followed by 28% of the respondents saying that the charge is high.

8. From the above study,50% of the respondents say that they give preference to time taken for servicing.
9. From the above study,46% of the respondents say that they give preference to quality of work being done during servicing.
10. From the above study,54% of the respondents say that they give preference to discount in the servicing bills.
11. From the above study,68% of the respondents say that they give preference to price charged for servicing.
12. From the above study,56% of the respondents say that they give preference to behavior of staff at service Centre's.
13. From the above study,22% of the respondents say that they are totally satisfied with Hero moto corporation service centres but 22% say that there are almost satisfied,and 32 % say that they are satisfied but not in every aspects.the remaining 6% say that they are not satisfied.
14. From the above analysis of data, chi-square test to age and preference to quality of work resulted the chi square value =0.014 (<0.05) and degree of freedom is 10.
15. From the above analysis of data, chi-square test to old bike owners and overall servicing satisfaction resulted the chi square value =0.041 (<0.05) and degree of freedom is 24.
16. From the above analysis of data, chi-square test to time taken for servicing and component of issue resulted the chi square value =0.11 (<0.05) and degree of freedom is 12.
17. There is a significant relation between age of the bike owner and his/her preference in quality of work over other factors while servicing the bike.
18. There is a significant relation between number of years after which the bike had its first issue and overall servicing satisfaction.
19. There is a significant relation between time taken for servicing in days and component of issue.
20. There is a significant relation between preference to quality of work during servicing of bike and no of years after which bike had its first issue.

SUGGESTIONS

1. Hero moto corporation should promote their sports model bikes more
2. The cost of the spare parts should be minimized.
3. Time taken for servicing should be minimized for even bigger issues of bike.
4. Time taken for servicing should be independent of the age of bike.

CONCLUSION

This study was helpful in understanding the client relationship with the executives of Hero Bikes service centres. Most of the customers agree that the price cost of servicing is reasonable. It would be best if time of servicing of the engine related issues is minimized. The result of the study was proposed to enable the organization to comprehend their customers long after the buying choice has been made as this would influence consequent buys by same customers and impact the post-buy correspondences by overhearing people's conversations to other individuals, which will have an effect to the organization over the long haul.

REFERENCES

1. Dr.C.Annandan&M.Prasanna Mohan Raj &Mr.S.Madhu, *A Study on Brand preference of washing soaps in rural areas, Indian Journal of marketing, March 2007, Page no-30*
2. Dr.N.Chandrasekaran, *Consumer Behaviour and Brand Preference towards Onida Television –An Empirical Study with Reference to Karur, Tamilnadu, Indian Journal of Marketing, July 2009, Page No-58*
3. Rachel Dardis, *Horacio Soberon-Ferrer, consumer's preferences for Japanese auto mobiles, Journal of consumer affairs, summer*
4. 1994 Dr.S.K.Sinha & Ajay Wagh, *Analysing growth of cellular telecom sector and understanding consumer's preferences and choices on the use of cell phone-Indian Journal of Marketing. Sep 2008 Page no -2*
5. www.hero.com
6. www.pioneerherohonda.com
7. www.autoindia.com
8. <http://www.thehindubusinessline.com/companies/india-to-be-hondas-largest-2wheeler-market/article2777985.ece>

AUTHORS PROFILE

DR. MAYURI CHATURVEDI



Dr Mayuri Chaturvedi is a lecturer and a corporate trainer. She obtained her PhD in Humanities & Social Sciences from Indian Institute of Technology Kanpur (IITK) and Senior Research Fellowship (SRF) award by UGC- New Delhi. Her PhD thesis deals with status, issues and life of “Single Women Managers in Urban India.” She has published nearly 20 research papers and attended a number of conferences at the national and international levels. She has supervised more than 50 MBA research projects and papers. She is actively associated with international publishing houses such as Pearson Education as a reviewer and content writer. She has also served as a resource person for UGC Faculty refresher courses and short-term courses. She is a panel member of the National Science Concur for school children. She is a life member of the Indian Science Congress (ISC) and the Indian Association for Women’s Studies (IAWS). Currently, she is a faculty in the Department of Humanities and Social Sciences, JNTUH College of Engineering, Hyderabad (since July 2013). She is associated with the Gender Sensitization course since its inception in the University. Her areas of interest include Organization Behavior, Gender Sensitization and Development, Human Resource Management, Professional Ethics, Urban Studies and Soft Skills. Apart from her academic interests, she is actively involved in NGO works namely in the fields of animal welfare, urban development and environment protection.

V.PARTHA SARTHI



V.Partha Sarthi is a Student pursuing 5th year in Integrated Dual Degree Programme (IDP), B.Tech + MBA with Bachelors in Mechanical Engineering & Masters in MBA with specialization in Marketing, JNTUH College of Engineering, Hyderabad. His areas of interest includes automobiles and robotics. And because of his passion in automobiles he participated in Imperial Society of Innovative Engineers-A gokart design challenge held in Coimbatore in August 2016. Further to add a feather on his cap he received all India 6th position in the event. Further he would like to work with the organization to solve current issues like vehicle parking problems which can be solved in many ways but one best solution he thinks is vertical parking system.