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A Study on Evaluating Customer Experience and Satifiction towards Hero Motors

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ABSTRACT
The purpose of this research is to assess customer experience and satisfaction with Hero MotoCorp, one of India's leading motorcycle and scooter manufacturers. In today's highly competitive and fast-changing automobile industry, it is essential for companies to know what their customers think in order to enhance their products and services. The study involves measuring different aspects of customer satisfaction, such as product quality, performance, design, after-sales service, and general brand experience. A mixed-methods design was used, involving both quantitative customer surveys and qualitative customer interviews with customers who have bought Hero motorcycles or scooters. The results show that although Hero MotoCorp is strong on product reliability and design, areas of improvement in after-sales service and customer support exist. The research identifies the most important factors affecting customer loyalty and satisfaction and provides actionable recommendations for Hero MotoCorp to improve its customer engagement strategies. The findings offer relevant implications to marketers and practitioners to enhance product offerings to fit customer expectations, ultimately leading to customer satisfaction and brand loyalty.

Keywords: Customer Satisfaction, Customer Experience, Hero Motors, Two-Wheeler Industry, Service Quality, Brand Loyalty, After-Sales Service, Consumer Behavior

I. INTRODUCTION

With the highly competitive automobile industry of today, customer satisfaction and experience are more crucial than ever. As one of the world's leading two-wheeler manufacturers, Hero Motors has always attempted to provide value addition, innovation, and reliability to its customer. However, with such a dynamic market where the tastes of consumers shift at a rapid rate, continuous evaluation of what customers perceive them to be is crucial for, maintaining

This study is intended to measure customer satisfaction and experience of Hero Motors customers on the basis of important areas such as product quality, after-sales support, prices, brand reputation, and ownership experience. The results will not only determine the strengths of Hero Motors in meeting customer expectations but also what areas have scope for improvement.

By what matters most to customers, Hero

Motors can enhance its marketing strategies, provide its services more effectively, and form stronger emotional bonds with its audience. Last but not least, this research will help Hero Motors strengthen its image as a "In today's highly competitive automobile industry, customer delight has become a crucial success factor and a pillar for a brand's long-term sustainability. “customer-centric brand and fuel long-term growth in the increasingly customer-centric market.

Hero Motors, the top and most renowned two-wheeler maker in India and the world, has positioned itself as a maker of low-cost, fuel-economic, and extremely accessible products. However, with shifting consumer aspirations and increasing competition, it is essential for Hero Motors to constantly reassess and enhance the customer experience that it provides.

The purpose of this research is to analyze the overall customer experience and level of satisfaction of Hero Motors customers. The research will establish how customers perceive various dimensions of the brand like product quality, price, after-sales service, dealing with dealers, and the brand image. The research will identify drivers of satisfaction as well as areas of potential misalignment between performance and

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expectations through customer responses and behavioral trends.

Customer experience and satisfaction in the modern, rapidly evolving motor industry are major drivers of brand loyalty and consumer behavior. As the global automotive marketplace becomes more dynamic and competitive, companies are increasingly recognizing that good product delivery alone is no longer enough to guarantee customer retention. But business houses also need to focus on providing an outstanding end-to-end customer experience from purchase point to service and support post-sales. It is particularly critical for established brands like Hero MotoCorp, which has made a decent presence in the motorcycle and scooter segment, not just in India, but across the globe as well.

OBJECTIVES OF THE STUDY:

1. To determine the major determinants that have an impact on customer satisfaction and brand loyalty towards hero motors.
2. To analyze customer experience across different such as sales, services and after sales support.
3. To assess the overall level of customer satisfaction with hero motor's product and services.
4. To examine the role of customer service leadership experience repair and maintenance, staff behavior, etc. in shaping customer perfection.

II. REVIEW OF LITERATURE:

1. K. Lakshmi Priya, (2025) carry out research study to study regarding the sources of awareness to purchase Honda Two Wheeler. They have carried out descriptive research design. The researchers determined that most participants are satisfied with Honda motorcycles, and the findings and suggestions from this study will assist the company in enhancing its strategies. better and more effective manner.

2.A.S Amberly (2025) carry out research study to examine the personal profile of buyers and to determine the customer satisfaction level with respect to the performance of vehicles, the mileage of vehicles bike maintenance offered. They have discovered that the level of customer satisfaction in different categories such as different age group, gender, income levels, and attributes that led them to purchase Yamaha vehicle and most of its users are greatly satisfied hence maintaining customer loyalty.

3.Priyanka Jain (2025) research study is to observe the level of satisfaction of the two wheeler vehicle customers in Yamaha. She has performed Descriptive research.She concludes that Yamaha bike which are widely known for their design and performance and the satisfaction is high towards all other features except mileage and youth is also the target for Yamaha, if Yamaha made its customers satisfied with the mileage and free service. K. Subramani.

4. E. Elverson et al. (2025) research study is to analyze customer satisfaction towards Yamaha FZ bikes in Chennai (Ambattur zone), level of customer satisfaction for product & service and assess the customer who prefers the brand quality. They have carried out Descriptive research design. The study employed a convenience sampling method, a form of non-probability sampling, to collect primary data through a structured questionnaire. The findings indicated that customers are generally satisfied with the Yamaha FZ motorcycle.

III. RESEARCH METHODOLODY:

HYPOTHESIS:

•H_0: There exists no meaningful association between the quality of the product and the satisfaction levels of customers.

- H_1: A meaningful positive correlation exists between the excellence of a product and the gratification experienced by customers.

NEED OF THE STUDY:

In the fiercely competitive two-wheeler market of today, customer satisfaction and experience are the major driving forces behind brand loyalty and market share. Being one of the globe's and India's largest two-wheeler producers, Hero MotoCorp is constantly under pressure to satisfy but not merely satisfy customers. Customer satisfaction and experience are the biggest today's differentiators of purchasing and loyalty in the competitive and dynamic two-wheeler industry.

PURPOSE OF THE STUDY:

The general motive of this research is to analyze and understand the customer experience and satisfaction level associated with Hero MotoCorp in order to apply these results to improve the company's marketing efforts The motive of this research is to evaluate the customer experience and satisfaction, from a marketing point of view, with Hero MotoCorp with an intention to realize lessons that can be used in customer-focused marketing initiatives. The need for this study arises from the growing importance of customer experience and satisfaction in driving the

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success of firms in the highly competitive scooter and motorcycle industry.

LIMITATIONS OF THE STUDY:

1. The sample size might not be representative of the entire customer population, which could limit the generalizability of the findings.
2. The research could be prone to selection bias in case the respondents are not selected at random or if there is a prevalence of some groups.
3. Customers' self-reported measures of experience and satisfaction levels could be affected by emotions or personal biases.

RESEARCH DESIGN:

While research has been done on customer satisfaction in the Indian two-wheeler automobile industry, few of them have dealt with issues such as price, mileage, and post-sales service cutting across brands. A lack of intense studies on customer experience and satisfaction pertaining to Hero Motors has been noticed even though the company still holds a prominent position in the two-wheeler sector.

Moreover, existing literature has been lacking in discussing evolving needs of consumers driven by digital interaction, ecological consciousness, and the need for personalized services. In addition, there is limited empirical evidence that integrates both pre-sales and post-sales customer experiences to achieve a composite view of satisfaction

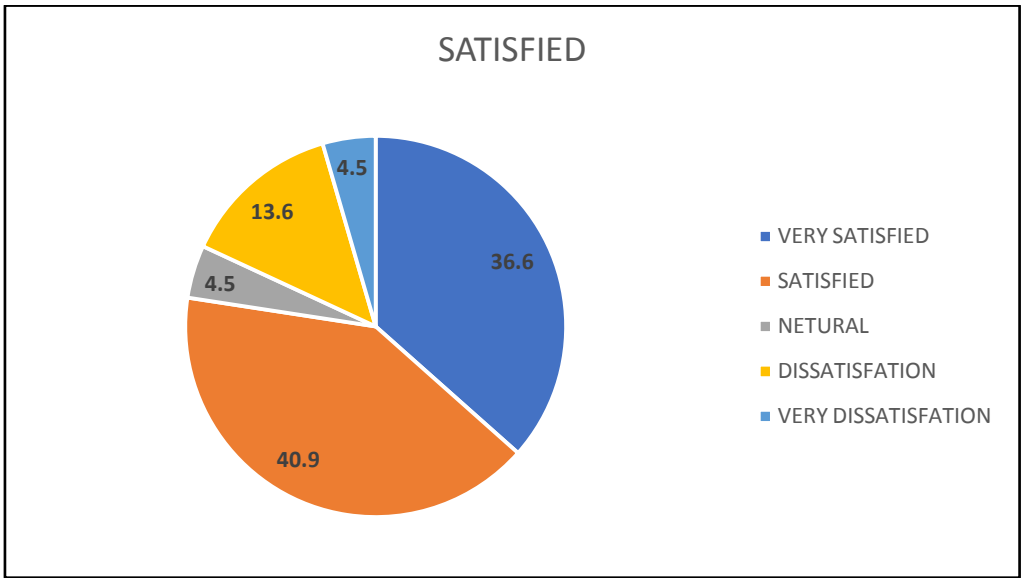
DATA COLLECTION METHOD:

1. Customer Satisfaction Theory: Focuses on meeting or exceeding customer expectations.
2.**Expectation-Confirmation Theory**: Suggests that customer satisfaction is influenced by the confirmation or disconfirmation of expectations.
3.Service Quality Model: Evaluates service quality based on dimensions like tangibles, reliability, responsiveness, assurance, and empathy.
Population and sample:110
Data Analysis Techniques: chi-square test

IV. RESULT/FINDINGS

1Q.HOW SATISFIED ARE YOU WITH THE PERFROMANCE OF HERO MOTORS VECHICLES?

SATISFIED	VERY SATISFIED	SATISFIED	NETURAL	DISSATISFATION	VERY DISSATISFATION	TOTAL
RESPONSDENTS	40	45	05	15	05	110
PERCENTAGE	36.6	40.90	4.5	13.6	4.5	100



INTERPRETATION: This above graph shows the how satisfied are you with the performance of hero motors vehicles satisfied 40.9% percentage very satisfaction is 36.6% percentage dissatisfaction 13.6% percentage neutral 4.5%very dissatisfaction.

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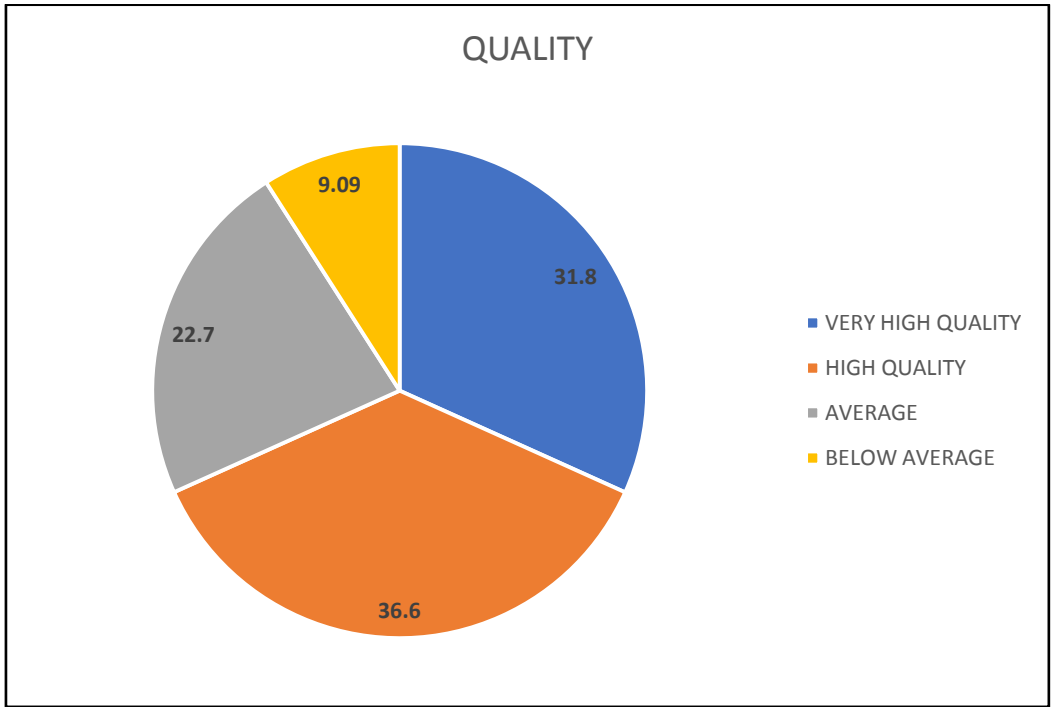
2Q. HOW WOULD YOU RATE THE QUALITY OF HERO MOTORS VECHICLES (ENGINE, BUILD, ETC.)?

QUALITY	VERY HIGH QUALITY	HIGH QUALITY	AVERAGE	BELOW AVERAGE	TOTAL
RESPONSDENTS	35	40	25	10	110
PERCENTAGE	31.8	36.6	22.7	9.09	100



INTERPERTATION: The above the graph show the quality of very high quality is 33.3% high quality is 36.6% average is 22.7% and the below average is 9.09%.

3Q. HOWKNOWLEDGEABLE AND HELPFUL WAS THE SALES REPRESENTATIVE IN EXPLAINING THE PRODUCT FEATURES AND OPTIONS.?

KNOWLEDGABLE	VERY KNOWLEDGABLE	KNOWLEDGABLE	NETURAL	UNK NOWLEDGABLE	TOTAL
RESPONDENTS	45	30	20	15	110
PERCENTAGE	40.9	27.7	18.8	13.6	100

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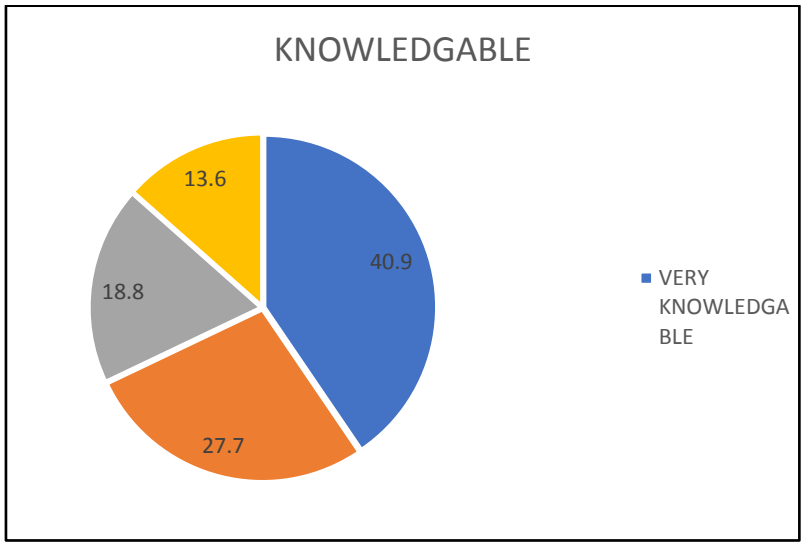
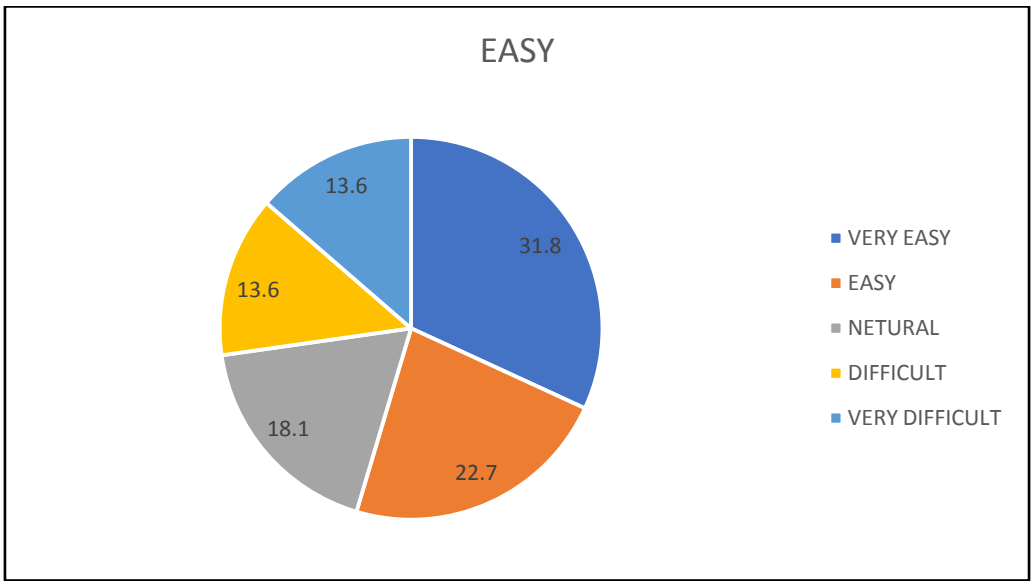


INTERPERTATION: The above this graph shows the very knowledgeable 40.9% knowledgeable 27.7% neutral 18.1% and unknowledgeable 13.6%.

4Q.HOW EASY WAS IT TO SCHEDULE A TEST DRIVE OR GET A DEMONSTRATION OF THE VECHICLE?

EASY	VERY EASY	EASY	NETURAL	DIFFICULT	VERY DIFFICULT	TOTAL
RESPONSDENTS	35	25	20	15	15	110
PERCENTAGE	31.8	22.7	18.1	13.6	13.6	100



INTERPERTATION: The above the graph show a very easy 31.8% easy 22.7% neutral 18.1% difficult 13.6% and very difficult 13.6%.

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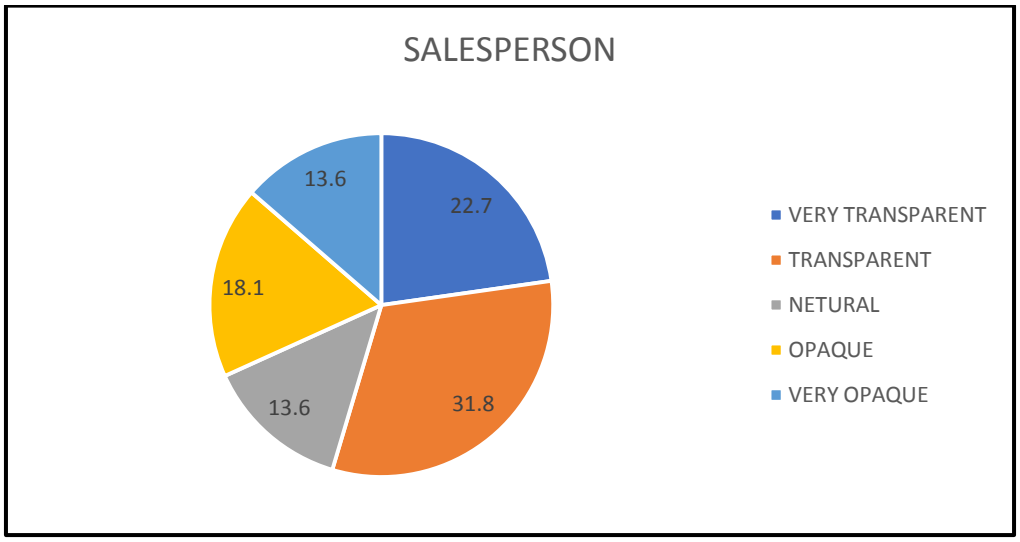
5Q. DID YOU FEEL THAT THE SALESPERSON WAS TRANSPARE AND CLEAR ABOUT PRICING AND FINANCING OPTIONS?

SALESPERSON	VERY TRANSPARENT	TRANSPARENT	NETURAL	OPAQUE	VERY OPAQUE	TOTAL
RESPONSDENTS	25	35	15	20	15	110
PERCENTAGE	22.7	31.8	13.6	18.1	13.6	100



INTERPERTATION: This above the graph show is very transparent is 22.7% transparent 31.8% neutral 13.6% opaque 18.1% and very opaque 13.6%.

V. STATISTICATION TOOL FOR ANALYSIS

HYPOTHESIS:

STATISTICAL TOOLS FOR ANALYSIS

Trust in a brand	Observed value	Expected value	x2
very satisfied	40	22	14.72727
satisfied	45	22	24.04545
Neutral	5	22	13.13636
dissatisfied	15	22	2.227273
very dissatisfied	5	22	13.13636
Total	110	110	67.27273

X2 table value	X2 calculated value
9.488	67.2727

Note: -

x^2 = chi square

O = Observed value

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E = Expected value
Formula: - "=(O-E) ^2/E "
Degree of freedom: -4
Significance: - 0.05

Since the table value is the less than calculated value, H0 is rejected and H1 is accepted
So, there is a significant between customer satisfaction on towards hero motors.

VI. CONCLUSION:

The study aimed at measuring customer experiences and degrees of satisfaction with Hero Motors based on some imperative factors such as product quality, speed of service, price, after-sales service, and overall brand attitude. On the basis of the collected data and evaluation, it can be confidently stated that Hero Motors possesses a relatively high degree of customer satisfaction in areas of product reliability, fuel efficiency, and omnipresent availability of services.

However, the study also identifies some room for improvement in areas such as faster delivery of services, enhanced customer service, and better communication regarding repair costs and availability of spare parts.Overall, although the brand has managed to keep a good reputation and loyalty among customers, constant efforts in customer contact, service innovation, and personalized experience will be key to continue.
The present research discovers customer experience and satisfaction with Hero Motors to be favorable, fueled by the image of the company providing reasonable prices, fuel-efficient motorcycles, and a broad service network. Most of the respondents were satisfied with the overall driving experience, vehicle durability, and that the service centers are easily reachable, which are responsible for brand loyalty.

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