

A STUDY ON CONSUMER SATISFACTION TOWARDS HERO SUPER SPLENDOR WITH SPECIAL REFERENCE TO ERODE CITY

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ABSTRACT

The two wheelers industry of India is on a set to go high- tech and groom into the next century. This industry has grown steadily over the years. This translates into the need for a qualitative study on various aspects of consumer satisfaction to enable the company to provide better service. The study has been conducted through an opinion survey based on a HERO Super Splendor structured questionnaire. A sample of 125 owners in and around Erode City has been chosen through Non-probability convenient sampling technique. HERO manufacture has a variety of two wheelers, among which super splendor is the fast moving one. The consumers who prefer Super splendor are mostly influenced by its fuel economy. Most of the consumers are very much satisfied with the mileage, style, availability of spare parts. The price of the HERO Super Splendor is perceived to be medium when compared with other competitors.

KEYWORDS: Consumers Satisfactions, Effectiveness of advertisement in Erode City.

INTRODUCTION:

The Indian Automobile can be broadly classified into three major segments namely commercial vehicles (Light, Medium, and Heavy), cars (passenger cars and utility vehicles) and two wheelers (scooters including three wheelers, motorcycles and mopeds.) Today's public transport system is inadequate and inefficient. In the present situation to have a car is high cost. So average and below average income group of People cannot have a car. Their other option is by-cycle. But the by-cycle has limited Advantage so the people are forced to have a two-wheeler. A motor-cycle with a small petrol engine, motor cycles, giving more mileage, has less maintenance, instant pickup with smooth operation. Now people prefer this type of vehicle. HERO INDIA LIMITED has introduced the vehicles which are having mentioned qualities. Their producing Xtreme 200R , Super Splendor, Hero Passion Pro and Passion XPro, Hero Glamour 125, Hero Splendor iSmart 110 and joy all are in 4 strokes. The average and below average people much mostly like to have the vehicles like Super Splendor, Hero Passion Pro has largest modern and internationally accepted standard quality.

OBJECTIVES OF THE STUDY

1. To study the consumer satisfaction towards their Hero Super Splendor in Erode City.
2. To study the effectiveness of advertisement on Hero Super Splendor.

SCOPE OF THE STUDY

Consumer preference is dynamic therefore it is necessary to study and understand it continuously and monitor. This understanding will be helpful in taking effective decision in respect of product. All are carefully studied by conducting survey of consumer behavior. This study will be useful for the company to make necessary changes in price placement and promotional activity.

REVIEW OF LITERATURE:

Duggani Yuvaraju & Prof.S.Durga Rao (2014) examined Companies should think about the millennium as a golden opportunity to gain mind share and heart share. In this paper, we have taken 100 respondents, out of 100 respondents we found that the 65% of the respondents said that they came to know about Apache through Friends & relatives. 56% of them have selected Apache because of its shape and style. 40% of the respondents are using TVS Apache for less than one year. Most of the respondents said that the price of Apache is reasonable. 58% of the respondents said that the features of Apache are good. 58% of the respondents said that the performance of Apache is good. Most of the respondents feel that the major problem is engine. Most of the respondents feel that after sales service is satisfied. Most of the respondents said that the maintenance cost is affordable. Anuj Kumar Kanojia (2011) in his article explored the impact of consumer preference on sales of two wheeler in urban areas of India. However, the study also showed that urban and rural regions have different preferences when it comes to selecting the vehicle model. Hemant C R (2011) emphasized the need of continuous market research. He suggested that there is a genuine need of continuous sales analysis so as to sustain the market share. Virupaxi Bagodi and Biswajit Mahanty (2008) highlighted customer satisfaction as corner stone of sustainable growth in two wheeler industry. K Narsaimhan (2003) this paper reviews the current marketing practices in the two wheeler industry and their impact on consumer.

RESEARCH METHODOLOGY

Research Methodology is systematical way of solving the research problem. The researcher adopted non probability convenience sampling to collect data from the questionnaires. The data has been collected from 125 respondents by mean interviews schedule & designed by the researcher. Tools used simple Percentage and a graphical representation is used.

DATA ANALYSIS AND INTERPRETATION**GENDER OF THE RESPONDENTS**

| S.No | Gender | No. of Respondents | Percentage (%) |
|------|--------------|--------------------|----------------|
| 1. | Male | 115 | 92 |
| 2. | Female | 10 | 8 |
| | Total | 125 | 100 |

Source: Primary Data

From the above table it is inferred that out of the total respondents, 92% of the respondents were male and the remaining 8% of the respondents were female. Majority (92%) of the respondents were male.

AGE OF THE RESPONDENTS

| S.No. | Age | No. of Respondents | Percentage (%) |
|-------|----------------|--------------------|----------------|
| 1. | Below 25 years | 58 | 46 |
| 2. | 25 to 50 years | 51 | 41 |
| 3. | Above 50 years | 16 | 13 |
| | Total | 125 | 100 |

Source: Primary Data

The above table shows that, 46% of the respondents were below 25 years of age, 41% of the respondents were between 25 to 50 years, and remaining 13% of the respondents are above 50 years of age. Majority (46%) of the respondents were below 25 years of age.

MARITAL STATUS OF THE RESPONDENTS

| S.No. | Marital Status | No. of Respondents | Percentage (%) |
|-------|----------------|--------------------|----------------|
| 1. | Married | 54 | 43 |
| 2. | Unmarried | 71 | 57 |
| | Total | 125 | 100 |

Source: Primary Data

From the above table, out of 125 respondents, 43% of the respondents were married and remaining 57% of respondents were unmarried. Majority (57%) of the respondents were unmarried.

OCCUPATION OF THE RESPONDENTS

| S.No | Occupation | No. of Respondents | Percentage (%) |
|------|--------------|--------------------|----------------|
| 1. | Student | 32 | 26 |
| 2. | Salaried | 35 | 28 |
| 3. | Business | 43 | 34 |
| 4. | Agriculture | 15 | 12 |
| | Total | 125 | 100 |

Source: Primary Data

The above table shows that, 26% of the respondents were students, 28% of the respondents were salaried, 34% of the respondents were business people and remaining 12% of the respondents were agriculturist. Majority (34%) of the respondents were business people.

MONTHLY INCOME OF THE RESPONDENTS

| S.No. | Monthly Income | No. of Respondents | Percentage (%) |
|-------|-----------------|--------------------|----------------|
| 1. | Below 3,000 | 9 | 7 |
| 2. | 3,001 to 8,000 | 36 | 29 |
| 3. | 8,001 to 12,000 | 55 | 44 |
| 4. | Above 12,000 | 25 | 20 |
| | Total | 125 | 100 |

Source: Primary Data

The above table infers that 7% of the respondents were earning below 3,000 per month, 29% of the respondents were earning between 3,001 to 8,000 per month, 44% of the respondents were earning between 8,001 to 12,000 and 20% of the respondents were earning above 12,000 per month. Majority (44%) of the respondents were earning between 8,001 to 12,000 as their monthly income.

SOURCE OF KNOWLEDGE ABOUT THE VEHICLE

| S.No | Source of Knowledge | No. of Respondents | Percentage (%) |
|------|---------------------|--------------------|----------------|
| 1. | Advertisement | 50 | 40 |
| 2. | Friends | 38 | 30 |

| | | | |
|----|--------------|------------|------------|
| 3. | Neighbors | 30 | 24 |
| 4. | Others | 7 | 6 |
| | Total | 125 | 100 |

Source: Primary Data

From the table, out of 125 respondents, 40% of the respondents know about this vehicle through advertisement, 30% of the respondents know through their Friends, 24% of the respondents came to know from their neighbors and remaining 6% of the respondents know about splendor plus from others. Majority (40%) of the respondents know about this vehicle through advertisement.

THOUGHT ABOUT THE VEHICLE'S ADVERTISEMENT

| S.No | Vehicle's Advertisement | No. of Respondents | Percentage (%) |
|------|-------------------------|--------------------|----------------|
| 1. | Very good | 15 | 12 |
| 2. | Good | 60 | 48 |
| 3. | Moderate | 35 | 28 |
| 4. | Bad | 15 | 12 |
| | Total | 125 | 100 |

Source: Primary Data

The above table shows that, 12% of the respondents feel that the advertisement about the vehicle is very good, 48% of the respondents feel the advertisement is good, 28% of the respondents felt the advertisement is moderate and remaining 12% of the respondents feel that the advertisement about Super splendor is not up to their satisfactory. Majority (48%) of the respondents feel that the advertisement about splendor plus is good.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

A study on consumer satisfactions towards Hero Super splendor at Erode undertakes various aspects of primary data from the surveys. The different variables have been reflected in the drawing of generalizations. These generalizations are the main findings of the study model taken.

The findings are as Follows:

✓ Majority (92%) of the respondents were male.

✓ Majority (46%)

of the respondents were below 25 years of age.

- ✓ Majority (57%) of the respondents were unmarried.
- ✓ Majority (34%) of the respondents were business people.
- ✓ Majority (44%) of the respondents were earning between 8,001 to 12,000 as their monthly income.
- ✓ Majority (40%) of the respondents know about this vehicle through advertisement.
- ✓ Majority (48%) of the respondents feel that the advertisement about Super splendor good.

SUGGESTIONS

The Hero Super splendor is very much lack in the category of road grip and less powered headlamps compared to its competitors. So the company should make necessary steps to correct these faults, so that the vehicle will be ideal one in all respects. The consumer feels that price of spares parts of the Super Splendor are very high and not easily available at semi-urban area. So the company should try to reduce the cost of spare parts. The dealer should speed up the delivery time of the vehicles that vehicles come for service. The consumer expects more variety of various colors. So the company should try to introduce the variety of colors.

CONCLUSION

The study reveals that most of the respondents prefer Supersplendor because of its less fuel consumption and its economy. From the analysis it is clear that most respondents are highly satisfied with mileage and appearance, but they are dissatisfied with road grip and power of the lamp, and also engine pulling power. To increase the sales, company try to reduce the price them and make availability of the vehicle in semi urban area.

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