

A STUDY ON CUSTOMER SATISFACTION TOWARDS HERO BIKES WITH RESPECT TO CHENNAI

Submitted in partial fulfillment of the requirements for the reward of

Bachelor of Commerce

by
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(39740191)



**BACHELOR OF COMMERCE
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE

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APRIL 2022



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SCHOOL OF MANAGEMENT STUDIES

This is to certify that this Project report is the bonafide work of **RANJITH (39740191)** who has done the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS HERO HONDA BIKES WITH RESPECT TO CHENNAI" under our supervision for a period of 3 month.

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Submitted for Viva voce Examination held on_____

Internal Examiner

External Examiner

DECLARATION

I am RANJITH (**39740191**). Hereby declare that the Project report entitled a study on customer satisfaction towards hero (hero honda) bikes with respect to chennai done by me under the guidance of **Dr.V.Vanitha** is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE:

RANJITH

PLACE: CHENNAI

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RANJITH

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Hero

CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION:-

Customer satisfaction has become one of many important objectives set for product services. The satisfaction survey is becoming the primary tool of assessing this aspect of customer care. Customer satisfaction surveys provide a “snapshot of customers” opinions” of one’s product. One of the major goals of organizations is that **customers and families will be highly satisfied with their entire experience in their customer visit**. An organization’s purpose is to measure, analyze, and report the degree to which they are meeting this goal within their organization.

Measuring customers' experiences is coming to be seen as much more useful than measuring just the level of customer satisfaction. In our survey we have considered the customer satisfaction level towards **Hero (Hero Honda) Bikes**.

Customer satisfaction surveys can help identify ways of improving one’s product. Since customers actively evaluate what is happening to them during the experience of care, customer satisfaction is two things: “...an *indicator* of quality of product, and a *component* of quality product”. The customer’s judgment is a very personal one; it’s based on perceptions of care being responsive to customers' "individual needs," rather than to any universal code of standards... When customers perceive motives, communication, empathy, and judgment positively, they will respond more positively to product. A customer satisfaction survey may be able to demonstrate that a practice is focused on quality and on improving their current service. In the end with customer satisfaction surveys, they help lead to better quality product and happier customers.

1.2 Industry profile

Hero MotoCorp Ltd. (Formerly Hero Honda Motors Ltd.) is the world's largest manufacturer of two – wheelers, based in India. In 2001, the Company achieved the coveted position of being the largest two-wheeler manufacturing Company in India and also, the ‘World No.1’ two-wheeler Company in terms of unit volume sales in a calendar year. Hero MotoCorp Ltd. continues to maintain this position till date.

In the 1980’s the Company pioneered the introduction of fuel-efficient, environment friendly four-stroke motorcycles in the country. It became the first Company to launch the Fuel Injection (FI) technology in Indian motorcycles, with the launch of the Glamour FI in June 2006. Its plants use world class equipment and processes and have become a benchmark in leanness and productivity. Hero MotoCorp, in its endeavor to remain technology pioneer, will continue to innovate and develop cutting edge products and processes.

Table 1: Trend in Sales Volumes of Indian 2W Industry

	Volumes (Units, Nos.)				YoY Growth (%)			
Domestic	2009-10	2010-11	Q1, 2011-12	Q2, 2011-12	2009-10	2010-11	Q1, 2011-12	Q2, 2011-12
Motorcycles	7,341,122	9,019,090	2,464,143	2,558,515	25.9%	22.9%	17.5%	15.4%
Scooters	1,462,534	2,073,797	532,867	650,155	27.4%	41.8%	13.3%	29.0%
Mopeds	564,584	697,418	190,672	192,859	30.9%	23.5%	21.0%	7.0%
Total Domestic	9,368,240	11,790,305	3,187,682	3,401,529	26.0%	25.8%	17.0%	17.3%
Exports	2009-10	2010-11	Q1, 2011-12	Q2, 2011-12	2009-10	2010-11	Q1, 2011-12	Q2, 2011-12
Motorcycles	1,102,978	1,480,983	482,566	492,408	13.6%	34.3%	27.1%	31.7%
Scooters	30,125	52,312	20,949	24,696	16.7%	73.6%	100.4%	88.5%
Mopeds	6,905	6,295	1,461	3,478	-5.4%	-8.8%	-44.0%	159.2%
Total Exports	1,140,008	1,539,590	504,976	520,582	13.5%	35.0%	28.6%	34.0%

Source: SIAM

Indian motorcycles were manufactured from 1901 to 1953 by a company in Springfield, Massachusetts, USA, initially known as the Hendee Manufacturing Company but which was renamed the Indian Motorcycle Manufacturing Company in 1928. The Indian factory team took the first three places in the 1911 Isle of Man Tourist Trophy. During the 1910s Indian became the largest manufacturer of motorcycles in the world. Indian's most popular models were the Scout, made from 1920 to 1946, and the Chief, made from 1922 to 1953.

The Indian Motorcycle Manufacturing Company went bankrupt in 1953. A number of successor organizations have perpetuated the name in subsequent years, including the current company which has been manufacturing Indian motorcycles since 2006.

History

Early years – Hendee and Hedström



Carl Oscar Hedström with the first prototype of Indian



1920 Indian Powerplus

The "Indian Motorcycle Co." was originally founded as the Hendee Manufacturing Company by George M. Hendee in 1897 to manufacture bicycles. These were initially badged as "Silver King" and "Silver Queen" brands but the name "American Indian", very quickly reduced to simply "Indian", was adopted by Hendee from 1898 onwards because it gave better product recognition in export markets. Carl Oscar Hedström joined in 1900. Both Hendee and Hedström were former bicycle racers and manufacturers, and they teamed up to produce a motorcycle with a 1.75 bhp, single-cylinder engine in Hendee's home town of Springfield. The bike was successful and sales increased dramatically during the next decade

In 1901, a prototype and two production units of the diamond framed Indian Single were successfully designed, built and tested. The first Indian motorcycles, featuring chain drives and streamlined styling, were sold to the public in 1902. In 1903, Indian's co-founder and chief engineer Oscar Hedström set the world motorcycle speed record (56 mph). In 1904 the company introduced the deep red color that would become Indian's trademark. Production of Indian motorcycles then exceeded 500 bikes annually, rising to a peak of 32,000 in 1913. The engines of the Indian Single were built by the Aurora Firm in Illinois under license from the Hendee Mfg. Co. until 1906.

Competitive successes



Indian 1911

In 1905, Indian built its first V-twin factory racer, and in following years made a strong showing in racing and record-breaking. In 1907 the company introduced the first street version V-twin and a roadster styled after the factory racer. The roadster can be distinguished from the racers by the presence of twist grip linkages. One of the firm's most famous riders was Erwin "Cannonball" Baker, who set many long-distance records. In 1914, he rode an Indian across America, from San Diego to New York, in a record 11 days, 12 hours and ten minutes. Baker's mount in subsequent years was the Powerplus, a side-valve V-twin, which was introduced in 1916. Its 61ci (1000 cc), 42 degree V-twin engine was more powerful and quieter than previous designs, giving a top speed of 60 mph (96 km/h). The Powerplus was highly successful, both as a roadster and as the basis for racing bikes. It remained in production with few changes until 1924. Competition success played a big part in Indian's rapid growth and spurred technical innovation, as well. One of the American firm's best early results came in the Isle of Man TT in 1911, when Indian riders Oliver Cyril Godfrey, Franklin and Moorehouse finished first, second and third.

Indian star Jake DeRosier set several speed records both in America and at Brooklands in England, and won an estimated 900 races on dirt and board track racing.¹ He left Indian for Excelsior and died in 1913, aged 33, of injuries sustained in a board track race crash with Charles "Fearless" Balke, who later became Indian's top rider. Work at the Indian factory was stopped while DeRosier's funeral procession passed.

Oscar Hedstrom left Indian in 1913 after disagreements with the Board of Directors regarding dubious practices to inflate the company's stock values. George Hendee resigned in 1916.

Hero MotoCorp's mission is to become a global enterprise fulfilling its customers' needs and aspirations for mobility, setting benchmarks in technology, styling and quality so that it converts its customers into its brand advocates. The Company will provide an engaging environment for its people to perform to their true potential. It will continue its focus on value creation and enduring relationships with its partners.

Hero MotoCorp's key strategies are to build a robust product portfolio across categories, explore growth opportunities globally, continuously improve its operational efficiency, aggressively expand its reach to customers, continue to invest in brand building activities and ensure customer and shareholder delight .

Hero Motocorp Ltd



Type	Public company
Traded as	BSE: 500182 ↗ NSE: HEROMOTOCO ↗ BSE SENSEX Constituent
Industry	Automotive
Founded	19 January 1984 (Gurgaon)
Founder(s)	Brijmohan Lall Munjal
Headquarters	New Delhi , India
Key people	Brijmohan Lall Munjal (Chairman) Pawan Munjal (MD & CEO) ^[1]
Products	Motorcycles , scooters , three-wheeler vehicles and spare parts
Revenue	▲ ₹19,669.290 crore (US\$3.92 billion) ^[2]
Operating income	▼ ₹2,597.07 crore (US\$518.12 million) (FY 2010-2011)
Net income	▼ ₹1,927.90 crore (US\$384.62 million) (FY 2010-2011) ^[3]
Parent	Hero Group
Website	www.heromotocorp.com ↗

1.3 COMPANY PROFILE

“Hero” is the brand name used by the Munjal brothers for their flagship company Hero Cycles Ltd. A joint venture between the Hero Group and Honda Motor Company was established in 1984 as the Hero Honda Motors Limited At Dharuhera India. Munjal family and Honda group both own 26% stake in the Company. In 2010, it was reported that Honda planned to sell its stake in the venture to the Munjal family.

During the 1980s, the company introduced motorcycles that were popular in India for their fuel economy and low cost. A popular advertising campaign based on the slogan 'Fill it - Shut it - Forget it' that emphasised the motorcycle's fuel efficiency helped the company grow at a double-digit pace since inception. The technology in the bikes of Hero Honda for almost 26 years (1984–2010) has come from the Japanese counterpart Honda

Hero MotoCorp has three manufacturing facilities based at Dharuhera, Gurgaon in Haryana and at Haridwar in Uttarakhand. These plants together are capable of churning out 3 million bikes per year. Hero MotoCorp has a large sales and service network with over 3,000 dealerships and service points across India. Hero Honda has a customer loyalty program since 2000, called the Hero Honda Passport Program.

The company has a stated aim of achieving revenues of \$10 billion and volumes of 10 million two-wheelers by 2016-17. This in conjunction with new countries where they can now market their two-wheelers following the disengagement from Honda, Hero MotoCorp hopes to achieve 10 per cent of their revenues from international markets, and they expected to launch sales in Nigeria by end-2011 or early-2012. In addition, to cope with the new demand over the coming

half decade, the company was going to build their fourth factory in South India and their fifth factory in Western India. There is no confirmation where the factories would be built.

History

Hero MotoCorp was started in 1984 as Hero Honda Motors Ltd

- 1956 -- Formation of Hero Cycles in Ludhiana(majestic auto limited)
- 1975 -- Hero Cycles becomes largest bicycle manufacturer in India.
- 1983 -- Joint Collaboration Agreement with Honda Motor Co. Ltd. Japan signed
Shareholders Agreement signed
- 1984 -- Hero Honda Motors Ltd. incorporated
- 1985 -- Hero Honda motorcycle CD 100 launched.
- 1989 -- Hero Honda motorcycle Sleek launched.
- 1991 -- Hero Honda motorcycle CD 100 SS launched.
- 1994 -- Hero Honda motorcycle Splendor launched.
- 1997 -- Hero Honda motorcycle Street launched.
- 1999 -- Hero Honda motorcycle CBZ launched.
- 2001 -- Hero Honda motorcycle Passion and Hero Honda Joy launched.
- 2002 -- Hero Honda motorcycle Dawn and Hero Honda motorcycle Ambition launched.
- 2003 -- Hero Honda motorcycle CD Dawn, Hero Honda motorcycle Splendor, Hero Honda motorcycle Passion Plus and Hero Honda motorcycle Karizma launched.
- 2004 -- Hero Honda motorcycle Ambition 135 and Hero Honda motorcycle CBZ* launched.

- 2005 -- Hero Honda motorcycle Super Splendor, Hero Honda motorcycle CD Deluxe, Hero Honda motorcycle Glamour, Hero Honda motorcycle Achiever and Hero Honda Scooter Pleasure.
- 2007 -- New Models of Hero Honda motorcycle Splendor NXG, New Models of Hero Honda motorcycle CD Deluxe, New Models of Hero Honda motorcycle Passion Plus and Hero Honda motorcycle Hunk launched.
- 2008 -- New Models of Hero Honda motorcycles Pleasure, CBZ Xtreme, Glamour, Glamour Fi and Hero Honda motorcycle Passion Pro launched.
- 2009 -- New Models of Hero Honda motorcycle Karizma: Karizma - ZMR and limited edition of Hero Honda motorcycle Hunk launched
- 2010 -- New Models of Hero Honda motorcycle Splendor Pro and New Hero Honda motorcycle Hunk and New Hero Honda Motorcycle Super Splendor launched.
- 2011 -- New Models of Hero Honda motorcycles Glamour, Glamour FI, CBZ Xtreme, Karizma launched.

New licensing arrangement signed between Hero and Honda.

August-- Hero and Honda part company, thus forming Hero MotoCorp and Honda moving out of the Hero Honda joint venture. November-- Hero launched its first ever Off Road Bike Named Hero "Impulse".

Termination of Honda joint venture

In December 2010, the Board of Directors of the Hero Honda Group has decided to terminate the joint venture between Hero Group of India and Honda of Japan in a phased manner. The Hero Group would buy out the 26% stake of the Honda in JV Hero Honda. Under the joint venture, Hero Group could not export to international markets (except Sri Lanka) and the termination would mean that Hero Group can now export. Since the beginning, the Hero Group relied on their Japanese partner Honda for the technology in their bikes. So there are concerns that the Hero Group might not be able to sustain the performance of the Joint Venture alone.¹

Hero MotoCorp

The new brand identity and logo, Hero MotoCorp, was developed by the London firm Wolff Olins.¹ The logo was revealed on 9 August 2011 in London, the day before the third test match between England and India.

Hero MotoCorp can now export to Latin America, Africa and West Asia. Hero is free to use any vendors for its components instead of just Honda-approved vendors.

Company performance

During the fiscal year 2008-09, the company sold 3.7 million bikes, a growth of 12% over last year. In the same year, the company had a market share of 57% in the Indian market. Hero Honda sells more two wheelers than the second, third and fourth placed two-wheeler companies put together. Hero Honda's bike Hero Honda Splendor sells more than one million units per year.

Recognition



Logo of Hero Honda, as the company was known till Aug. 2011

The Brand Trust Report published by Trust Research Advisory has ranked Hero Honda in the 13th position among the brands in India.

Motorcycle models

- Sleek
- Street
- Achiever
- Ambition 133, Ambition 135
- CBZ, CBZ Star, CBZ Xtreme
- CD 100, CD 100 SS, Hero Honda Joy, CD Dawn, CD Deluxe, CD Deluxe (Self Start)
- Glamour, Glamour F.I
- Hunk
- Karizma, Karizma R, Karizma ZMR FI
- Passion, Passion Plus, Passion Pro
- Pleasure
- Splendor, Splendor+, Splendor+ (Limited Edition), Super Splendor, Splendor NXG, Splendor PRO

- Hero Impulse launched in 2011 after the separation of hero and Honda. Its India's first off-road and on road Bike.

Suppliers

It is reported Hero Honda has five joint ventures or associate companies, Munjal Showa, AG Industries , Sunbeam Auto, Rockman Industries and Satyam Auto Components, that supply a majority of its components.



1.4Product profile

Hero moto corp is introducing the number of products every year. List of the available products in the market are



1) Maestro

2) Impulse

- 3) CD Dawn
- 4) CD Deluxe
- 5) Pleasure
- 6) Splendor +
- 7) Splendor NXG
- 8) Passion Pro
- 9) Super Splendor
- 10) Glamour
- 11) Splendor Pro
- 12) Glamour PGM Fi
- 13) Achiever
- 14) CBZ Extreme
- 15) Hunk
- 16) Karizma
- 17) Karizma ZMR



1.5 Objective of the study

Every organization has to achieve its organization goals. For this it is very essential for an organization to know about the view of consumers and their competitive products. This survey research may be also aimed as to estimate potential buyer for the product. the objective of the study is as under:

- To know the market share of bajaj & hero honda.
- To know the perception of customers regarding bikes.
- To determine the customer satisfaction.
- To determine the factors influencing the choice of customers.

- To assess the what are the factors influencing to purchase the Hero (Hero Honda) bikes
- To assess the customer satisfaction of the hero (Hero Honda) Bikes.

1.6 Scope of the study

The scope of the study highlights different preferences of customers on two wheelers. The study confined and with special reference to Vijayawada city. The vital purpose of the study is to identify the consumers evaluate their preferences and find out the factors in which it decides the buying decision, and to analyze the satisfaction level of customers for Hero branded two wheelers. The study creates a ground for future research in the similar field and would similar implications that could be analyzed.

- To know the customer Tastes & preferences in the bikes
- To improve the sales
- To improve the market share

1.7 Limitations of survey

- The people are more preoccupied with their own issues to discuss in length on the issue of study
- The sample size of the study is nominal.
- This study is fully based on the customer attitude and it varies from place to place.
- Some of the respondents were impatient to respond whole heartedly.
- Survey is restricted to Chennai only.
- Time constrains.



Chapter -2

Literature review

According to the brand trust report 2011 hero Honda (hero) ranked as a top 13th brand among the world brands

The Brand Trust Report is out and quite comforting for Indian Automobile Manufacturers as 4 of the Top 15 Brands are automobile manufacturers in whole or part.

The biggest pie here goes to Tata (No. 2) which continues to be a trusted brand in India through its diversified interests from salt to power. Maruti (No. 7) is the top solely automobile brand closely followed by 2 wheeler giants Bajaj (No. 12) and **Hero Honda** (No. 13)

Premium segment is lead by BMW (No. 33) which comes ahead of volume player Hyundai and (surprise, surprise!) arch-rival Mercedes Benz (No. 81). The BMW brand reputation is backed by increasing domination in market and will be a cause of concern for Mercedes which has maintained itself as the face of luxury India.

There is clearly an indication in the report that automobiles are slowly becoming a part of everyday life of consumers rather than mere symbol of status and luxury providing stiff competition to beverage and electronics brands.Quote:

In a study published by „Trust Research Advisory (TRA)“, a leading research organization dedicated to understanding and simplifying concepts related to Trust, Nokia stands at No 1 position, followed by Tata and then by the Japanese electronics giant, Sony at the third spot. The Korean duo of LG and Samsung plugged in at the fourth and the fifth positions respectively, while Reliance brand stands sixth. Maruti drives in at the seventh position, followed by the state insurance agency, LIC. Airtel, India's largest telecom services company dialed in at the ninth position, with Titan rounded up the Top 10 of India's Most Trusted Brands at the tenth position.

The Brand Trust Report, India Study, 2011 is the result of years of detailed research to understand trust which included several hundred hours of discussions with communication experts and behavioural scientists. On this basis TRA created a proprietary Trust Matrix comprising 61 different components. Based on this proprietary Trust Matrix, TRA launched a syndicated primary research on Brand Trust across 9 cities in India covering 2310 respondents who were classified into the 'influencer' category.

The most intensive study on Brand Trust undertaken in the country, the study generated nearly 10, 00,000 data-points and 16,000 brands. Indian Statistical Institute helped create a statistically robust Brand Trust Index which has been used to hierarchically rank India's Most Trusted Brands.

Auto Manufacturers in Top 100 Brands:

Tata Motors (2)

Maruti (7)

Bajaj (12)

Hero Honda (13)

BMW (33)

Hyundai (43)

TVS (54)

Toyota (66)

Mahindra (68)

Ford (74)

Yamaha (75)

Mercedes (81)



Chapter-3

Research methodology

Research problem: - conducting a study on the customer satisfaction of the hero motocorp ltd (hero Honda) bikes.

Research design

Population size: - hero Honda sells the millions of the bikes every year. During the last financial year hero sells the more than 6 million bikes across the world. And this company is existing from 1984. several customers not use their bikes after 5-15years. So we can not estimate the population size.

Sample size: - size of the sample is 100. And it is taken by the instructions of the faculty.

Convenience sample: - **Due** to not availability of the population size we select the convenience sample to make the study. This type of sample comes under the non random sample. Under this type we can take the customer opinion who ever available to us or whoever we have seen.

Statistical tools: - all the data was used in the this survey is nominal data& ordinal data. For the nomial data we cannot make use of the any statistical tools or measures of central tendency._According to the _ordinal data I have given rating.



chapter-4

Data analysis & interpretation

4.1 Age group of the sample

4.1.1 AGE PROFILE

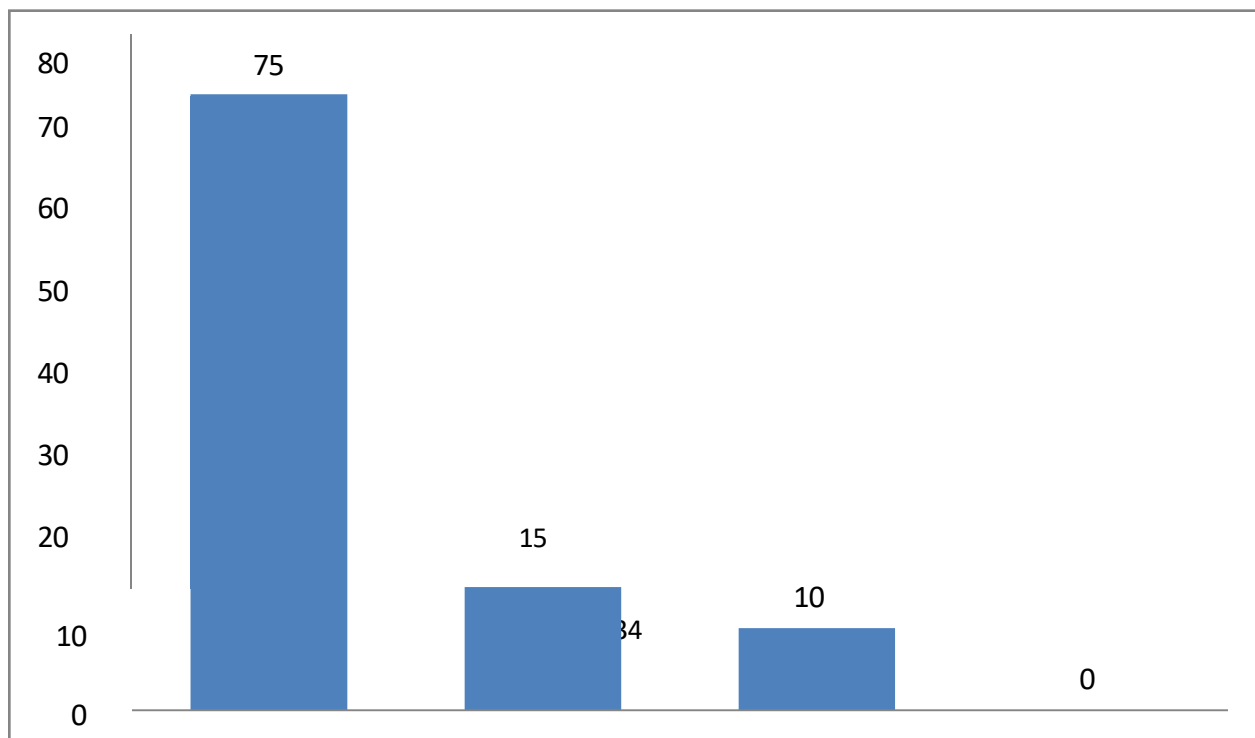
Analysis the age of respondents and it have been interpreted in table 4.1 which display the age of respondent

Table4.1 analysis age

S no	Age	Respondents
1	18-30	75
2	30-45	15
3	45-55	10
4	Above 55	0

Interpretation: 75 of respondents belong to age group of 18-30.15 of respondents belong to 30-45.10 of respondents belong to 45-55.Majority of the respondents were from the age of 18-30.

FIG4.1 CHART DEPICTING AGE OF RESPONDENTS.



4.2Income level of the sample

Analysis the income of respondent and it have been interpreted in table 4.2 which display the income and respondent.

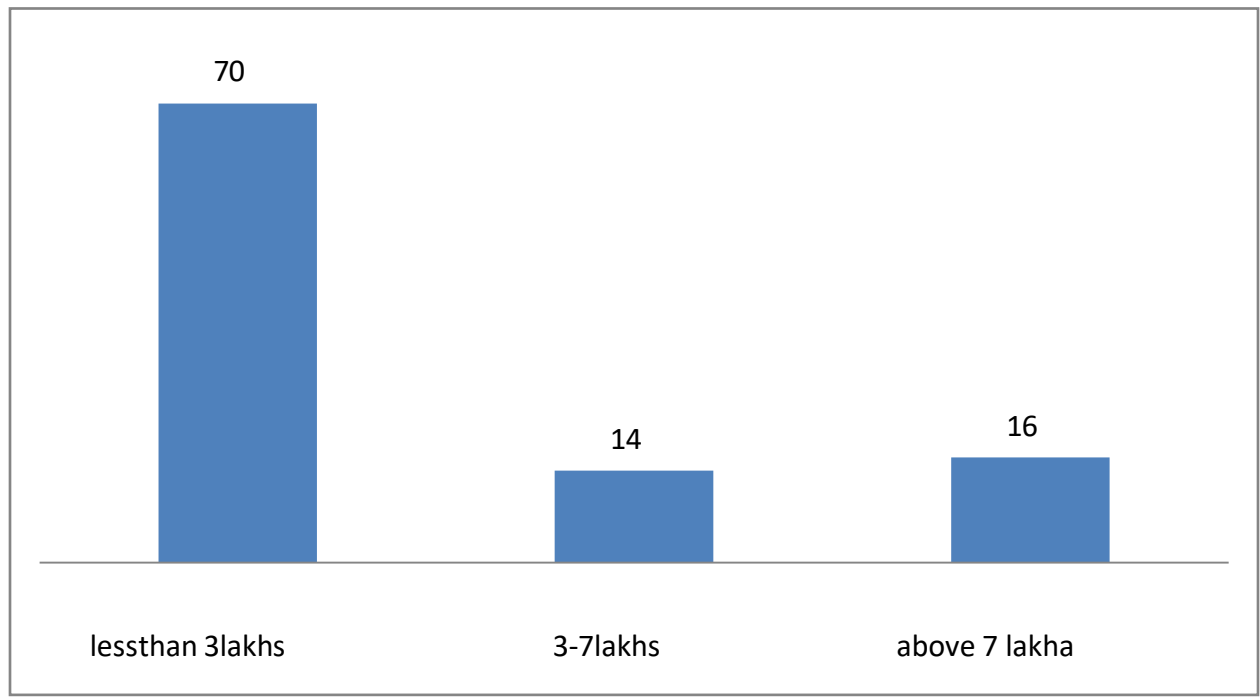
Table 4.2 analysis of income

S no	Income level	Respondents
1	Less than 3 lakhs	70
2	3-7 lakhs	14
4	Above 7 lakhs	16
	Total	100

Interpretation:

70 of the respondents belong to income of less than 3 lakhs.14 of respondents belong to income of 3-7 lakhs.16 of respondents belong to income of above 7 lakhs. Majority of the respondent were from the income of less than 3 lakhs.

Fig4.2 chart depicting income respondents



4.3 Why am I choose

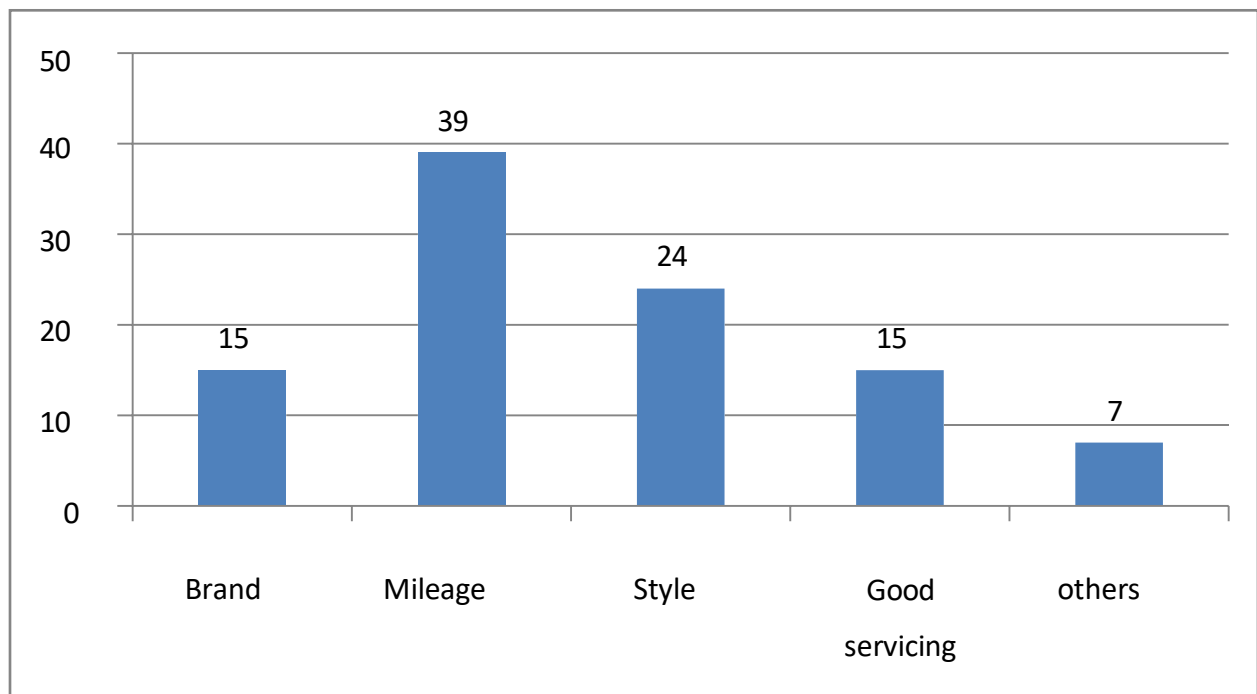
Analysis the why am I choose of respondents and it have been interpreted in table 4.3 which display the choose of respondents.

Table 4.3 analysis of why am I choose

S no	Income level	Respondents
1	Brand	15
2	Mileage	39
4	Style	24
	Good servicing	15
	Others	7
	Total	100

Interpretation: 15 of the respondents belong to brand. 39 of the respondents belong to mileage. 24 of the respondents belong to style. 15 of the respondents belong to good servicing . majority of the respondents were from the choose of mileage.

Fig4.3 chart depicting choose of respondents



4.4Am I satisfied with the pricing

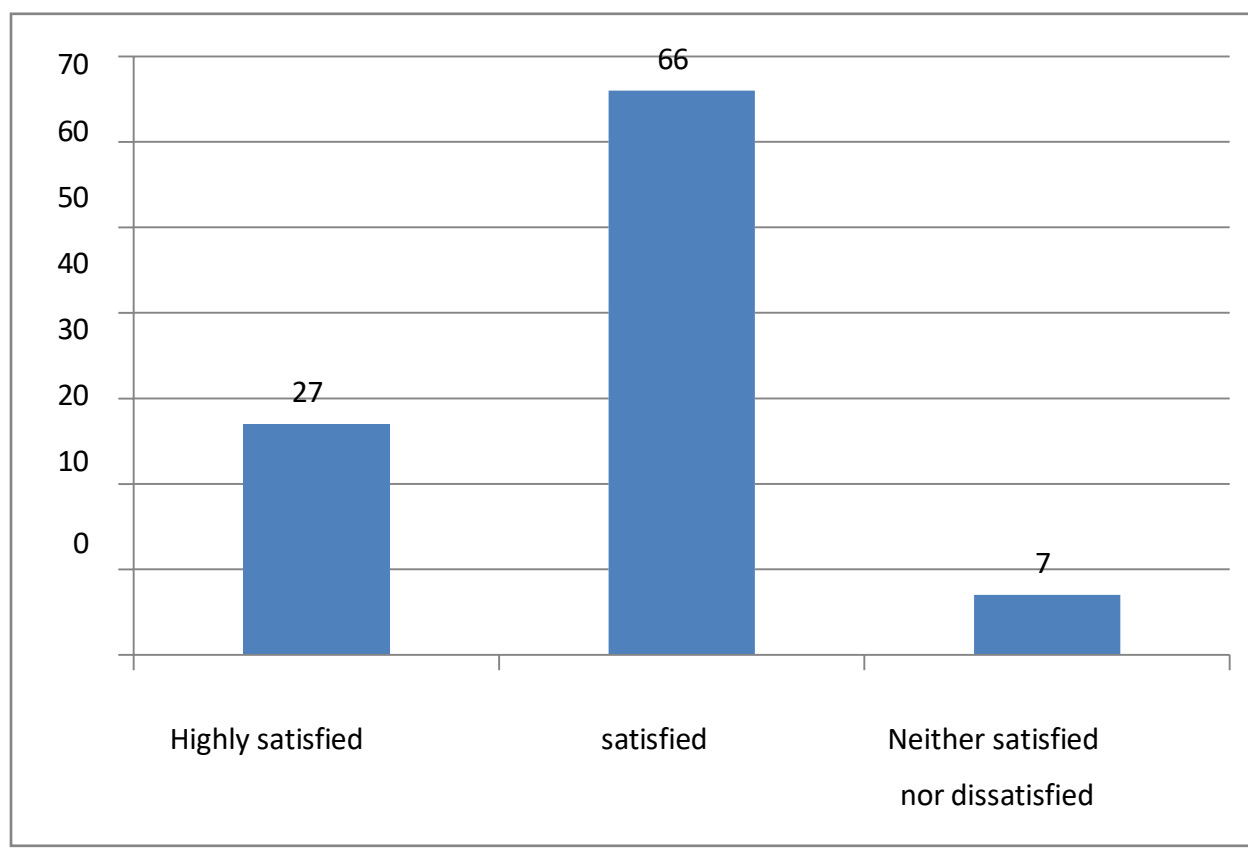
Analysis the am I satisfied with prices of respondents and it have been interpreted in table 4.4 which display the choose of respondents.

Table 4.4 analysis of am I satisfied with prices

S no	Particulars	Respondents
1	Highly satisfied	27
2	Satisfied	66
3	Neither satisfied nor dissatisfied	7
	Total	100

Interpretation: 27 of the respondents belong to highly satisfied.66 of the respondents belong to satisfied.7 of the respondents belong to neither satisfied. majority of the respondents were from the 66 of satisfied.

Fig4.4 chart depicting satisfied with prices



4.5Am I satisfied with the mileage

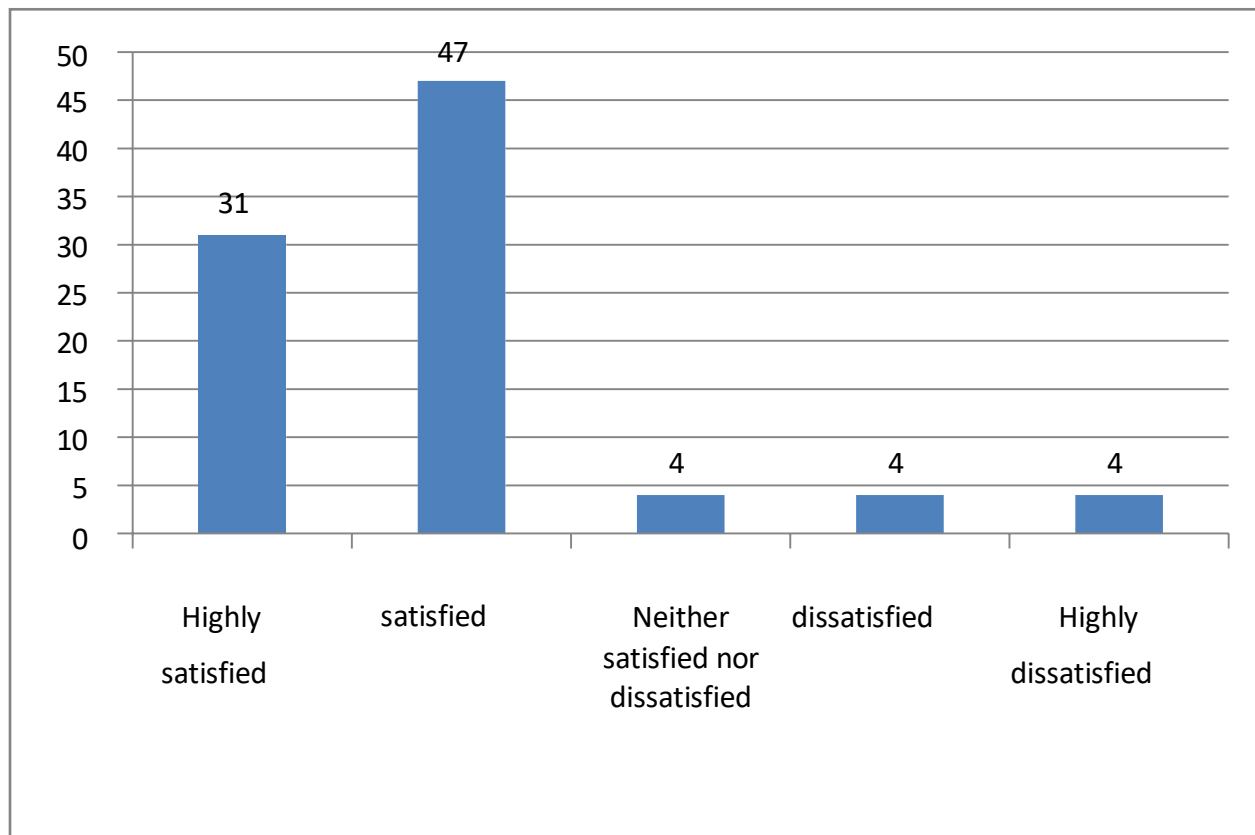
Analysis the am I satisfied with mileage of respondents and it have been interpreted in table 4.5 which display the choose of respondents.

Table 4.5 analysis of satisfied with mileage.

S no	Particulars	Respondents
1	Highly satisfied	31
2	Satisfied	47
4	Neither satisfied nor dissatisfied	4
5	Dissatisfied	4
6	Highly dissatisfied	4
	Total	100

Interpretation: 31 of the respondents belong to highly satisfied. 47 of the respondents belong to satisfied. 4 of the respondents belong to neither satisfied. . majority of the respondents were from the 47 of satisfied.

Fig4.5 chart depicting satisfied with mileage



4.6Am I like bike styling

Analysis the am I like styling of respondents and it have been interpreted in table 4.6 which display the choose of respondents.

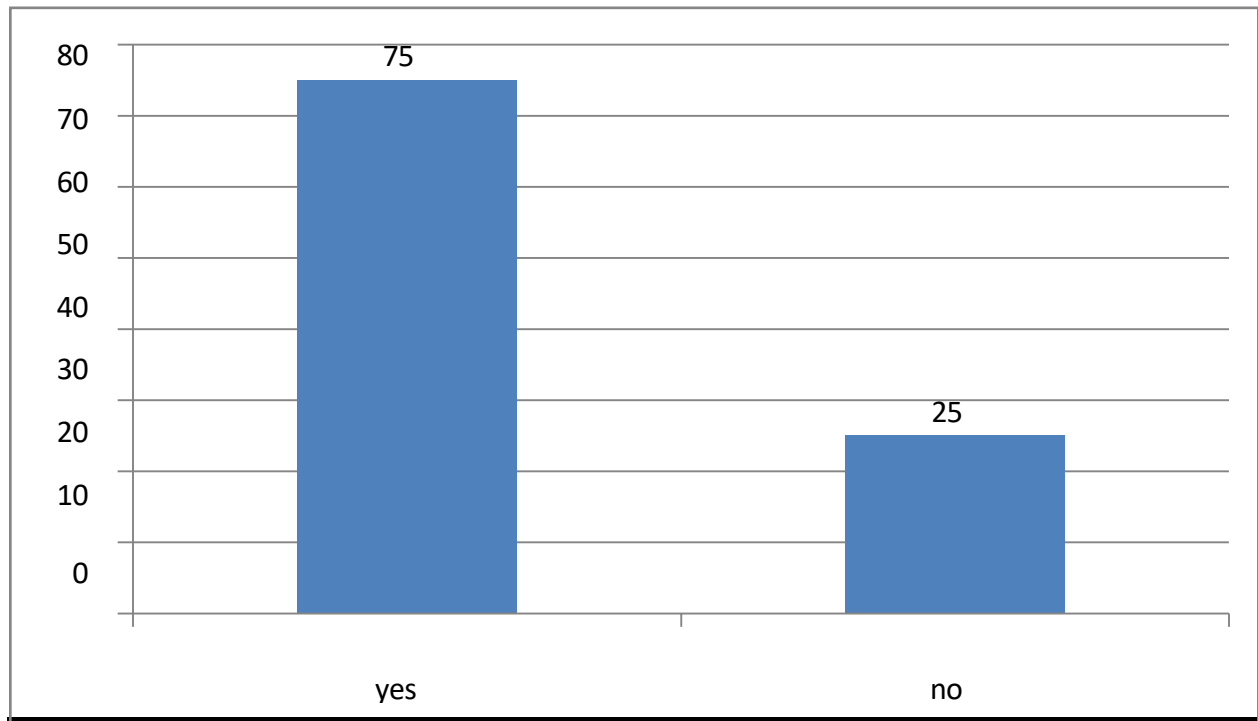
Table 4.6 analysis of styling

S no	Particulars	Respondents
1	Yes	75
2	No	25
	Total	100

Interpretation:

75 of the respondents said yes and 25 of the respondents said no. majority of the respondents were said yes of 75.

Fig 4.6 chart depicting bike style of respondents



4.7Am I like feel of the engine?

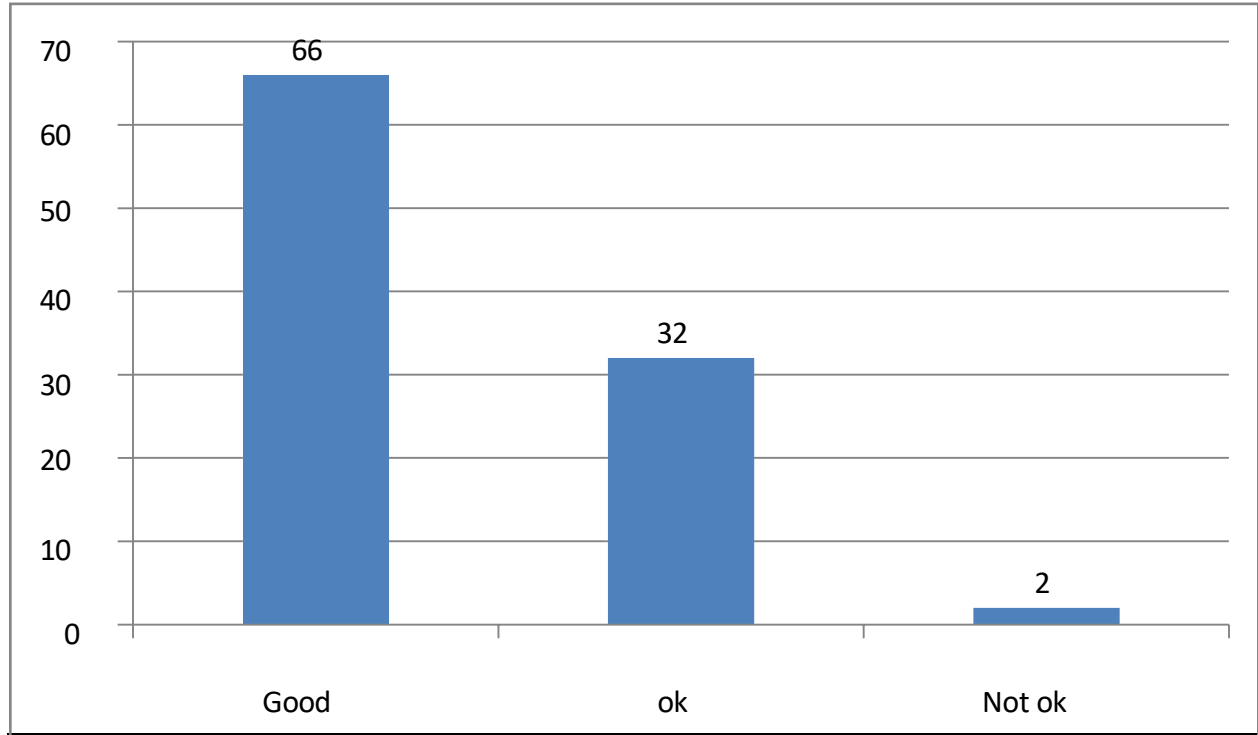
Analysis the am I like engine of respondents and it have been interpreted in table 4.7 which display the choose of respondents

Table4.7 analysis of engine

S no	Particulars	Respondents
1	Good	66
2	Ok	32
	Not Ok	2
	Total	100

Interpretation: 66 of the respondents belong to good .32 of the respondents belong to ok.2 of the respondents belong to not ok. . majority of the respondents were from the 66 of good.

Fig4.7chart depicting engine of respondents



4.8Am I feeling comfortable while riding?

Analysis the am I like comfortable of respondents and it have been interpreted in table 4.8 which display the choose of respondents.

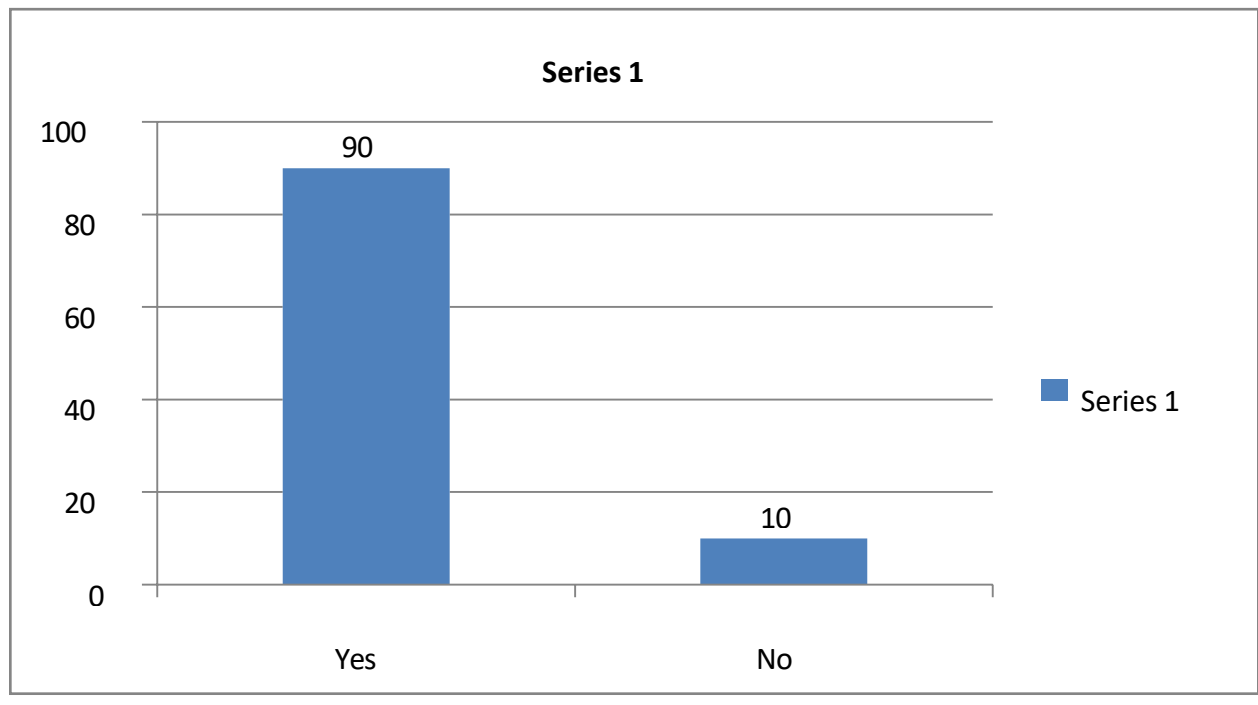
Table 4.8 analysis of feeling comfortable

S no	Particulars	Respondents
1	Yes	90
2	No	10
	Total	100

Interpretation:

90 of the respondents said yes for feeling comfortable while riding and 10 of the respondents said no. majority of the respondents were said yes for comfortable while riding of 90.

Fig4.8 chart depicting comfortable while riding



4.9Am I comfortable with riding position?

Analysis the am I comfortable with riding of respondents and it have been interpreted in table 4.9 which display the choose of respondents.

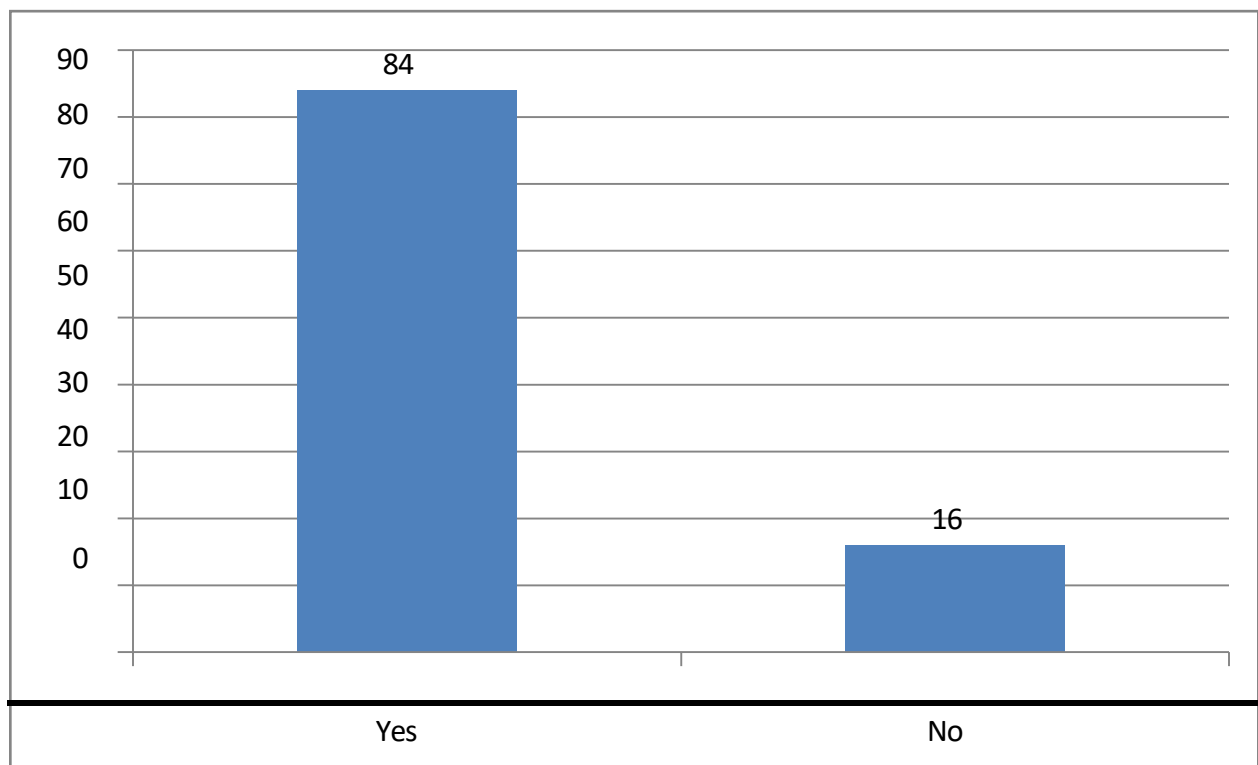
Table 4.9 analysis of riding position

S no	Particulars	Respondents
1	Yes	84
2	No	16
	Total	100

Interpretation:

84 of the respondents said yes for feeling comfortable while riding position and 16 of the respondents said no. majority of the respondents were said yes for comfortable while riding position of 84.

Fig 4.9 chart depicting of riding position



4.10How is the lighting while night time

Analysis the lighting while night time of respondents and it have been interpreted in table 4.10 which display the choose of respondents.

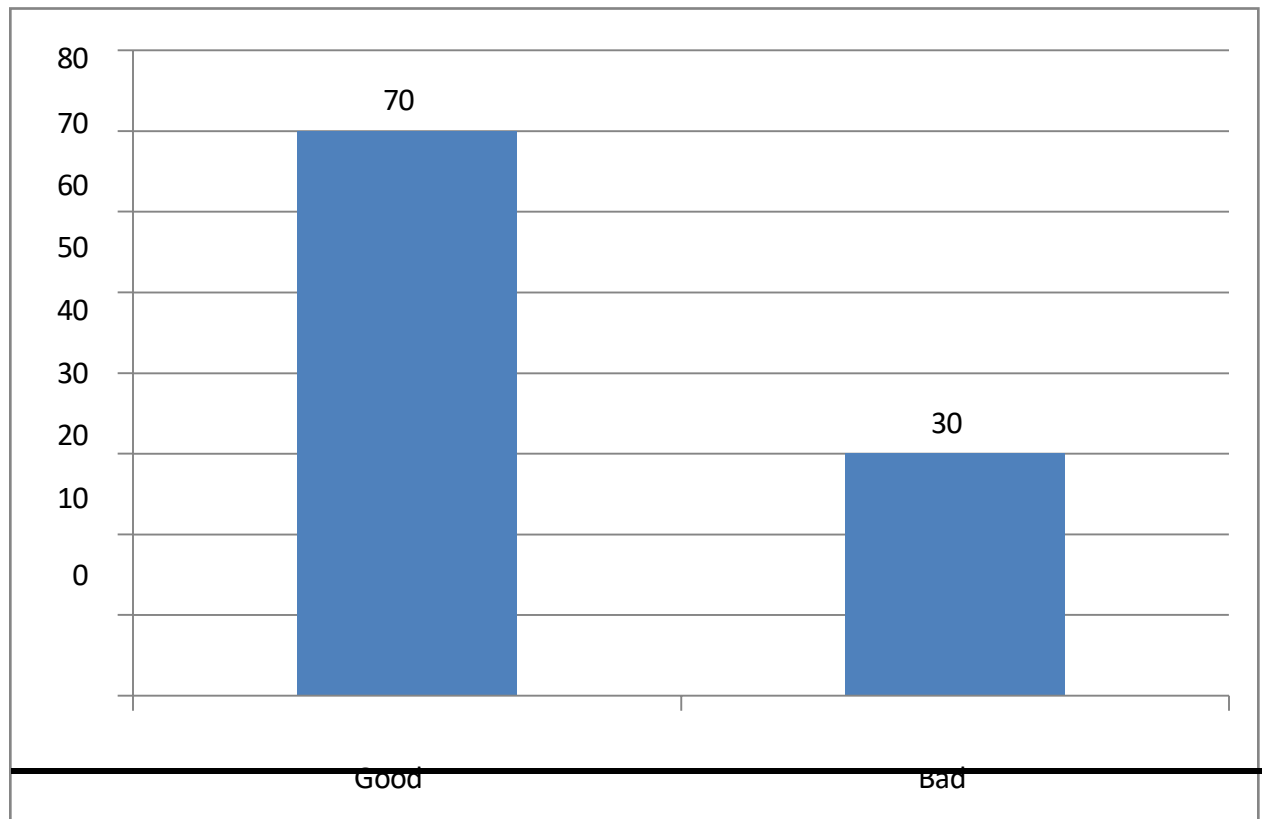
table4.10 analysis of lighting while night time

S no	Particulars	Respondents
1	Good	70
2	bad	30
	Total	100

Interpretation:

70 of the respondents said good for ride in night time and 30 of the respondents said no. majority of the respondents were said yes for ride in night time of 70.

Fig 4.10 chart depicting riding in night time



4.11What is the complaint?

Table 4.11 analysis of complain

S no	Particulars	Respondents
1	Starting Trouble	18
2	Battery	34
3	Engine	8
4	Brakes	20
5	Lights	22
6	Others	8
	Total	100

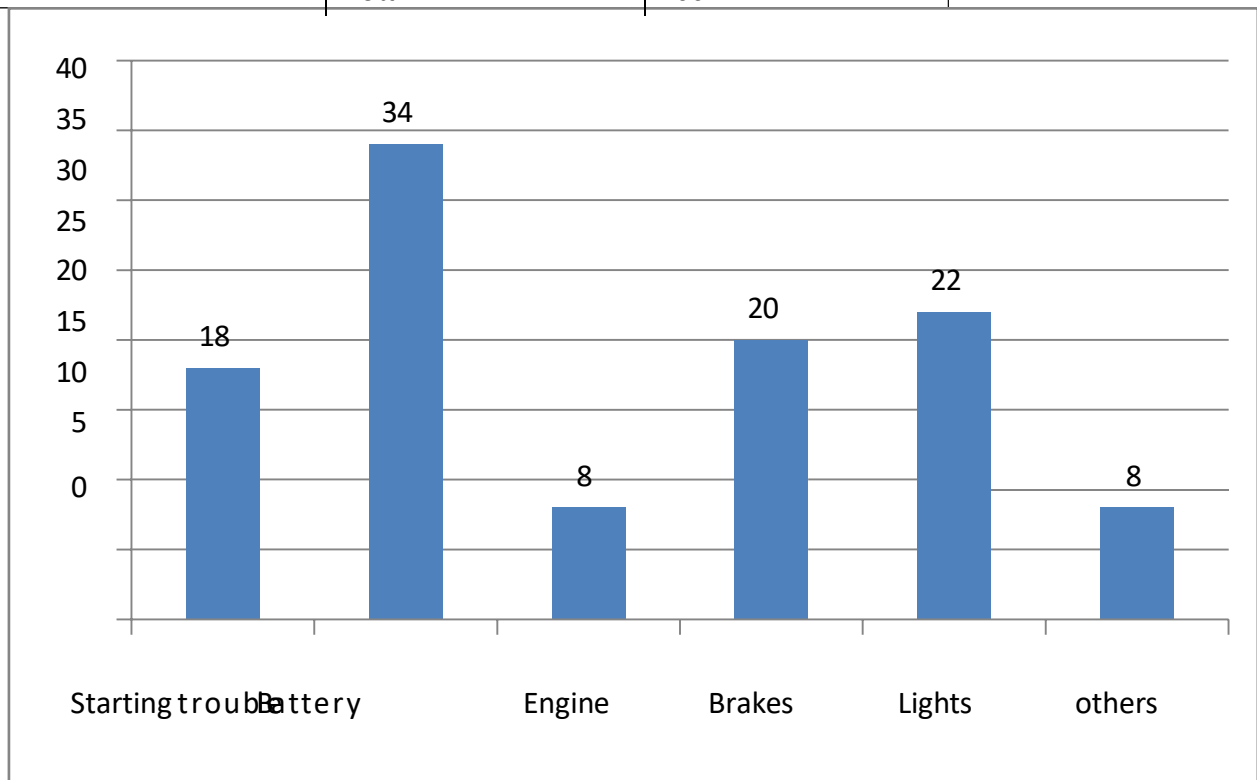


Fig 4.11 chart depicting complain of respondents

4.12 Services

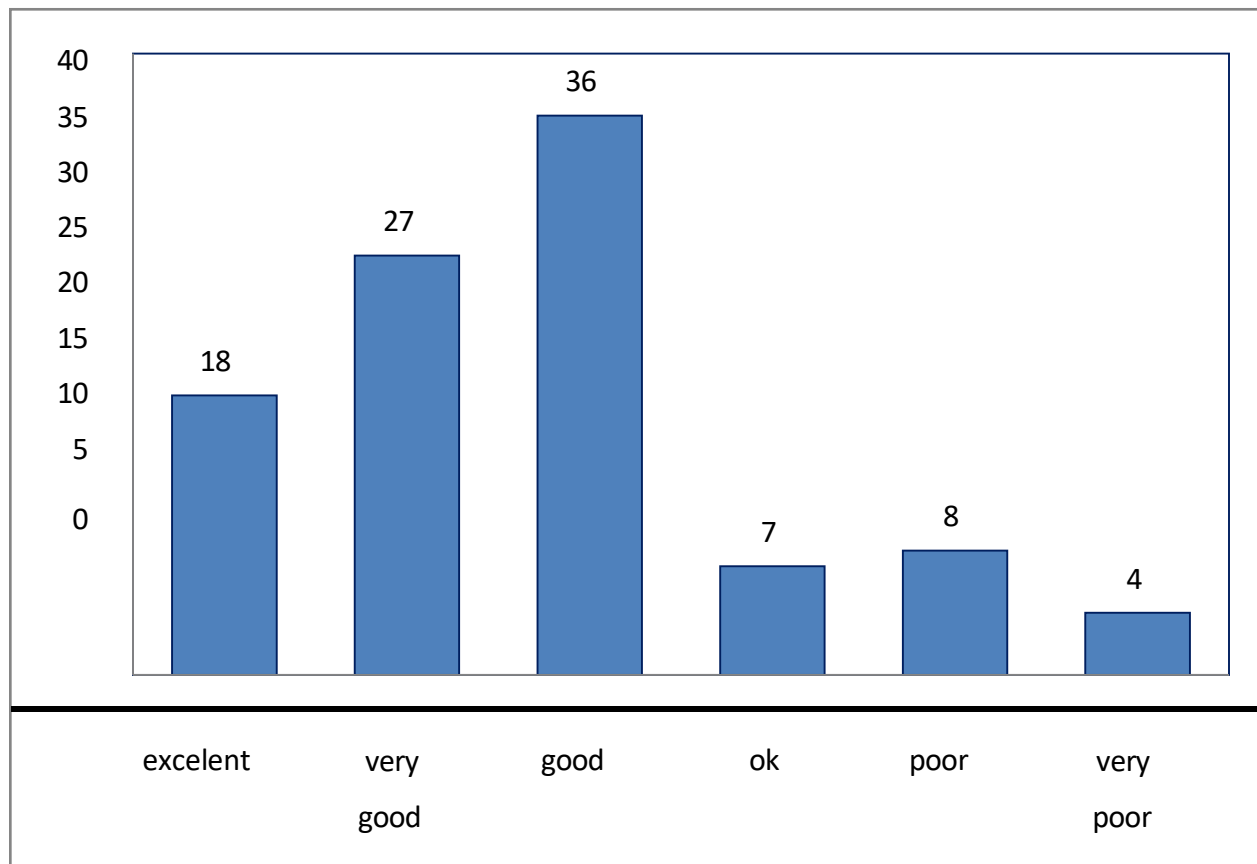
Analysis the services of respondents and it have been interpreted in table 4.12 which display the choose of respondents

Table 4.12 services of respondents

S no	Particulars	Respondents
1	Excellent	18
2	Very Good	27
	Good	36
	Ok	7
	Poor	8
	Very Poor	4
	Total	100

Interpretation: 18 of the respondents belong to excellent .27 of the respondents belong to very good.36 of the respondents belong to good. . majority of the respondents were from the 36 of good.

Fig 4.12 chart depicting services of respondents



4.13Rating

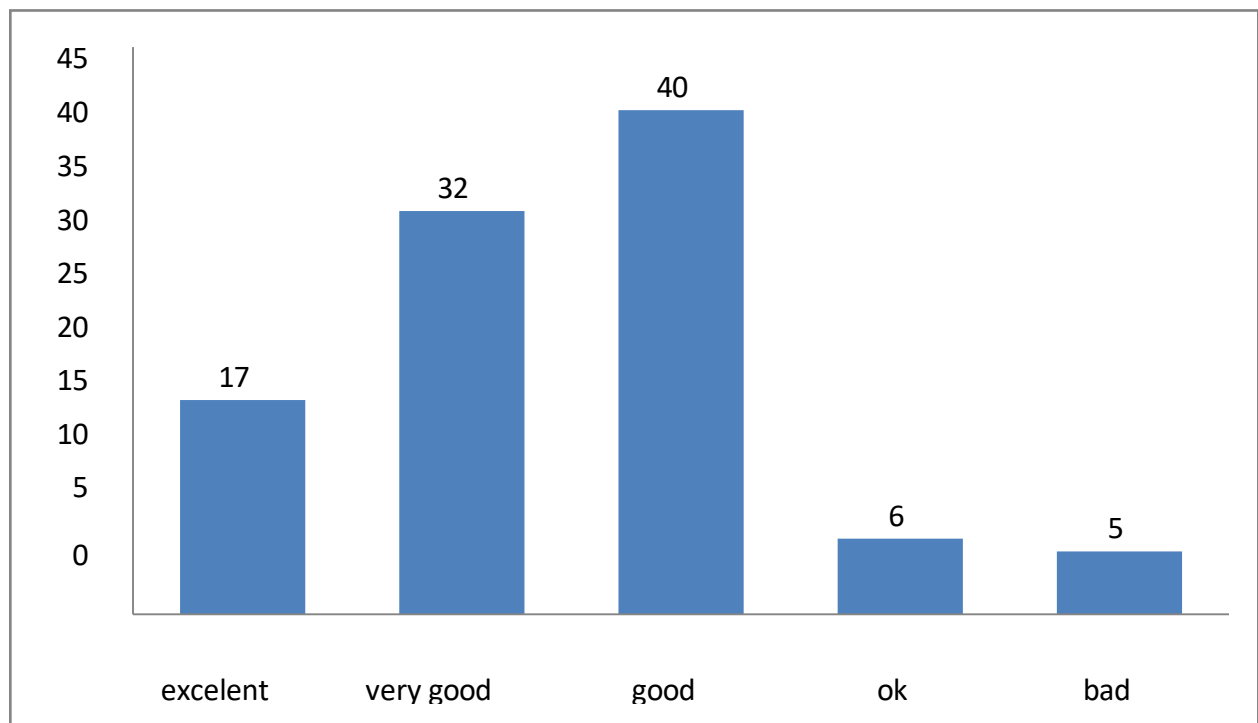
Analysis the rating of respondents and it have been interpreted in table 4.13 which display the choose of respondents

Table 4.13 analysis of rating

S no	Particulars	Respondents
1	Excellent	17
2	Very Good	32
3	Good	40
4	Ok	6
5	Bad	5
	Total	100

Interpretation: 17 of the respondents belong to excellent .32 of the respondents belong to very good.40 of the respondents belong to good. . majority of the respondents were from the 32 of very good.

Fig4.13 chart depicting rating of respondents



Interpretation

- Customer satisfaction of Hero(hero Honda) motocorp is very good
- Hero moto corp may sustain its No 1 position
- Customer service is good
- Middle class people are highly using the hero moto corp

CHAPTER -5

SUMMARY OF FINDINGS

5.1 Findings

- Customer satisfaction of the Hero(Hero Honda) bikes are very Good
- Middle class people(70%) are Highly using the Hero bikes
- Battery complaints are high & due to battery problems night time lighting is not good.
- Major complaints are night time lighting problem & Brakes • Most of the customers prefer the hero bikes due to the high Mileage.
- Majority of 75 respondent are like bike style.
- Majority of 90 respondent are said yes for feeling comfortable.
- Majority of 84 respondent are said yes for comfortable with riding.
- Majority of 70 respondent are said yes for lighting while night time.
- Majority of 34 of having a battery problem.
- Majority of 36 respondent are said good in services.

5.2 SUGGESTIONS AND

RECOMMENDATIONS

From the research it was found that most of the respondent who are using the 100 cc bikes is between 31-40 years and most of the people are working having an income level between 8000-10000. So the company should develop strategies in such a way to attract the above set segments to increase their sales.2.

From the study we found that HERO HONDA was placed IInd in the market. The company should try to maintain the same and adopt suitable strategies to reach the No.1 position.3.

From the study it was found that the customers expect a fuel efficiency of between 60-70kms/litre in a 100 cc bikes and also it was found that the average travel per day is 50-60km/litre. So the company should produce bikes giving a fuel efficiency of 60-70 km/litre.4.

Most of the respondents prefer 0% interest scheme and also prefer to purchase the bike on full payment. So the company should float 0% schemes on being up with leading finance. Company's and give sufficient advertisement to attract the customers and also offer cash and additional service discount in schemes for these purchase the bike on full payment.5.

Most of the customers are dissatisfied with the comfort ness of pillion rider and alsoabout the engine quality. So the company should design their bike in such a way that itshould satisfy the above said needs of the customer.6.

Most of the customers' purchase their bikes are influenced the advertisements given by the company. So the company should plan attractive advertisement which will increase the company's image as well as the sales for the company and also the theme of the advertisement should be clearly mentioning the fuel efficiency of the bike. Since most of the customers preferred fuel efficient bike.

- Hero company better to concentrate on the low price bikes
- High priority should be given to the mileage because middle class people are using the bikes.
- Company has to rectify the battery problems & lights

5.3CONCLUSION

It has been unquestionably proven that retaining customers is the only way to be successful in business. The study on the customer's satisfaction of Hero Splendor two wheelers among the customers within chennai . The study tries to reveal the factors answerable for prefer a particular brand. The sample was collected from the customers who owned the Hero Splendor two wheelers and to know about the satisfaction level of the Hero Splendor two wheelers. In this study, most of the respondents are having a better opinion about the Hero Splendor two wheelers and the findings and suggestions of this study will support the company in an effective and better way

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