

Summer Training Report on Customer Satisfaction towards Hero Honda

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Abstract: Two wheelers play a vital role in human life. The best mode of transport for middle class family is a two wheeler and is a need for everyone in the family. As people want increase their standard of living, the production and usage of two wheelers have also substantially increased.

The customer's preference for two wheeler is based on his taste and priorities. In a market oriented economy the consumer expect the right type and the right quality of goods at the right time and at the right price. As a result of the new licensing policy and allowing foreign collaboration, number of high technology and fuel efficient two wheelers are manufactured.

The study is about the special features and qualities of Hero, the different model available in the market which attract the customer, the reason for the usage of Hero, the services provided by the Hero dealers and customers satisfaction.

I. INTRODUCTION

Transportation means the physical movement of persons and good from one place to another. In olden days, people who want to travel from one place to another would walk in groups or go in horses, bullock cart etc. This was really tired and would take long time to reach destination, but now various automobiles are available like two wheelers, three wheelers and four wheelers. Two wheelers may be scooters, bikes and these are called so as they have two wheels. [19],[21],[23]

Today two wheelers have become an indispensable part of the lives as it is faster, cheaper and inconvenient. Two wheelers are used for attending to work related activities, useful for shopping, to drop the children at the school, for convenient travelling in the city and they gives social status prestige to the two wheeler consumers.

In India two wheeler industries make a small beginning in the early 50's when automobiles product of India started manufacturing scooters in the country. Until 1958, automobiles products of India and Enfield were the sale producers in 1948, Baja auto began trading in imported Vespa scooters and there wheelers. [26],[28],[30]

Finally in 1960, it set up a factor to manufacture them in technical collaboration with piaggio of Italy. Even though there are various government and private companies entered in the two wheeler production, Bajaj is the best among all the other companies. Other important bike manufactures are Enfield, Bullet, Java and Rajdoot.

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The two wheeler market was high during 1980's with the entry of Kinetic Honda with a variometricscooty helped in providing ease of use to the scooter owners and how there are verities of two wheelers like scoot pep, Honda active, Hero Honda etc.

Today students, workers, officers etc are increasing in numbers day to day in both urban and rural areas. The standard of living has also increased in recent year's leading to people travel from one place to another for work and leisure. Majority of the suburbs were not served by mass transit, the population shift created an attractive market for automobile manufacturer. The number of vehicle produced and sold increased dramatically. [20],[22], [24]

II. OBJECTIVES OF THE STUDY

The present study has the following objectives.

1. To assess the brand preference of two wheelers among the respondents.
2. To assess the factors motivating the individuals to buy a particular brand.
3. To find out the mode of purchase of two wheelers.
4. To analyze after sales service provided by dealers
5. To find out the problems faced by the respondents in using two wheelers.
6. To give suggestions based on the findings. [25],[27],[29]

III. RESEARCH METHODOLOGY

This study is an imperial study combining the use to both primary and secondary data.

(a) Primary Data

Primary data is collected by conducting field investigation with the help of well-designed questionnaire and personal interview with the customers.

(b) Secondary Data

The secondary data were collected from published sources like, various books, magazines, journals, statistics reports, websites, past thesis.

A. SELECTION OF SAMPLES

Data have been collected from 120 respondents of the study area. Each sample respondents is interview with the help of questionnaire.

B. PERIOD OF STUDY

The field work for this study was carried on two months from May 2016 to June 2016.

C. STATISTICAL TOOLS OF ANALYSIS

To make the present research study highly effective and fruitful the following statistical techniques were used for the purpose of collection analysis and interpretation of data. For selecting respondents, convenience sampling technique was used. The collected information was presented in a master table and then the separate tables like 5 points scaling technique has been used to analyze customer's satisfaction towards Hero. [8],[10],[12]

IV. LIMITATIONS OF THE STUDY

The study pertains to Vilavancode Taluk in five villages only. So the finding and conclusion may not be applicable to another Taluk.

The study emphasis only on motorized two wheelers. It does not make any suggestion or comments on "Bi-cycles" or "other vehicles".

This study gives more importance to the customer side, and it does not give much importance to production or marketing aspect of the two wheelers. [2],[4],[6]

V. REVIEW OF LITERATURE

RamanjMajundar titled "two wheeler industry" pointed out that the sample consumers perceived Hero as fuel efficiency, TVS as a high pick up, Hero Honda M 60 as high pick up and sleek model and finally Suzuki as smooth trouble free and good value of money. The study has provided that to identify the opinion and reaction of consumer of the particular brand two wheeler. [13],[15],[17]

RanjanaPendharkar in his articles says that the vehicles growth in the economic scene reveals that the transport sector not only helps in the service sector but it also helps in enhancing productivity. In these days even economic activity is stimulated by the transport sector.

VI. RESULTS

In this chapter the researcher had summarized the findings, suggestions and presented the conclusion.

- The study reveals that, most of the respondents belong to the group of above 45.
- The study reveals that, majority of the respondents are male.
- The study discloses that most of the respondents were married [1],[3],[5]
- The study reveals that the level 6 education among the respondents is school level.
- The study discloses that, most of the respondents were monthly income of Rs. 10000 – Rs. 20000.
- The study reveals that, the majority of the respondents are known about Hero through friends.

- The study discloses that, most of the respondents are purchase of Hero in a company show room.
- The study reveals that, the majority of the respondents have changes in Hero models.
- The study reveals that, most of the respondents say the reason for selection of engine capacity.
- The study discloses that, most of the respondents are changing the vehicle.
- The study exhibits that, the majority of the respondents says reason for changing of Low engine capacity.
- The study reveals that, majority of the respondents are says that mileage vehicle is 31km – 35 km
- The study discloses that, most of the respondents were use of fuel per month is 10 ltr – 20 ltr [7],[9],[11]
- The study discloses that, most of the respondents were buying the Hero for motivated as the new model and Mileage.
- The study reveals that, most of the respondents are purchased a new vehicle.
- The study shows that, most of the respondents were purchased the vehicle by ready cash.
- The study reveals that, the majority of the respondents are purchased the vehicle at a price level of Rs. 50000 – Rs. 60000
- The study shows that, most of the respondents have the opinion about the price level is low.
- The study shows that, the majority of the respondents are availing loans from Mahindra finance.
- The study reveals that, the majority of the respondents are satisfied with the performance of vehicle.
- The study discloses that, most of the respondents are satisfied with the activities are customer service.
- The study reveals that most of the respondents are taking the insurance policy for their vehicle

VII. DISCUSSION

- ❖ Company can provide guarantee for at least three years.
- ❖ Company can introduce the new model and reduce the price of Hero.
- ❖ The company expects more varieties and colors.
- ❖ Free helmet can be providing to the customer at the time of purchase.
- ❖ Company can provide interest free loans for purchasing the Hero.
- ❖ Automatic alarm must be fixed to all the vehicles to avoid fuel wastage the theft.
- ❖ Attractive gifts can be provided to customer at the time of purchasing.

VIII. CONCLUSION

In this area of industrial growth, every day a new vehicle is coming in the market. This study was conducted with the aim to learn about the customer satisfaction towards Hero among the respondents it covers the objectives of identifying the customer's expectation towards Hero. These vehicles are introduced through advertisement both in rural and urban market. The demand for the existing form, design etc. The dealers and suppliers use various sales promotions techniques to increase the sales volume. Because of all these efforts the Hero finds it easy to create a new customer and to retain the existing customer. Lack

of purchasing power and poor financial conditions are the main problem based by the customer presently. So after sales services should be improved a new model vehicle should be introduced to all the requirements of middle class people, so that they can satisfy the needs of all types of customers.

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