STUDY ON CUSTOMER SATISFACTION TOWARDS SPLENDOR BIKES IN VADODARA CITY

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Abstract: This study has been undertaken to investigate the satisfaction of the customers in Vadodara city towards Splendor bikes using survey through questionnaire. The study is based on primary data by using self made questionnaire on google form. This study includes Splendor bikes like Hero Honda Splendor Plus, Super Splendor, Her India is a country where most of the people comes from middle class family and they use bikes for travelling because it is affordable for them and they use it on daily basis. They use bike to go on job and they try to have two Wheeler with good mileage and comfortable with low cost of maintenance so that I see around me most of office going people, college going students and workers have Splendor bike so we undertake this project work because it is helpful to know they satisfaction level. This study includes 200 responses from Vadodara city.

Key words: Customer Expectation, Customer Relations, Customer Satisfaction, Splendor bike model, Style.

I. INTRODUCTION

In this paper we will examine the customer satisfaction towards Splendor Bikes Vadodara city regarding various factors like demographic factors and socioeconomic factors.

The two-wheeler industry has been going progressively over the years all over the world. India is not exclusion for that. Today India is the second largest manufacture of two wheelers in the world. It stands next only to Japan and China in terms of number of two wheelers produced and sold. Today the customer preferences have shift from geared scooters and motorcycles and also to an extent customer used to buy a two-wheeler based on its consistency and price comfort and utility were the two wheelers. Now with the opening up of the economy and accessibility of new design and technology the consumer is increasingly according greater priority to power and style. Bikes are large multiplicity of two wheelers are available in the market, known for the latest technology and superior mileage. Indian bikes, mopeds represent style and class for both men and women in India. Ride bikes in all areas lead the bike riders to experience discomfort under some conditions because of lack of pick up capability in their bike.

Hero Motocorp Ltd., formerly Hero Honda, is an Indian motorcycle and scooter manufacturer based in New Delhi, India. The company is the largest two-wheeler manufacturer in the world, and also in India, where it has a market share of about 46% in the two-wheeler category Hero MotocorpLtd.,formerly Hero is an Indian motorcycle and scooter manufacturer based in New Delhi, India. The company is the largest two-wheeler manufacturer in the world, and also in India, where it has a market share of about 46% in the two-wheeler category. The 2006 Forbes list of the 200 World's Most Respected Companies has Hero Honda Motors ranked at #108. On 31 March 2013, the market capitalization of the company was ₹308 billion (US$4.3 billion).

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services. An organization's main focus must be to satisfy its customers.

II. LITERATURE REVIEW

❖ Suresh Vadde, JIMS8M: The Journal of Indian Management & Strategy 17 (3), 39-45, 2012 in "Customer satisfaction towards two-wheeler automobiles: An empirical study" survey was conducted using the well-structured questionnaire covering the sampled respondents. Finally, it ends with a set of opinions from the respondents who bought the two-wheelers are influenced by the brand image, mileage, price, passion and pick-up etc.of five years. The time series monthly data is collected on stock prices for sample firmsand relative macroeconomic variables for the period of 5 years. The data collection period is ranging from January 2010 to Dec 2014. Monthly prices of KSE -100 Index is taken from yahoo finance.

❖ Deepthi Nivasini (March 2020) have carried out study on "A Study on Customer Satisfaction towards Honda Activa with Reference to Coimbatore City" based on primary data collected from the respondents using questionnaire. The paper presents the result of a survey of 110 Honda Activa customers in Coimbatore city by adopting convenience sampling method with the Objectives To identify the factors influencing consumers to purchase Honda Activa bikes in Coimbatore citAnaTo Analyze the level of customer satisfaction of the Honda Activa bikes in Coimbatore city found that The results of the study show that among the various features that influence the level of satisfaction of consumers "Look or style" got the first rank with a mean score of 4.22 and "pick up" got the last rank with a mean score of 2.93.

❖ D. Vijyalakshami et al. (2015) have carried out their study on customer satisfaction with regards to different brands of two wheelers. Their study area was restricted to Coimbatore city and the respondents were local of that city. They found in their study that two-wheelers help people to easy and convenient travel of their daily routine as it is easy to drive and handle. They have also concluded that high price of two-wheelers do not always give satisfaction to the customers, however, it leads to dissatisfaction some time.

❖ Dr. C. P. Gujar and Saif Ul Haque(October – 2019) studied on "A STUDY ON CUSTOMER SATISFACTION TOWARDS HERO BIKES WITH REFERENCE TO JABALPUR DISTRICT, M.P." This study has been carried out in Jabalpur district and150 responses of the respondents are taken for the analysis. A self structured questionnaire has been constructed and distributed among the users of Hero bikes. Objectives of study were To access personal profile of the respondents of Hero bike users in Jabalpur district. To know the customer satisfaction level towards Hero bikes in Jabalpur district. To know the reason for choosing the particular Hero bikes. Findings are Price (34%) and Brand image (31%) were the major factors that attracted the customers to choose the particular bikes just followed by style (29%) and mileage (25%) whereas; 17% respondents liked riding comfort and pick-up of Hero bikes and services provided by the Hero MotoCorp Ltd.that could be the reason for choosing the Hero bikes in the research area.

III. RESEARCH METHODOLOGY

3.1 Population and Sample

The sample is selected by using non probability convenience sampling method. It is the total number of respondents targeted for collecting the data for the research. Sample size of 200 persons has been taken for this research. Structure, self-design, and close-ended questionnaire.

3.2 Data and Sources of Data

The population of interest is limited to Vadodara due to reason of convenience, low cost and accessibility. Satisfaction of customers are measured through questions that have been framed in questionnaire. The research is based on primary data which is collected through the self design, structure questionnaires; however help of secondary data is also taken from existing journals, articles and internet for preparing report. Secondary data collected from the various website, journals, articles and research projects.

3.3 Theoretical framework

Variables of the study contains dependent and independent variable. The study used pre-specified method for the selection of variables. Chi square test is used to test hypothesis.

IV. OBJECTIVES OF THE STUDY

➢ To study the customer satisfaction Based on demographic factors.
➢ To study the customer satisfaction of various factors like styles, after sales
   services, performance of the bikes, price etc.
➢ To measure overall customer satisfaction towards Splendor bikes in Vadodara city.
➢ To find that most of respondents from where are they find information about Splendor bikes.
➢ To know model of Splendor bike mostly prefer by customers and give best satisfaction.

V. **ANALYSIS OF DATA**

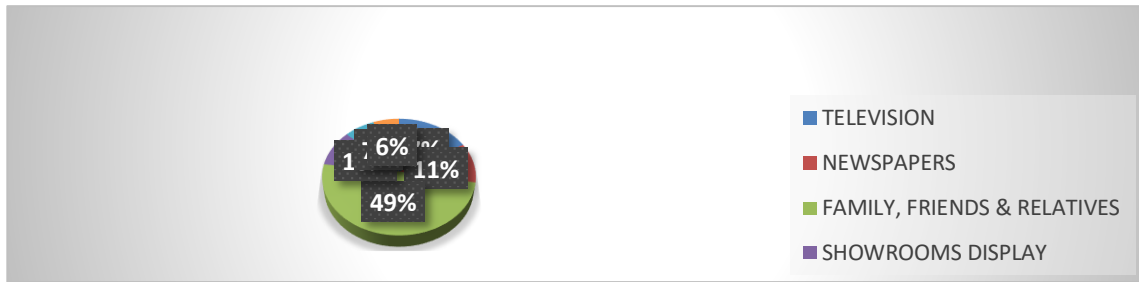1. **From which source did you get information about Splendor bike?**

TELEVISION
NEWSPAPERS
FAMILY, FRIENDS & RELATIVES
SHOWROOMS DISPLAY

CHART NO. 1

SOURCE OF INFORMATION	FREQUENCY	PERCENTAGE
TELEVISION	34	17
NEWSPAPERS	22	11
FAMILY, FRIENDS& RELATIVES	98	49
SHOWROOMS DISPLAY	20	10
INTERNET	14	7
OTHERS	12	6
TOTAL	200	100

TABLE NO. 1

INTERPRETATION:

17% respondents have taken information about Splendor bikes from Television, 11% Newspapers, 49% from Family, friends and relatives,10% from SHOWROOMS, 7% from Internet and 6% has got the information from other sources .
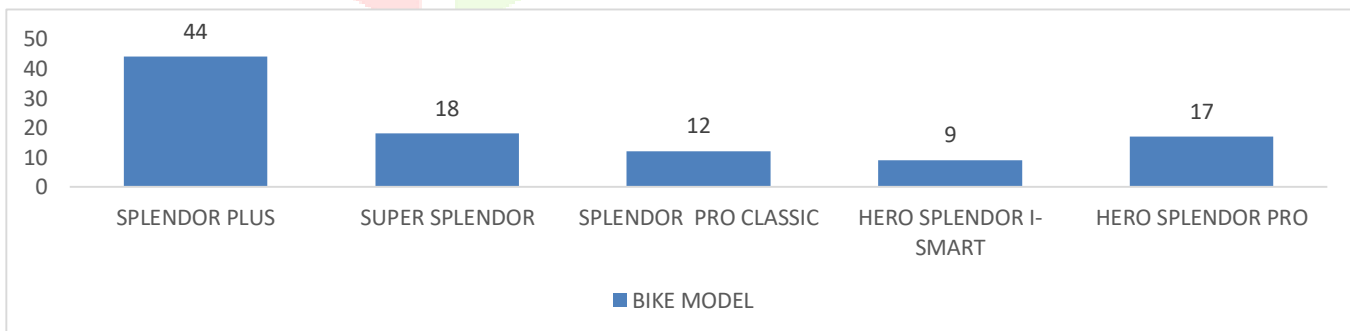
2. **Which SPLENDOR Model bike do you have?**

CHART 2

BIKE MODELS	FREQUENCY	PERCENTAG
SPLENDOR PLUS	88	44
SUPER SPLENDOR	36	18
SPLENDOR PRO CLASSIC	24	12
HERO SPLENDOR I-SMART	18	9
HERO SPLENDOR PRO	34	17
TOTAL	200	100

TABLE 2

INTERPRETATION:

44% respondents have owned Splendor Plus bike, 18% have owned Super Splendor bike, 12% have owned Splendor pro Classic bike and Hero Splendor i-Smart bikes own by 9% and 17 % have owned Hero Splendor pro bike. So that most of the respondents have owned Splendor plus bike.

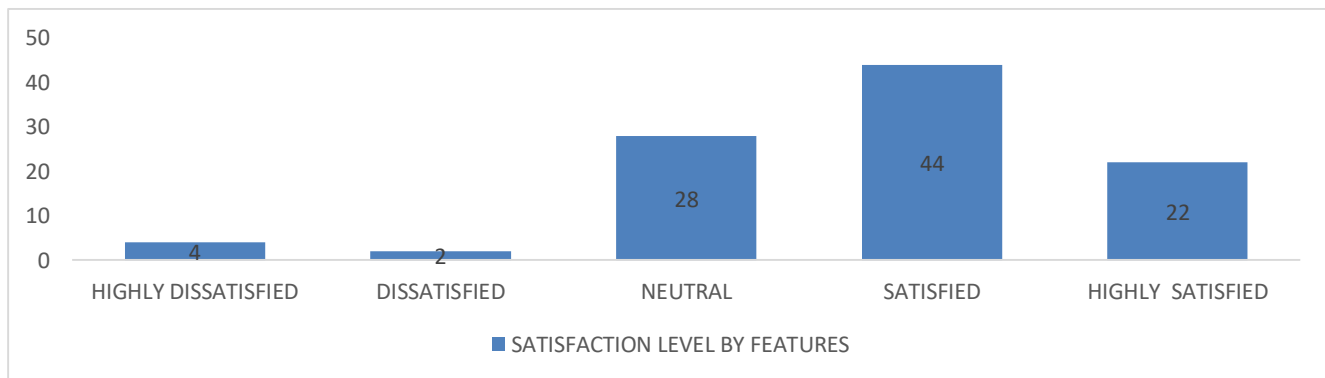3. **How much are you satisfied with the features of bike?**

CHART 3

SATISFACTION LEVEL S	FREQUENCY	PERCENTAGE
HIGHLY DISSATISFIED	8	4
DISSATISFIED	4	2
NEUTRAL	56	28
SATISFIED	88	44
HIGHLY SATISFIED	44	22
TOTAL	200	100

TABLE 3

INTERPRETATION:

4% respondents are highly dissatisfied, 2% respondents are dissatisfied, 28% respondents are neutral, 44% are satisfied and 22% respondents are highly satisfied by the features of the Bikes.

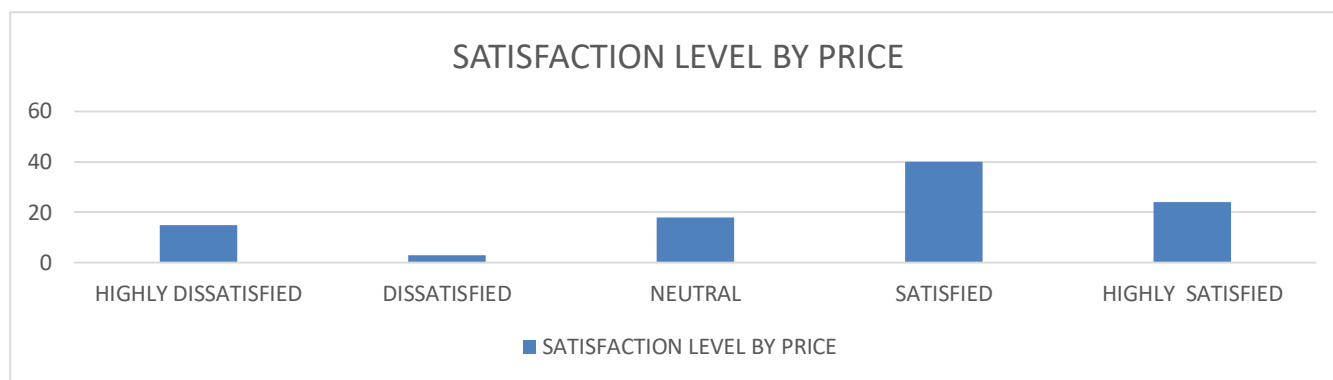4. **How much are you satisfied by the price of the bike?**

SATISFACTION LEVEL BY PRICE

CHART NO. 4

SATISFACTION LEVELS	FREQUENCY	PERCENTAGE
HIGHLY DISSATISFIED	30	15
DISSATISFIED	6	3
NEUTRAL	36	18
SATISFIED	80	40
HIGHLY SATISFIED	48	24
TOTAL	200	100

TABLE NO. 4

INTERPRETATION:

15% respondents are highly dissatisfied, 3% are dissatisfied, 18% are neutral, 40% are satisfied and 24% respondents are highly satisfied by the price of the Splendor Bikes.

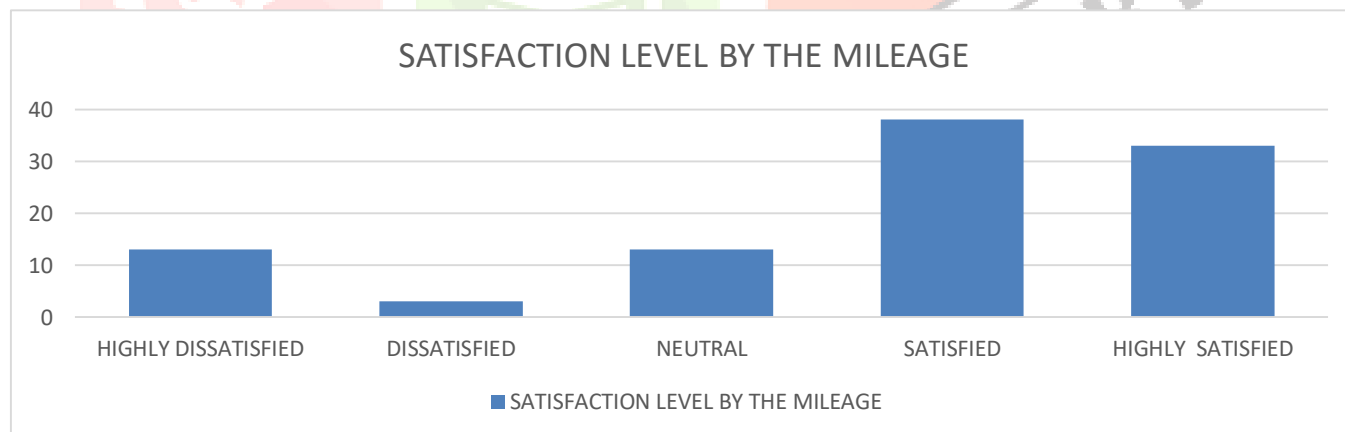5. **How much are you satisfied by the price of the Mileage?**

SATISFACTION LEVEL BY THE MILEAGE

CHART NO. 5

SATISFACTION LEVELS	FREQUENCY	PERCENTAGE
HIGHLY DISSATISFIED	26	14
DISSATISFIED	6	3
NEUTRAL	26	13
SATISFIED	76	38
HIGHLY SATISFIED	66	33
TOTAL	200	100

TABLE NO. 5

INTERPRETATION:-

13% respondents are highly dissatisfied, 3% are dissatisfied, 13% are neutral, 38% are satisfied and 33% respondents are highly satisfied by the mileage of the Splendor Bikes.
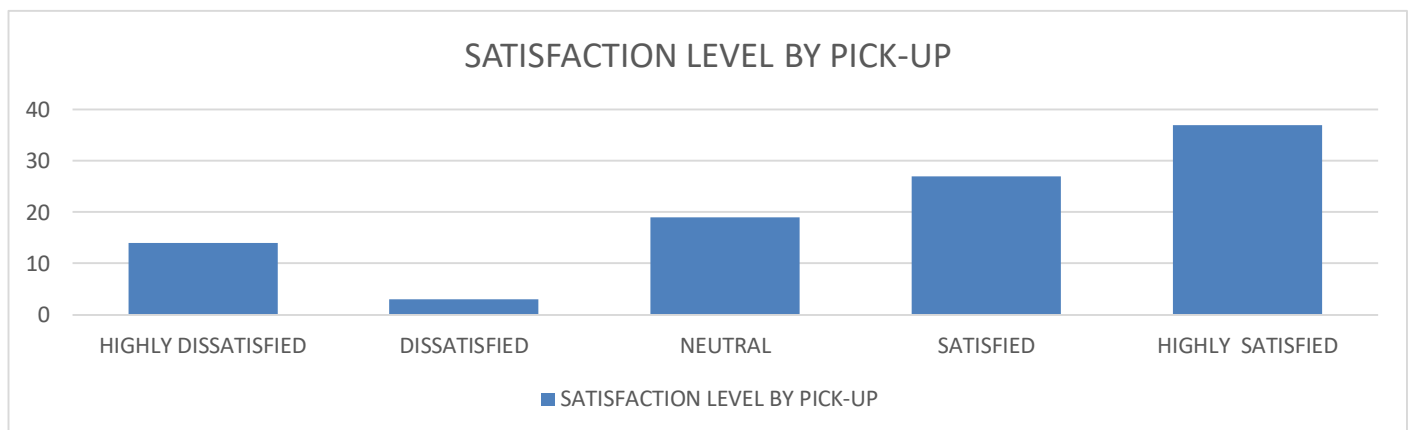
6. HOW MUCH ARE YOU SATISFIED BY THE PICK-UP OF THE BIKE?

SATISFACTION LEVEL BY PICK-UP

CHART NO. 6

SATISFACTION LEVELS	FREQUENCY	PERCENTAGE
HIGHLY DISSATISFIED	28	14
DISSATISFIED	6	3
NEUTRAL	38	19
SATISFIED	54	27
HIGHLY SATISFIED	74	37
TOTAL	200	100

TABLE NO. 6

INTERPRETATION:-

14% respondents are highly dissatisfied, 3% are dissatisfied, 19% are neutral, 27% are satisfied and 37% respondents are highly satisfied by the pick up of the Splendor Bikes.

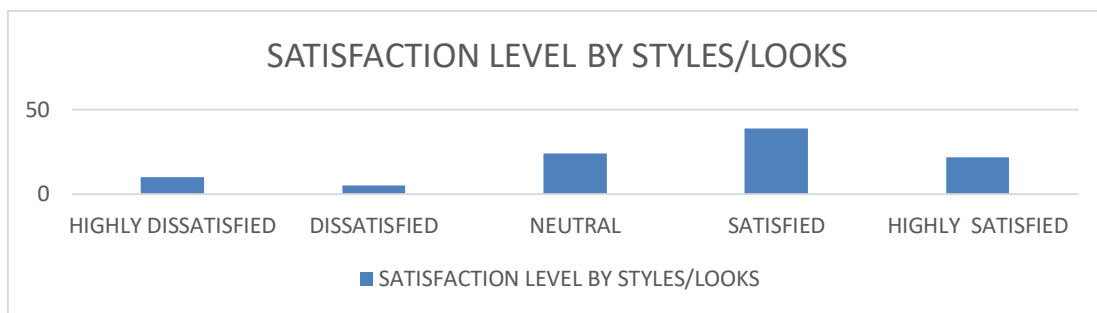**7.** **HOW MUCH ARE YOU SATISFIED BY THE STYLES/LOOKS OF THE BIKE?**

SATISFACTION LEVEL BY STYLES/LOOKS

CHART NO. 7

SATISFACTION LEVELS	FREQUENCY	PERCENTAGE
HIGHLY DISSATISFIED	20	10
DISSATISFIED	10	5
NEUTRAL	48	24
SATISFIED	78	39
HIGHLY SATISFIED	44	22
TOTAL	200	100

TABLE NO. 7

INTERPRETATION:-

10% respondents are highly dissatisfied, 5% are dissatisfied, 24% are neutral, 39% are satisfied and 22% respondents are highly satisfied by the styles/looks of the Splendor Bikes.

8. **HOW MUCH ARE YOU SATISFIED WITH RIDING COMFORT OF THE BIKE?**

SATISFACTION LEVEL BY THE RIDING COMFORT
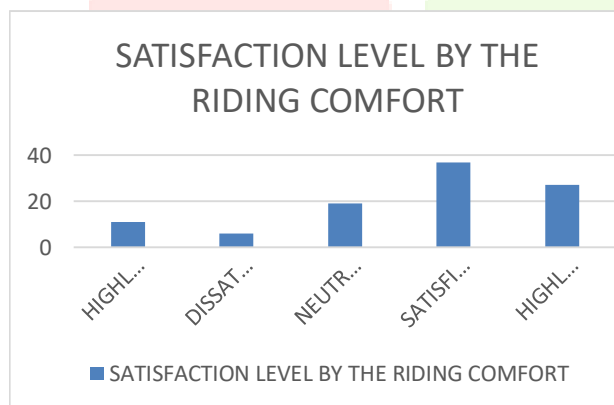
CHART NO. 8

TABLE

NO.8

SATISFACTION LEVELS	FREQUENCY	PERCENTAGE
HIGHLY DISSATISFIED	22	11
DISSATISFIED	12	6
NEUTRAL	38	19
SATISFIED	74	37
HIGHLY SATISFIED	54	27
TOTAL	200	100

INTERPRETATION:- **11**% respondents are highly dissatisfied, **6**% are dissatisfied, 19% are neutral,**37**% are satisfied and **27**% respondents are highly satisfied by riding comfort of the Splendor Bikes.

SATISFACTION LEVEL BY BRAND IMAGE

■ SATISFACTION LEVEL BY BRAND IMAGE
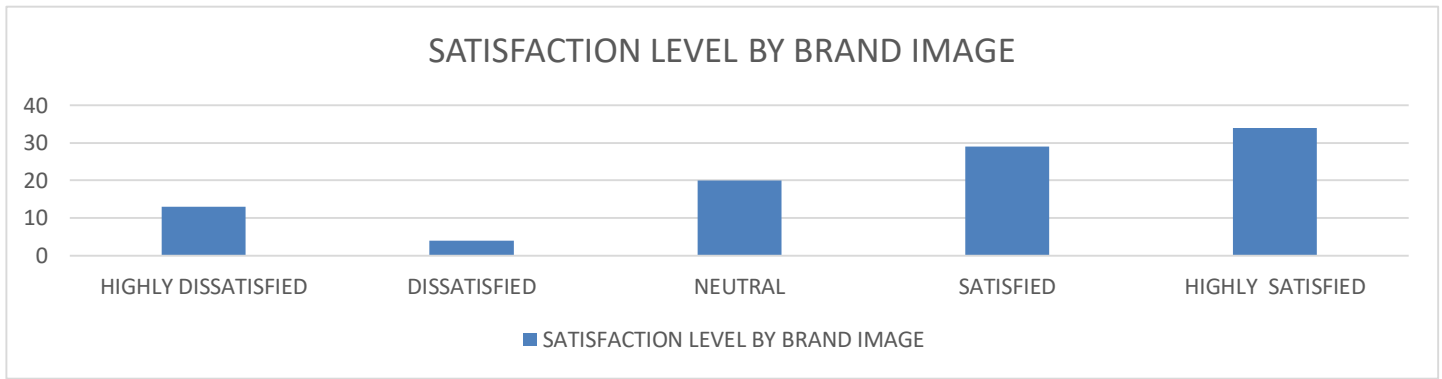
9. HOW MUCH ARE YOU SATISFIED BY BRAND IMAGE OF THE COMPANY?

CHART NO. 9

SATISFACTION LEVELS	FREQUENCY	PERCENTAGE
HIGHLY DISSATISFIED	26	13
DISSATISFIED	8	4
NEUTRAL	40	20
SATISFIED	58	29
HIGHLY SATISFIED	68	34
TOTAL	200	100

TABLE NO. 9

INTERPRETATION:-

13% respondents are highly dissatisfied, 4% are dissatisfied, 20% are neutral, 29% are satisfied and 34% respondents are highly satisfied by the brand image of the Splendor Bikes and Company.

10. HOW MUCH ARE YOU SATISFIED BY AVAILABILITY OF THE SPARE PARTS?
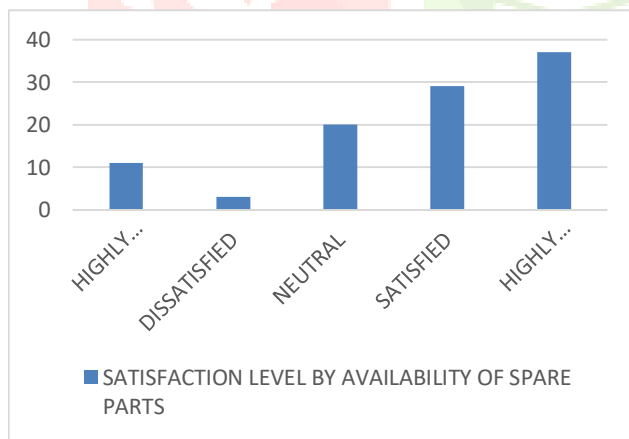
■ SATISFACTION LEVEL BY AVAILABILITY OF SPARE PARTS

SATISFACTION LEVELS	FREQUENCY	PERCENTAGE
HIGHLY DISSATISFIED	22	11
DISSATISFIED	6	3
NEUTRAL	40	20
SATISFIED	58	29
HIGHLY SATISFIED	74	37
TOTAL	200	100

CHART NO. 10   TABLE NO.10

INTERPRETATION:- **11**% respondents are highly dissatisfied, **3**% are dissatisfied, 20% are neutral, **29**% are satisfied and **37**% respondents are highly satisfied by availability of the spare parts of the Splendor Bikes.

11. <u>**HOW MUCH ARE YOU SATISFIED BY THE MAINTENANCE COSTS?**</u>

CHART NO. 11

SATISFACTION LEVELS	FREQUENCY	PERCENTAGE
HIGHLY DISSATISFIED	22	11
DISSATISFIED	14	7
NEUTRAL	32	16
SATISFIED	62	31
HIGHLY SATISFIED	70	35
TOTAL	200	100

TABLE NO. 11

<u>**INTERPRETATION:-**</u>

11% respondents are highly dissatisfied, 7% are dissatisfied, 16% are neutral, 31% are satisfied and 35% respondents are highly satisfied by the maintenance costs of the Splendor Bikes.

12. <u>**HOW MUCH ARE YOU SATISFIED BY THE PERFORMANCE(DURABILITY) OF THE BIKE?**</u>
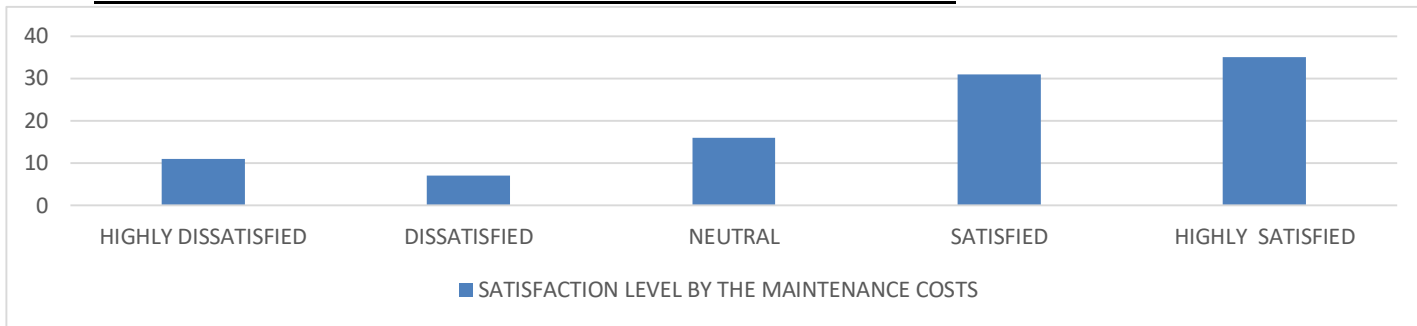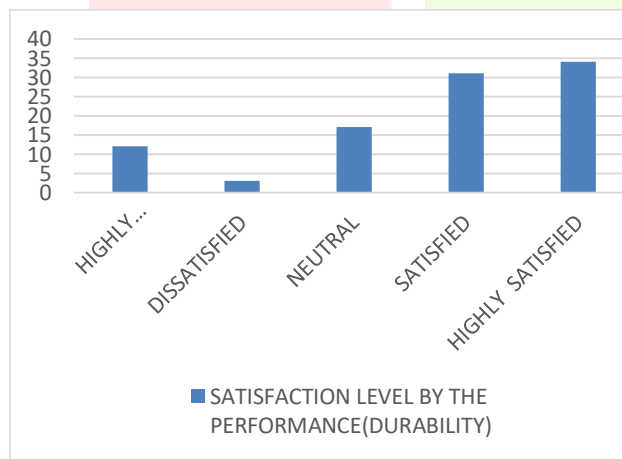

CHART NO. 12

SATISFACTION LEVELS	FREQUENCY	PERCENTAGE
HIGHLY DISSATISFIED	24	12
DISSATISFIED	6	3
NEUTRAL	34	17
SATISFIED	62	31
HIGHLY SATISFIED	68	34
TOTAL	200	100

TABLE

NO.12

<u>**INTERPRETATION**</u>:- **12%** respondents are highly dissatisfied, **3**% are dissatisfied, 17% are neutral, **31**% are satisfied and **34**% respondents are highly satisfied by performance(durability) of the Splendor Bikes.

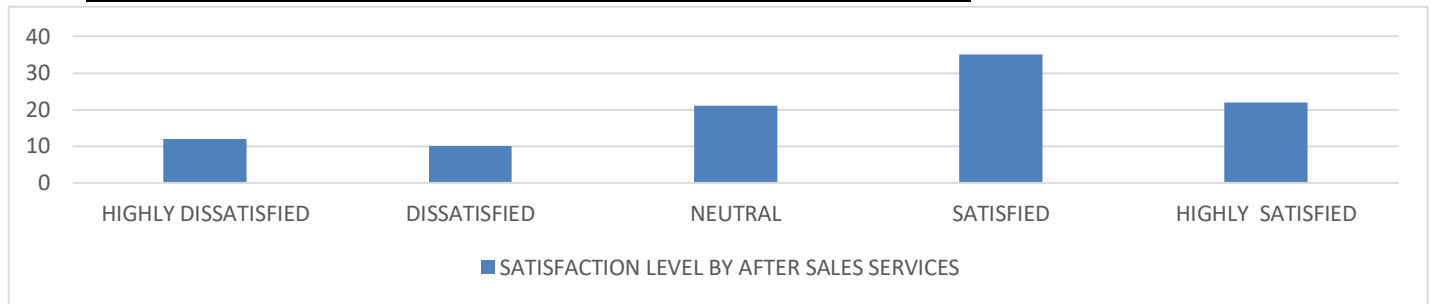13. **HOW MUCH ARE YOU SATISFIED BY THE AFTER SALES SERVICES?**

CHART NO. 13

SATISFACTION LEVELS	FREQUENCY	PERCENTAGE
HIGHLY DISSATISFIED	**24**	**12**
DISSATISFIED	**20**	**10**
NEUTRAL	**42**	**21**
SATISFIED	**70**	**35**
HIGHLY SATISFIED	**44**	**22**
TOTAL	**200**	**100**

TABLE NO. 13

INTERPRETATION:-

12% respondents are highly dissatisfied, 10% are dissatisfied, 21% are neutral, 35% are satisfied and 22% respondents are highly satisfied by after sales services of the company.

14. **HOW MUCH ARE YOU OVERALL SATISFIED BY THE BIKE?**
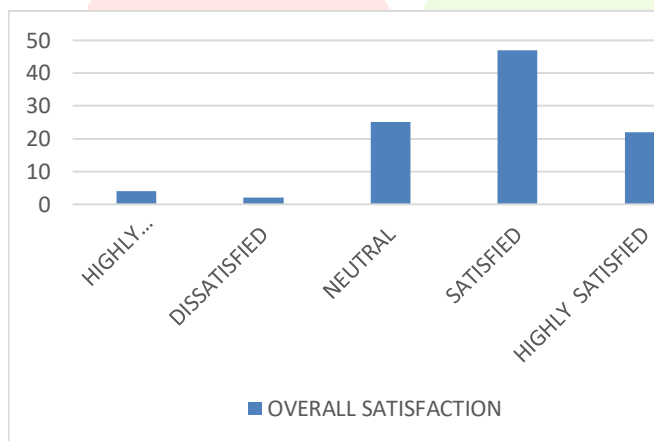
CHART NO. 14

TABLE NO.14

SATISFACTION LEVELS	FREQUENCY	PERCENTAGE
HIGHLY DISSATISFIED	**8**	**4**
DISSATISFIED	**6**	**3**
NEUTRAL	**48**	**24**
SATISFIED	**94**	**47**
HIGHLY SATISFIED	**44**	**22**
TOTAL	**200**	**100**

INTERPRETATION:- **4%** respondents are highly dissatisfied, **3**% are dissatisfied, 24% are neutral, **47**% are satisfied and **22**% respondents are highly satisfied in overall satisfaction by the Splendor Bikes.

HYPOTHESIS TESTING

➢ H_0:- There is no significance relationship between the overall satisfaction and Gender.

➢ H_1:- There is significance relationship between the overall satisfaction and Gender.

OVERALL SATISFACTION	GENDER		
	MALE	**FEMALE**	**TOTAL**
HIGHLY DISSATISFIED	6	2	8
DISSATISFIED	2	4	6
NEUTRAL	44	4	48
SATISFIED	79	15	94
HIGHLY SATISFIED	39	5	44
TOTAL	170	30	200

TABLE NO. 15

CHI SQUARE TEST	
LEVEL OF SIGNIFICANCE	**0.05**
DEGREE OF FREEDOM	**4**
TABLE VALUE OF CHI SQUARE	**9.488**
CALCULATED CHI SQUARE VALUE	**15.38665756**

TABLE 16

Conclusion:- Calculated chi square value is greater than table value so that null hypothesis is rejected and alternative hypothesis is accepted that means there is significance relationship between overall satisfaction and Gender of the respondents.

- H_0 : There is no significance relationship between the overall satisfaction and age.
- H_1 : There is significance relationship between the overall satisfaction and age.

TABLE NO. 17

OVERALL SATISFACTION LEVELS	AGE				
	18 -30	**31 - 45**	**46 -60**	**60 ABOVE**	**TOTAL**
HIGHLY DISSATISFIED	2	2	2	2	8
DISSATISFIED	2	2	0	2	6
NEUTRAL	38	4	4	2	48
SATISFIED	78	12	2	2	94
HIGHLY SATISFIED	18	12	8	6	44
TOTAL	138	32	16	14	200

CHI SQUARE TEST	
LEVEL OF SIGNIFICANCE	**0.05**
DEGREE OF FREEDOM	**12**
TABLE VALUE OF CHI SQUARE	**21.026**
CALCULATED CHI SQUARE VALUE	**48.45159755**

TABLE NO.18

Conclusion:- Calculated chi square value is greater than table value so that null hypothesis is rejected and alternative hypothesis is accepted that means there is significance relationship between overall satisfaction and age of the respondents.

- H_0:- There is no significance relationship between the overall satisfaction and family income.
- H_1:- There is significance relationship between the overall satisfaction and family income.

OVERALL SATISFACTION LEVELS	FAMILY INCOME(MONTHLY)				
	UPTO 15OOO	16000 - 30000	31000 - 50000	ABOVE 50000	TOTAL
HIGHLY DISSATISFIED	3	0	4	1	8
DISSATISFIED	0	3	2	1	6
NEUTRAL	14	17	4	13	48
SATISFIED	29	31	18	16	94
HIGHLY SATISFIED	12	26	6	0	44

TABLE 19

CHI SQUARE TEST	
LEVEL OF SIGNIFICANCE	**0.05**
DEGREE OF FREEDOM	**12**
TABLE VALUE OF CHI SQUARE	**21.026**
CALCULATED CHI SQUARE VALUE	**30.99293966**

TABLE 20

Conclusion:- Calculated chi square value is greater than table value so that null hypothesis is rejected and alternative hypothesis is accepted that means there is significance relationship between overall satisfaction and family income (monthly) of the respondents.

- H_0:- There is no significance relationship between the overall satisfaction and occupation.
- H_1:- There is significance relationship between the overall satisfaction and occupation.

OVERALL SATISFACTION LEVELS	OCCUPATION					
	STUDENTS	SALARIED PERSONS	BUSINESSMEN	FARMER	OTHER S	TOTAL
HIGHLY DISSATISFIED	2	2	2	2	0	8
DISSATISFIED	0	1	2	2	1	6
NEUTRAL	26	13	7	0	2	48
SATISFIED	53	18	16	2	5	94
HIGHLY SATISFIED	17	2	15	4	6	44
TOTAL	98	36	42	10	14	200

TABLE 21

CHI SQUARE TEST	
LEVEL OF SIGNIFICANCE	**0.05**
DEGREE OF FREEDOM	**16**
TABLE VALUE OF CHI SQUARE	**26.296**
CALCULATED CHI SQUARE VALUE	**45.32206838**

TABLE 22

Conclusion:- Calculated chi square value is greater than table value so that null hypothesis is rejected and alternative hypothesis is accepted that means there is significance relationship between overall satisfaction and occupations of the respondents.

SUMMARY OF HYPOTHESIS

HYPOTHESIS	RESULTS
H_0:- There is no significance relationship between the overall satisfaction and Gender.	Rejected
H_1:- There is significance relationship between the overall satisfaction and Gender.	Accepted
H_0:- There is no significance relationship between the overall satisfaction and Age.	Rejected
H_1:- There is significance relationship between the overall satisfaction and Age.	Accepted
H_0:- There is no significance relationship between the overall satisfaction and Family income.	Rejected
H_1:- There is significance relationship between the overall satisfaction and Family income.	Accepted
H_0:- There is no significance relationship between the overall satisfaction and Occupation.	Rejected
H_1:- There is significance relationship between the overall satisfaction and Occupation.	Accepted

VI. RESULTS AND FINDING

➢ In this study it was found that 85% male respondents uses Splendor bikes and 15% female uses Splendor bikes.

➢ 44% respondents have owned Splendor Plus bike, 18% have owned Super Splendor bike, 12% have owned Splendor pro Classic bike and Hero Splendor i-Smart bikes own by 9% and 17 % have owned Hero Splendor pro bike. So that most of the respondents have owned Splendor plus bike so that most of respondents have Splendor Plus bikes.

➢ Most of respondents are satisfied by the features, price, style/locks, mileage, pick-up, brand image, availability of spare parts, maintenance costs, sales after services, performance(durability) and riding comfort.

➢ 17% respondents have taken information about Splendor bikes from Television, 11% Newspapers, 49% from Family, friends and relatives,10% from SHOWROOMS, 7% from Internet and 6% has got the information from other sources, so that most of the people have got information about Splendor bikes from family, friends and relatives.

➢ Family income wise distribution of the respondent is 29% have up to 15000, 38.5% have 16000-30000 17% have 31000-50000 and 15.5% have above 50000 income level, so that most of Splendor bikes users fall into the income group of 16000-30000 and upto 15000.

➢ In the overall satisfaction 4% respondents are highly dissatisfied, 3% are dissatisfied, 24% are neutral, 47% are satisfied and 22% are highly satisfied, so that most of respondents are satisfied by the Splendor Bikes.

VII. LIMITATIONS OF THE STUDY AND FUTURE SCOPE

➢ This study was conducted only in Vadodara city and taken sample size is 200 only is a very limited sample to generalize the results of the study;
     results may differ from using any other sample.

➢ Apart from this it is a confined study to one country so change in population selection results may vary. It is also a fact that respondents may rate their preference according to their own liking and disliking.

FUTURE SCOPE

➢ The study can be conducted in some other cities with increase in sample size.

➢ A comparison between/among cities will be better prospect for this study.

➢ The study can be conducted by taking other model of Bikes and by taking other company rather than Hero.

VIII. CONCLUSION / SUGGESTIONS

➢ Customers have a intense relation with the bike which they use. Splendor Bikes are bikes which can be affordable by middle class people and lower middle class.

➢ In India most of the families fall in these class so that Splendor Bikes are the most suitable Bikes with affordable price, mileage, easy availability of spare parts, lower maintenance costs etc.

➢ 47% are satisfied and 22% are highly satisfied, so that most of respondents are satisfied by the Splendor Bikes.

➢ Most of the people had got information about Splendor bikes from family, friends and relatives so that most of the people get information by from trusted sources. there is a need to fulfill the needs of the customer's needs and satisfaction. The level of satisfaction towards quality of selected five brands is highly satisfied.

➢ Hence, the company manager must concentrate on measuring and understanding the factors, which affect customer satisfaction, thus goes long way building superior brand for the selected brand of two wheelers.

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