

# A CUSTOMER REVIEW ON HERO MOTOR CORP DEALERSHIP – HUBLI-DHARWAD

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**Abstract:** Customer requirements in all the categories and parameters is an important view in attracting the markets and being stand in all aspects. These all questionnaires' leads to successful and profitable business. Indian people mentality always inevitable in choosing a successful product. Mouth to mouth views, experience of a product and matching the needs is a vital role of an Indian people choice. Choice of automobiles two wheeler is an important up gradation and investment any person do in his different stages of life. We as a team decided to study the customer views on Hero Motorcycles. More number of scholars, students, and academicians has explored the various findings and results. Maximum number of scholars has taken views of customer as an important guide way for conducting the research. Based on the previous data's and research findings clearly impacts about the quality, milage, moderate performance, brand, senior citizen riding comfort and other parameters suiting indian markets. Since our study and methodologies applied was same in collecting data's where 400 number of respondents from 4 different dealers in the twin cities Hubli –Dharwad. But in general Hero has captured the most number of two wheeler markets but still people are not fully satisfied where disagreeing with few updated models yet to come, less engine refining and softness in the run and very few high end cc engines which is merely focused by students in the present market. Running the successful and profitable business in today's market is most important and simultaneously capturing the market in the updated generation and reaching the peak in quality and number of products offered is a challenging factor in these days. All the above findings and views should be treated as an important step and further still digging the more findings, views will be better for the brand and the company. The clear details of this article are discussed with clear objectives and scope for further clarification. The detailed findings are discussed further in the article with objectives and further scope consideration. [3] [4] [9].

**Keywords :** Customer, Customer satisfaction, Hero, Parameters ,Respondents.

## 1 INTRODUCTION

Customer satisfaction is parameters that is very important for successful business. Product success, profits and building trust shows an important direction to dig more for further betterment of quality and quantitative results. Customer satisfaction is defined in a business terms as “Satisfying the geographical needs of customers leads for their satisfaction”. The key point as customer satisfaction drives the extraction of more data's to understand more. CRM customer relationship management balances as a key area to study further. A standard data's, methodologies, final approach plays important roles in understanding administrative wise. [4]. Human interaction with living and non- living things are their part of life. Small piece of wood to the automobiles we use for smooth going of life. Out of all non-living things we use in day to day life , scooters, bikes in general automobiles are mostly used as a transportation. At least 30 % and more may use their self-owned automobiles for their transportation. 2 wheelers, four wheelers and more may be used as a mode of transport. Out of which 2 wheelers are most commonly used by most number of persons in India. Many manufacturers are in demand out of which we have chosen Hero Motor Cop two wheeler dealer at Hubli-Dharwar (**KAR**). Hero was chosen because of its low poor and middle class people still have trust on Hero-Honda (Presently Hero). Total of 6 dealers we found at Hubli-Dharwar who sells hero products. Hero which is formerly Hero-Honda which was joint venture before and terminated jointly later as an individual still as hero automobiles has maximum and profitable share in the business. Team has visited the entire 4 locality twice a week, taking at least 100 feedback in 45 days from a single dealers which makes total of 400 respondents. The main intension was to record all the standard feedbacks, taking it as a reference by applying mathematical rules, interpretation, finalization and decision making will heads to a successful quality product that indirectly improves efficiency of the product. [1] [6] [7] [11].

## OBJECTIVE

The objective of the study is to find customer's positive and negative integrated views of the product recorded by various respondents' feedback.

Feedback Recorded has to implement further from start to end in the stages of Design and Development, Administration,

Sales, Marketing, Business, Profit & Loss.

Changes incorporated will lead to a beneficial results.

## SCOPE

The scope of our study is focus on Hero Dealerships, Hubli-Dharwar. The analysis of study was planned and designed for 3 months period. The frequency of the number of respondents all the 4 dealers was decided as 400 No's.

## 2 LITERATURE REVIEW

Hero Motorcycle still leads as the top two wheeler manufacturer of the country. The large growing population of the country is in still demand for utilization of the individual self-owned automobiles. Its more than a 4 decades that hero motor cycle has built a strong trust and believe in their customers with regular supply and demands and fulfilling customer's needs. Hero motor corporation which was formerly Hero Honda a Joint Venture established in the year 1983 has successfully capture motorcycle market in Gear Motorcycle, Non Geared Motorcycle having highest number of sales in Indian market attracting large market. Because of many parameters where it captured the market was and is still today. Various numbers of parameters are Top 2 wheeler motor manufacturer, Indian brand, Low Budget Motorcycle, Low Maintenance Cost, Good Mileage, Simple Design, more number of dealers, High Efficiency, More number of users, Easy available of spare parts, Indian manufacturer, updated new design with more technological features, low service cost and motor cycle. Hero Honda (Presently Hero are utilized by male customers. Beginning of motorcycle was started with 50cc and its development has headed with 200cc motorcycle today. Various models were designed and developed from past many years but there some top models which has its prime importance till today. These days there lot of Indian and imported manufacturers of motorcycles where even the other manufacturers have a better products considering overall performance of the machine that has also built trust and highest number of sales in Indian market. In this generation to make a profitable and successful business with most of the competitors available the study of the significant behavior of the market to stand firmly is a major challenge in the business. Many Research scholars for past 3 to 4 decades has done basic study, analysis and findings in studying the customer needs, behavior and their relationship. Using the basic study as a initial methodologies more number of researcher has studied the customer feedback's considering, Various Brands, Engine efficiency, Age criteria of the people, Design of the product, Service and sales criteria, Mileage, cost and other important parameters of the customer's

review as an area to further study or review the more depth in findings. Conclusion of the research findings clearly shows a mixed view of the customer's in today's motorcycle manufacturer market. So it can be concluded that customer's review should be treated as an important parameters and action against the same stands important to bring a changes or impact in Hero motor Manufacturer. Based on all the literature conducted and view of research findings, customers views could be treated as a major content where every scholar should focus and their way of findings, analysis, use of simple tools approach, methodologies could be a successful project in progress of company and a product. [3] [5] [10] [11].

## 3 METHODOLOGY OF STUDY

The choice of methodology was an important task as number of approaches leads to different view of results. Data's collected from 4 dealers from around 400 customers. The study was conducted in initial and secondary stage. Design of methodologies was based on data's collected and adopted [3] [5] [8] [11].

## RESOURCES UTILIZED

### Hero Motor Corp

Hero Motor Manufacturer successful establishment, after 40 years still has a strong trust gaining more number of customers till today.. Their products categorize Geared Motorcycle and Non Gear Scooters from 100 cc to 200cc. Business divisions has already established in different parts of the country with varieties of model. The densities of sales is huge in terms of crore's of customers. Our motto was to visit the nearby local available dealers that has well-built showrooms with sales, service and marketing facilities with some skilled and semi- skilled employees. The showroom was designed and built according to the company standards. Huge numbers of customers visits daily to the showrooms regarding enquiry, purchasing and the same persons shared their feedback further which was recorded and stored. [9] [10].

**Models Chosen for Customer View's**



**Fig:01**



**Fig:02**



**Fig:03**



**Fig: 04**



**Fig: 05**



**Fig: 06**

**PROMOTIONAL STRATEGIES AND OBJECTIVES**

Design of a product to satisfy human needs with different challenging intervention, making profits for a longer run are important parameters as a strategy to run a successful business. Based on the different approaches available Customer Care, Customer Focus, Customer Service Training, Communication, Customer Relationship Management is an important strategy in satisfying the human needs. Designed and planned promotional strategies are frequently followed by franchise like, marketing methodologies, techniques and variety of other approaches. [9], [11].

**4. DATA ANALYSIS CONDUCTED:**

Frequency of 400 respondents feedback was recorded with different point of view and observation in percentage % ge					
	0-20 % ge	21-40 % ge	41-60 % ge	61-80% ge	81-100 % ge
Scooter Available are		45 to 60 aged customers, High	25 to 35 aged customers. More	Less Maintenance	40 to 60 aged customers, Good

<p><b>Particulars</b></p>	<p>not as good as other brands, 20 to 25 aged group customer, Female customer's, Geared vehicle performance is not good as other brand, New models Scooters must come into the market.</p>	<p>maintenance cost, Purchased by Cash, Newspaper and TV Ad's, Exchange Offer of similar brands. New Customers, Engine is not so refined as other brand, Aesthetic could be improved.</p>	<p>number of models available, Customers with daily travelling of 30km and above, Purchased on loan, Friends Reference, Repetitive Customers, Visited the showroom on brand name</p>	<p>cost, Geared vehicle performance is good as other brand, Simple Design Easy to handle, Less weight.</p>	<p>Mileage, Number of Service Center Available, Family always purchase Hero Motorcycles,</p>
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**Tabel:1**

**DISCUSSION:**

Feedback recorded at all the four dealerships, taking those data's as base and taking that as a reference and by using simple tools and applying different methodologies further mathematical procedures are followed. Results extracted and by using computer mathematical tools as a statistical approach plotted the different forms of profiles based on the data's recorded. The difference in profile where drastic deviation of increase or decrease in the graph was focused according to the data's recorded. Point of inflation was observed for further consideration. Maximum number of respondents commented on the better mileage, better brand and more number of sales and service center's available. More customers preferred the hero brand because of many parameters that built trust on customers. Aged or Senior citizen generally preferred because of less complex in their long service run. Most of the customers reviewed as less maintenance product. Average number of people showed very less interest or view on Hero scooters and its development in Non Geared Category. Similarly there are many other brands like Honda where the engine performance is completely refined and has better results and very less satisfied with power and other technical details, 25 to 30 aged group people shared their view on less technological features in built product, old looks and fewer updated as features. Skilled Advisor, Sales representatives, customer relationship manager and service technical staff at least should have and gain required eligibility without compromising so that the same will reflect in customers positive view's. On the concern these days there are many manufacturers in two wheelers brand, but Honda stand's still tall in some of the categories and parameters where company has to take into considerations for further improvements in the brand products. All the discussed details will be further concluded in brief.

**5 CONCLUSION:**

Hero motor corps, customer review was an important topic in today's competitive world. Review of 400 numbers of respondents was collected from Hubli-Dharwar locality dealers. The showrooms were well established with all facilities and provision. More numbers of views was regarding better mileage, low maintenance, more number of dealer's locality and aged group of people with most number of choices as brand and motorcycle. Average number of customers believes Product performance regarding other technicality and refined engines are lower in performance compared to Honda Pvt Limited. This shows a product design department R and D to enhance the engine with more refining which directly build more trust and attract still more customer needs and their requirements. The common view was losing more number of customers in 20 to 30 aged group people because of lack of updated design and higher CC engine capacities with very less power and torque. Customers visited the showroom with maximum number as an repetitive customers because of trust. We believe that company has to match the customer needs in all the segments that can still more be competitive nation wise and internationally.

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