

A Study on The Service Quality of Prakasha Hero Motors, Davanagere

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Executive Summary-

The main aim of the project is to examine the service quality provided by Prakasha Hero Motors. The study targets on knowing customers' opinions, experiences, and expectations regarding the services offered by the dealership. It also covers the background of Prakasha Hero Motors and the research methodology utilized for this study. Data are collected from the customers through a structured questionnaire using a random sampling method. The research is based primary data gathered directly from customers to understand their perceptions and review the effective ness of the services provided by the organization.

The survey helped in gaining a better understanding of customer views and experiences regarding the services offered by Prakasha Hero Motors. Frequent discussions with the sales manager and other staff members also provided helpful information for the study. The findings, suggestions, and conclusions has been prepared based on the data collected from customers. The study shows that providing quality service and meeting customer expectations are important for customer satisfaction. Therefore, Prakasha Hero Motors should continue to improve its service standards, maintain better relationships with consumers, and uphold its positive reputation and goodwill in the market.

For this study, responses collected from 100 customers using a structured questionnaire. The conclusions were drawn based on the provided information by the respondents. The collected data were analysed and presented using charts to make the results easier to understand and interpret. The findings says that consumers have high expectations from Prakasha Hero Motors because Hero Motors is a well-known two-wheeler manufacturer with a strong reputation in the market. The study shows that most respondents has been satisfied with the services provided and consider the over all service quality of Prakasha Hero Motors to be good.

I. INTRODUCTION

1.1 Introduction

The Indian 2 wheeler industry is one the biggest and competitive automobile marks in the world. In India,

two-wheelers are more than just a means of transportation; they play a crucial role in providing affordable and convenient mobility for millions of people. They are widely used for daily commuting and contribute significantly to economic mobility. Among the major companies in the two-wheeler industry, Hero Motors has built a strong reputation through its range of motorcycles and scooters designed for different customer segments, including commuter, executive, premium, and performance categories. The company has gained a leading position in the market by offering fuel-efficient, reliable, and reasonably priced vehicles, supported by effective after-sales services. This chapter provides an overview of Hero Motors, including its vision, mission, quality policy, product portfolio, operational presence, infrastructure, competitive environment, SWOT analysis, and future growth opportunities.

1.2 Industry Profile

The first motorcycle was introduced to the Indian market in 1898, marking the beginning of the country's journey in the automobile industry. The automobile sector consists of various companies and organizations involved in the design, development, manufacturing, and marketing of vehicles. It is one of the fastest-growing industries and contributes significantly to the economic development of the country.

Over the years, India has built a strong presence in the global automobile market, particularly in the two-wheeler and commercial vehicle segments. The industry's steady growth has been supported by increasing production, technological advancements, and rising consumer demand. These factors have helped the automobile sector become an important contributor to India's economy and industrial development.

Indian Two Wheeler Industry

The two-wheeler industry has made India the

second-largest producer and manufacturer of two-wheelers in the world. The introduction of a wide range of two-wheeler models has helped the industry grow steadily and created strong opportunities for future expansion. During the 1950s, the demand for two-wheelers in India was relatively low. However, following the economic reforms of 1991, both the production and demand for two-wheelers increased significantly, resulting in rapid growth of the industry.

Indian families have played a major role in the growth of two-wheeler sector by widely adopting motorcycles and scooters as affordable and convenient modes of transportation. This increasing usage has supported to the country's economic progress and growth in GDP. The two-wheeler industry mainly consists of motorcycles, scooters, and mopeds, which serve the transportation needs of different customer groups.

Today, India is one of the world's largest producers and manufacturers of two-wheelers, second only to China. Companies such as Hero Motors and Bajaj Auto have made significant contributions to the growth of the sector and have helped strengthen India's position in the global two-wheeler market. Their success has also supported the country's economic development and industrial growth.

The expansion of the Indian two-wheeler market has attracted the interest of many international companies seeking to establish their presence through partnerships, joint ventures, and subsidiaries. Since the mid-1980s, the industry's rapid growth has encouraged foreign investment and technological collaboration. The introduction of advanced technologies and industry expertise by global companies has further improved the quality and competitiveness of Indian two-wheelers.

In addition, the accessibility of vehicle loans and easy EMI facilities offered by banks and financial institutions has made two-wheelers more affordable for consumers. Flexible repayment options have enabled more people to purchase vehicles, contributing to the continued growth of the sector.

Kinetic scooters were launched in Indian marketplace during the mid - 1980s. Their main advantages were easy to ride, which made them more famous among women and young riders. Major

two-wheeler manufacturers in India are Hero Motors, Honda Motorcycle & Scooter, and TVS Motor Company.

According to the survey Hero Motors is the top in the producer of 2 wheelers & placed second in Asia. The top most recommended 2 wheelers vehicles in India are Hero, Honda, Royal Enfield, Bajaj, TVS, Yamaha.

The Two Wheeler Market International

The market of Fuel vehicles & EV two wheeler vehicles has seen huge growth in current years & is expected to grow more faster in between 2023 to 2025. The Asia-Pacific region plays a vital role in meeting the growing demand of the global automobile industry and continues to be a major contributor to two-wheeler production worldwide. With its large manufacturing capacity and expanding markets, the region is well positioned to support the long-term growth of the industry. India, in particular, has emerged as one of the most important automobile markets and manufacturing centres in the world. According to industry reports, India is currently the world's leading manufacturer of two-wheelers. Countries such as China, Indonesia, and Vietnam also serve as major production hubs in Asia, with Indonesia ranking among the largest two-wheeler manufacturing nations after India and China. Together, these countries contribute significantly to global two-wheeler production and supply.

India is also one of the largest markets for motorcycles, both in terms of production and consumption. Over the years, customer preferences in the Indian automobile sector have evolved considerably. The market has gradually shifted from mopeds to motorcycles and, more recently, towards premium and cruiser motorcycles. This change reflects rising consumer expectations, higher income levels, and a growing demand for comfort, performance, and advanced features in two-wheelers.

1.3 Company Profile

Prakasha Hero Motors is a family-owned and managed dealership that was established on 16 February 2004 with the objective of providing quality sales and service to customers in Davangere

district. In the same year, the company obtained the dealership rights for Hero two-wheelers from Hero MotoCorp. Since its inception, the dealership has focused on delivering reliable services and ensuring customer satisfaction.

The organization is managed by experienced partners, namely Jay Prakasha U. Amberkar, Ashalatha J. Amberkar, Raghunandan J. Amberkar, and Naresh Amberkar, who played a key role in establishing the business. With the support of a qualified and dedicated team, the dealership has been serving customers for more than a decade.

Prakasha Hero Motors offers a wide range of Hero motorcycles and scooters to meet the diverse needs and preferences of customers. Through consistent service quality and customer-focused operations, the dealership has earned the trust and confidence of many customers in the region. Despite operating in a competitive market, it has maintained a strong reputation by providing dependable products and after-sales support.

The dealership is engaged in the sales and servicing of Hero bikes and scooters and is located at Door No. 1945/41, Umapathy Arcade, Davangere. P. B. Road Davangere, Karnataka, India pin code – 577006 Davangere.

1.4 Promoters

Prakasha Motors Hero Motors is a partnership business carried by 4 partners.

- Mr. Jay Prakasha J Amberkar.
- Mr. Ashalatha J Amberkar.
- Mr. Raghunandan J Amberkar.
- Mr. Naresh Amberkar.

1.5 Vision, Mission

Vision:

- To make Prakasha Motors Hero Motors and Hero Brand as number 1 in the market.
- Earn adequate profile.

Mission:

- To Render the high level of service to customers.
- To gain customers satisfaction.

1.6 Quality Policy

- Clean environment in and around.
- To satisfy the customers needs and wants by giving proper services.
- Maintaining transparency in dealing with the customer.
- To carry out the business in principle and ethical manner.

1.7 Product and Service Profile

Products:

- Hero Splendor Plus
- Hero HF Deluxe
- Hero Passion Plus
- Hero Super Splendor
- Hero Xtreme 125R
- Hero XPules 200 4V
- Hero XPules 210
- Hero Karizma XMR
- Hero destini 125
- Hero Pleasure Plus
- Hero Xoom
- Hero Maestro Edge

Service Offered

- Periodic Vehicle servicing
- General repair and maintenance
- Engine and machine repairs
- Genuine Hero spare parts sales
- Free service facilities for new vehicles
- Vehicle inspection and diagnosis
- Oil change and replacement service
- Battery checking and replacement
- Customer support and complaint handling
- Insurance renewal assistance

1.8 Competitor's

High competition for Hero in Indian marketplace other brands also coming up with more value for the money to 2 wheelers. When we talk about Prakasha Motors Hero Motors Davangere, there are competitors for Prakasha Motors are below

- Yamaha Motors.
- Vani Honda.
- Ruthvi Honda.
- Srinivas Honda.
- Jain Bajaj.

1.9 SWOT Analysis

Strengths

- Strong brand image in the market and build high mark reputation of Hero Motors.
- They are leading suppliers in the Davangere division.
- Majority of consumers are got satisfied with overall service quality.

Weaknesses

- Service capacity may be very tight in the festival periods.
- Depended on the local market for the organization growth.
- Consumers are dissatisfied with the quality of the service some time.

Opportunities

- The two wheelers industry demand is increasing day by day so more number of customers will also has been increasing.
- Lots of technology has been updated in the 2 wheeler industry & it helps to grow the busiiness.
- A demand & market value of the Hero is more, so new vehicles with more number of specifications can be introduced so company can easily adopt more market share.

Threats

- There is a huge market rivalry & rapidly technology changes in the automobile industry.
- Economic slow down has been reducing the customer buying behavior.
- Because of the war there is more price increase in the fuel affecting the vehicle demand.

1.10 Future Growth and Prospects

Prakash Hero Motors have a decided to sell 1500 units a year by 2027 & the organization plan is to Set up their another showroom in Ranibennur. Prakash Hero Motors are having plan to recruit 100+ employees in upcoming days.

II. CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 Theoretical background

Strong consumer cooperation requires both consumer fulfillment and service received & clear

understanding between them. Moreover it suggests that consumers can assess the degree of service built on how they feet about the firms results by comparing what they anticipated from it with & what they really gained. When a customer feel that a services has out performed their hopes, or fallen short of them, they rate the service quality as agree , good, or below average.

2.2 Literature review

1. Balinado la (2021) corrected how consumer perceive service quality in terms of satisfaction by using the SERVQUAL model to learn how service quality impacted , related to automotive after sales service. The results indicated that stability and empathy were the 2 most important variables that helped to consumer fulfilment, with consumer being more satisfied when service provided, delivered exactly what he/she had promised & had a genuine care for the consumer. Overall service quality is positively related to customer loyalty.

2. Vigneshweran (2021) Study designed an analytical framework for comparing consumer fulfilment & loyalty at automobile after sales service centres. Service quality is not enough on it's own buy other's factor such as believes, consumer hopes & managing relationships are full important to the level of fulfilment & loyalty after sales services. To create long-term trust, there must be a continuous effort's to some changes in customer service.

3. Yusuf and Balaa (2021) The researchers analysed how service quality, stability, & consumer fulfilment are related. They found that when consumers receive stable services, their fulfilment is substantially increased if problems are solved quick. There fore, businesses that maintain stable levels of service can improved better relationships with the consumers.

4. Gloor et la (2021) This researchers examines the impact on consumer fulfilment of employee communication behaviour. They find employee engagement level influenced consumer views of the organization. Improved company communication practices also produced improved customer fulfilment.

5. Vargass Calderon et la (2021) The researchers analysed consumer reviews uses

machine learning methods are order to identify fulfilment elements of service quality their research indicate that by using consumer responses companies to improve quality of the services & / have a good concept to understand what is the need of them.

6. Raman & Gupta (2022) A research analyzes how satisfaction level of consumer are with services given by automotive company running in India. There is several elements that identified as positively effecting a customer level of fulfillment employee effectiveness behavior service quality lead time processes used to deliver service & cost of service. It was suggested to reduce waiting period for service & improve communication with consumers

7. Singh Sharama & Chanda (2023) Auto IND Service Quality Scale is implemented by Singh Sharma & Chanda is an tool especially designed for measure a quality of the service given by Indian automobile manufacturers after sales service. Moreover this study added two key service qualities that impact the level of consumer fulfillment service failures & service recovery those recognized in SERVQUAL model.

8. Singh et al (2022) A relationship between managing consumer complaint efficiently & provide proper service recovery that build a customer trust and loyalty. It means that if consumer have their complaint solved quickly & in a proper way they are the one who are much likely to return to take service again.

9. Muruganadam (2014) Shown that using SERVQUAL tool there is a disconnect between the services provided by businesses in India passenger car sector and this consumer hopes. The result of this research revealed that survey respondents suggested a gap in the company service delivery.

10. Rajni Gupta & Sreedhara Raman (2022) Studied the effect of after sales support on consumer fulfillment in Indian automobile sector. The founders concluded that parts after the sales service-quality staff behaviour, service process & time to time delivery have a large effect on improving consumer need fulfillment, also found that upgrading the quality & reducing delays in service can also lead to a higher number of consumer trust and loyalty.

11. Gyunam Park, Sevede Aydin, Cuneyt Ugur, & Wil M P van der Aalst (2023) The object centric processes method is used to study & analysis after sales service businesses process. The study authors designed that companies can improve both efficiency with service delivery & the level of fulfillment of their consumers by looking for late & problem in service delivery process. The researchers pointed that developing the process is critical to developing the quality of the after-sales service.

12. Adlin Baiizura Ariffin & Xine-Jean Lim (2024) A survey has showed that customer fulfillment & customer delight are basically related to return of consumers in the automobile repair services. Companies that give a great service experiences & ultimately engaged with their customers were likely to have keep good relationship with customers for long term.

13. Kevin Klein, Pascal Hirmer, and Steffen Becker (2024) The analysts in this study researched that service control systems in automobile industry. The research shows how advanced technologies rapidly increasing necessary for boosting service quality, & customer satisfaction. This research says that adopting technology has become an essential for keeping a competitive advantage within automobile sector.

14. V S. Ranjit and M M (2025) The researchers looked at the range of different areas when deciding how consumers satisfied level the of service they received from service centers. They got to know that the quality of the product delivered, the level of consumer service given during servicing & the trust in the mechanics included, directly effected consumer loyalty. Therefore, improving these factors were possibly allow companies to improving their marketing methods/plans to gain a competitive advantages over the other businesses.

15. Vigneshwarran SR & M Mathirajan (2025) The researchers used multiple-factor decision making methods to position elements affecting customer fulfillment in automobile service units. They recognized that service quality & customer trust have a much impact than warranty handling & brand knowledge. The outcome of the study provide a framework for enhancing consumer fulfillment plans.

16. Guohuaa Wu & Willem vann Jaarsveld (2025) The authors found that scheduling & managing consumer selections positively effect the efficiency of service & fulfilment of consumers. The research also show that supplying services on the time is crucial for building a trust with consumer.

17. Fuzy Delphii SERVQUAL Model Study (2025) Study have been built an different SERVQUAL Model to identify consumer fulfilment within automobile after the sales service. A new features Digital Technology is added this SERVQUAL model, this kind of dimension provides information how digital service & technology help currently implementing levels of consumer fulfilment.

18. Mohammed Abbodi (2025) Has been recommended the framework that mergs tasks from SERVQUAL with the both Lcean 6 Sigma methos to calculate consumer fulfilment. By this research he has found key areas of consumer dissatisfaction level & provided ideas for developing these areas. One of his key results that through systematic review of service quality an company may improve their consumers whole experience.

19. Vigneeshwaran SR (2021) Created conceptual model for consumer fulfilment & loyalty in automobile after the sales service branches. The research found many elements that significantly contribute to consumer loyalty. It also recommended that automobile service branches should assess multiple elements of service rather then just service quality.

20. PerwiraRedi, Nadliifatin (2021) This research studies say that the relationship between service quality & customer fulfilment in the automobile sector. The outcome results say that having good relationship between all 3 aspects of service the quality & consumer fulfilment. Service vendors has to be proceed to improve the various elements of service quality to build consumer loyalty.

Research Gap

- Study was undertaken to evaluate the service quality of Prakasha Hero Motors & understand its impact on customer satisfaction, trust, and loyalty.

- In the Research we are trying to understand which modern facilities are customers accepting by Prakesh Hero Motors such as Online booking, service status update and Pickup and drop services.

III. RESEARCH DESIGN

3.1 Statement of the Problem:

The current situations in 2 wheelers division the necessary feature is service giving after sales to keep consumer trust & to keep good image in the trade hence. In this research we know the service quality of the Prakasha Hero Motors Davanagere, in the study I tried to understand the elements that impact & effect the consumer when they done service of their bikes at Prakasha Hero Motors, in this study i provides better insights about the consumers view after getting service done, this survey I covered the areas to improve in service supplying & this survey will help Prakasha Hero Motors will get to know which areas showroom has to focus & this research included customers holding for long in business.

3.2 Need of the Study:

- To make sure a service quality in Prakasha Hero Motors Davangere.
- To create & have good relationship with consumers for long time at Prakasha Hero Motors.
- To assess a service level at Prakasha Hero Motors to meet the consumer needs and wants.
- To create good connection with their consumers in a positive manner.
- To provide a good service quality in the week areas.

3.3 Objectives Of The Study:

- To understand areas of the service quality to bee develop.
- To understand negative aspects of service quality over the customers perspective.
- To analyze the connection between service quality & customer loyalty towards Prakasha Hero Motors.
- To understand how does Prakasha Hero Motors can resolve their service giving.

3.4 Scope Of The Study:

- This survey has a large scope in service quality control to overcome from all the negative perspective of service quality.
- This survey helps a Prakasha Hero Motors to rise the sales by resolving all the issues of the consumers.
- This survey will help to increase the visibility, dependability, promptness, trust & care of the Prakasha Hero Motors.
- This study will help to bring more number of customers involvement for Prakesh Hero Motors.
- This study will tell about customer faithfulness towards Prakasha Hero Motors.

3.5 Research Methodology:

Primary Data:

Study data were collected directly from customers using a structured questionnaire. The questionnaire included questions related to various aspects of service quality at Prakasha Hero Motors, Davangere. The responses provided valuable findings into customer opinions, experiences, and satisfaction levels regarding the services offered by the dealership.

Secondary Data:

The information for this study was collected directly from the showroom. It includes details related to customers, service quality, and the new technologies adopted by Prakasha Hero Motors. These details helped in gaining a better understanding of the dealership's operations and its efforts to improve customer service and satisfaction.

Descriptive Research:

This research to understand and analyze the opinions, perceptions, and satisfaction levels of consumers about the service quality of Prakasha Hero Motors, Davangere. The study helped in collecting information about customers experience with service reliability, service speed, staff behavior, spare parts availability, communication, and overall satisfaction. The collected data was analyzed to find out the strength and areas for growth in the service system and to understand the relationship between service

quality and customer loyalty.

Sampling Size:

I collected 100 responses for this research.

Sampling Area:

For my research I covered Davangere city.

Sampling Frame:

All the information has been collected within Prakasha Hero Motors.

3.6 Hypothesis:

Null Hypothesis (H0):

There is no significant relationship between service quality & customer loyalty towards Prakasha Hero Motors.

Alternative Hypothesis (H1):

There is Significant relationship between service quality & customer loyalty towards Prakasha Hero Motors.

3.7 Limitations:

- Collected all the details from the Prakasha Hero Motors.
- Their was time limit to collect respondents, the survey time was 6 weeks.
- This survey is only includes to understand service quality of Prakasha Hero Motors.

IV. ANALYSIS AND INTERPRETATION

1. Gender classification of the response

Particulars	No.of Respondent	Percentage
Male	60.8	60.8%
Female	39.2	39.2%

Table No.4.1 Classification on Gender

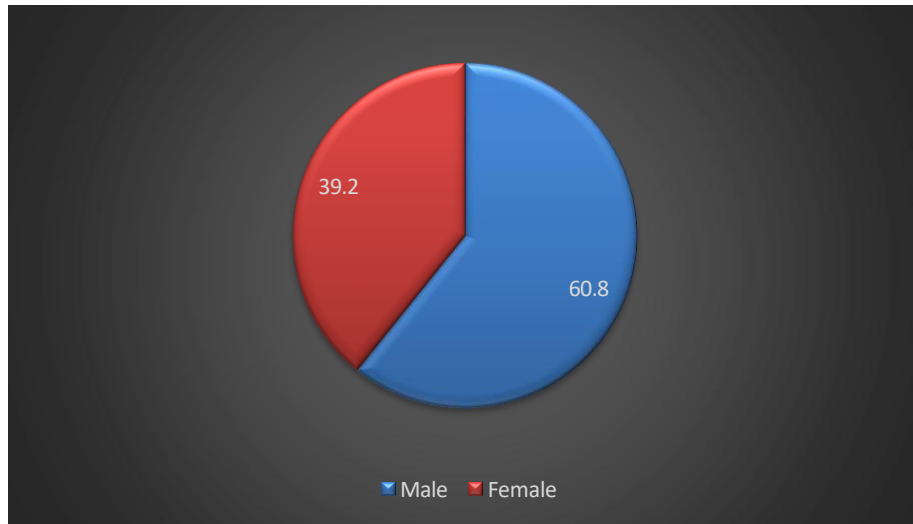


Chart No. 4.1 Gender classification

Interpretation:

From the above chart according to the research (60.8%) are male applicant are response & (39.2%) of female applicant who had responded to my survey.

2. Age classification of respondent

Particulars	No.of Respondent	Percentage
Below 20 Years	10	10%
21 -30 Years	39	39%
31 – 40 Years	35	35%
Above 40 Years	16	16%

Table No.4.2 Age Respondent

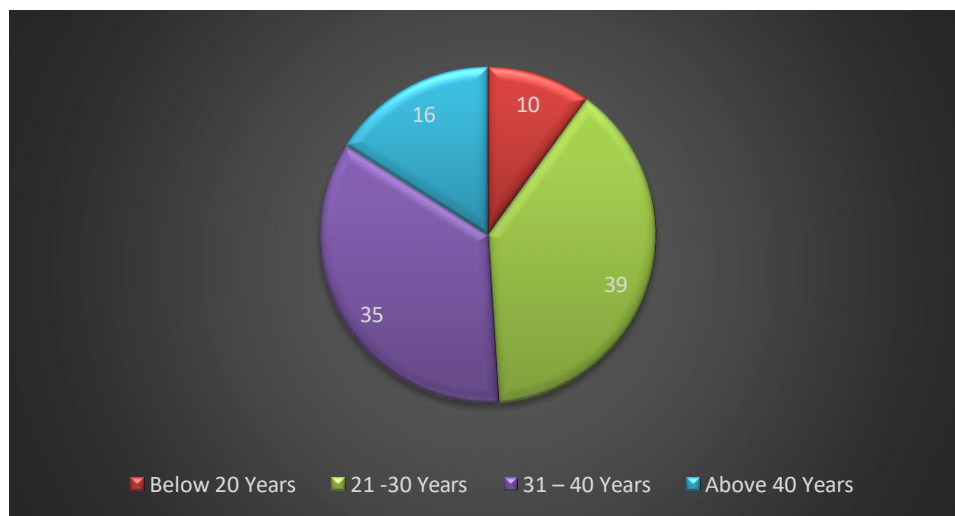


Chart No. 4.2 Age Classification

Interpretation:

From the above pie chart we are understanding that below 20 is only (10%) of response, & between 21-30 age respond help towards is (39%), and (35%) respondent are belong to age between 31-40, & also above 40 is only (16%).

3. Classification based on profession of the response

Particulars	No. of Respondents	Percentage
Student	22	22%
Agriculture	11	11%
Business man	32	32%
Private employee	21	21%
Government employee	14	14%

Table No. 4.3 Respondent profession

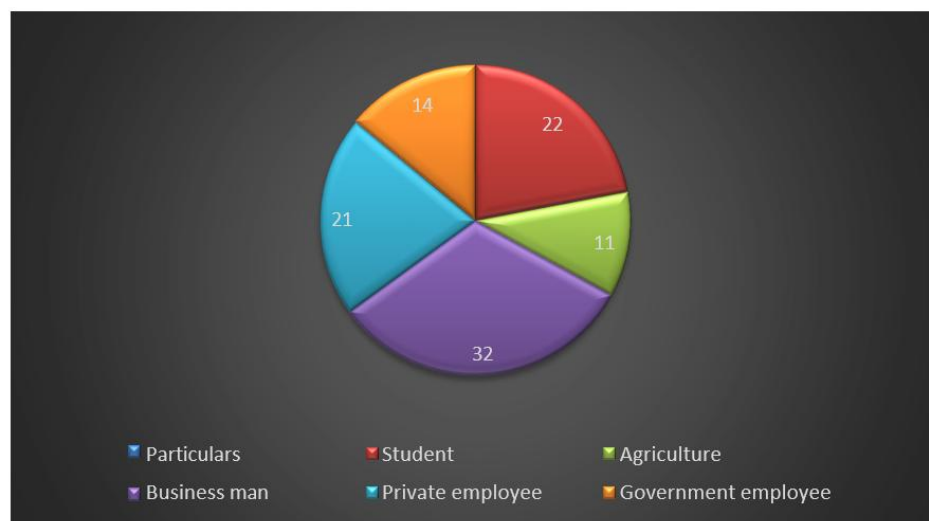


Chart No. 4.3 Respondents Profession

Interpretation:

From the pie chart there is clear data that the profession of the response Business man (32%) and 22% student respondent, (21%) of Private employees and (14%) of Government employee at last (11%) of Agriculture are respondent of my survey.

4. How long you have been using the Hero vehicles.

Particulars	No. of Respondent	Percentage
Below 1 year	9.1	9.1%
2 – 5 years	25.3	25.3%
6 -9 years	34.3	34.3%
10 – 15 years	23.2	23.2%
Above 15 years	8.1	8.1%

Table No. 4.4 Classification based on how long respondent using Hero Vehicles

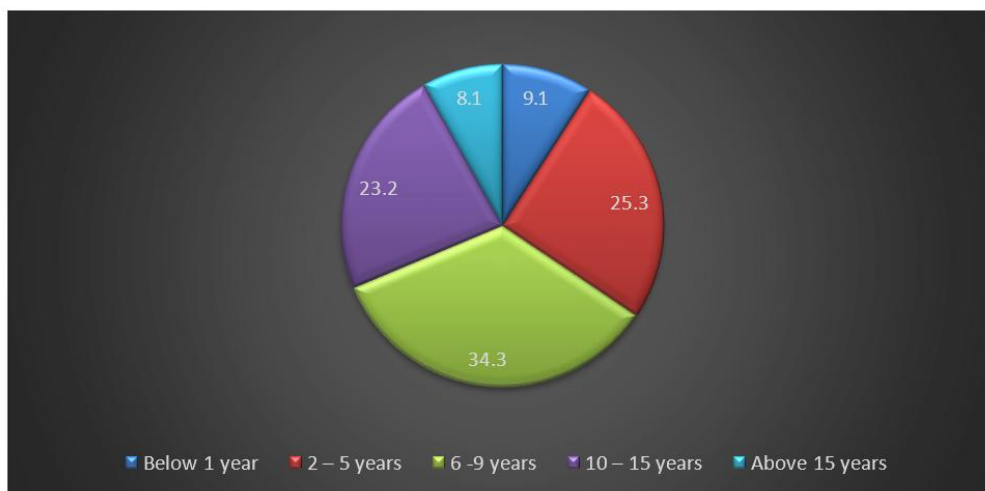


Chart No. Classification based on how long respondent using Hero Vehicles

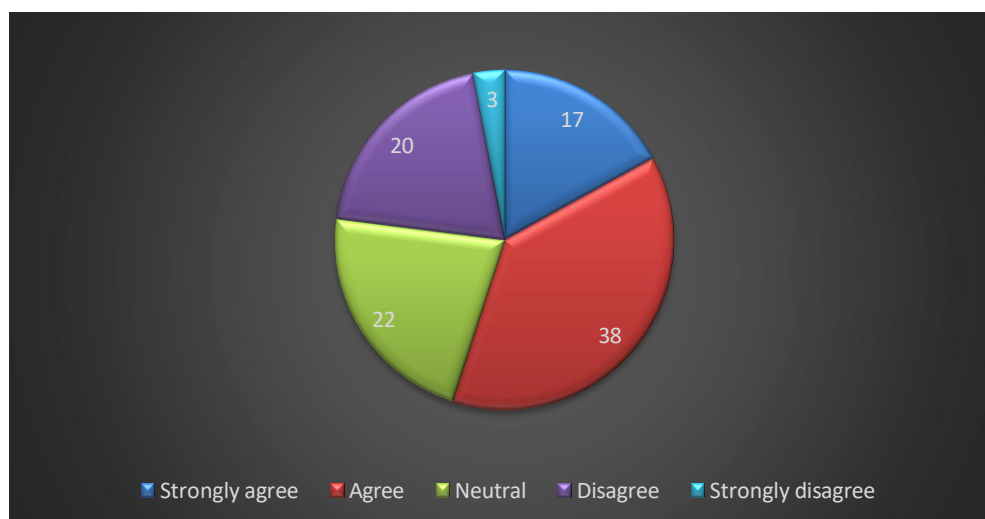
Interpretation:

From the chart we got to know that below 1 year (9.1%) of people use the Hero vehicle then 2 – 5 years (25.3%), 6 – 9 years 34.3% and 10 - 15 years (23.2%) of my respondent are use Hero vehicles and only (8.1%) of above 15 years are using the Hero vehicle in my survey.

5. The service is completed within the promised time line.

Particulars	No. of Respondent	Percentage
Strongly agree	17	17%
Agree	38	38%
Neutral	22	22%
Disagree	20	20%
Strongly disagree	3	3%

Table No. 4.5 Classification to understand service completed within give time line



Chat No. 4.5 Classification to understand service completed within give time line

Interpretation:

In my survey most respondents agreed and strongly agreed (41%) that service are completed with in promised time and (22%) are Neutral, while 23% felt there are delays in service, overall response is positive.

6. The service center provide accurate repairs on the first visit

Particulars	No.of Respondent	Percentage
Strongly agree	14	14%
Agree	46	46%
Neutral	26	26%
Disagree	11	11%
Strongly Disagree	1	1%

Table No. 4.6 Understanding how accurate service at first visit

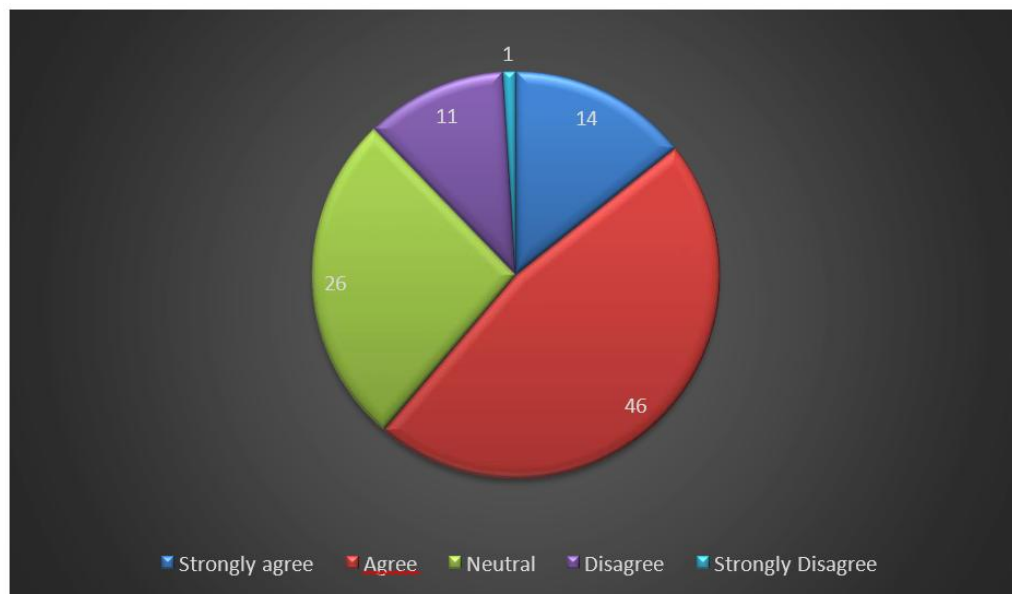


Chart No. 4.6 Understanding how accurate service at first visit

Interpretation:

As per the pie chart (60%) customers believe that repairs are completed correctly on the first visit. Some (26%) some peoples responses is neutral about this and (12%) responses disagreed, overall consumers is satisfied with the repair quality at 1sttime.

7. Employees provide reliable and consistent service during every visit.

Particulars	No.of Respondent	Percentage
Strongly Agree	14	14%
Agree	44	44%
Neutral	30	30%
Disagree	9	9%
Strongly disagree	3	3%

Table No. 4.7 Understanding the Reliable and Consistent of service

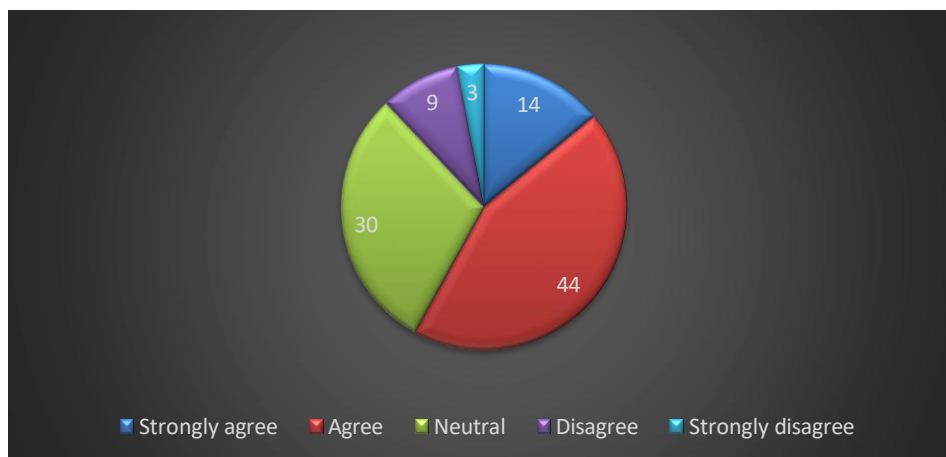


Chart No. 4.7 Understanding the Reliable and Consistent of service

Interpretation:

Above the pie chart we getting to know(58%) customers generally feel that employee provide reliable and consistent service, few felt (30%) Neutral and (12%) of customers not agreed, overall employee performance is viewed positively.

8. How would tou rate the availability of spare parts

Particulars	No.of Respondent	Percentage
Excellent	9	9%
Good	52	52%
Average	22	22%
Poor	16	16%
Very poor	1	1%

Table No. 4.8 Availability of spare parts

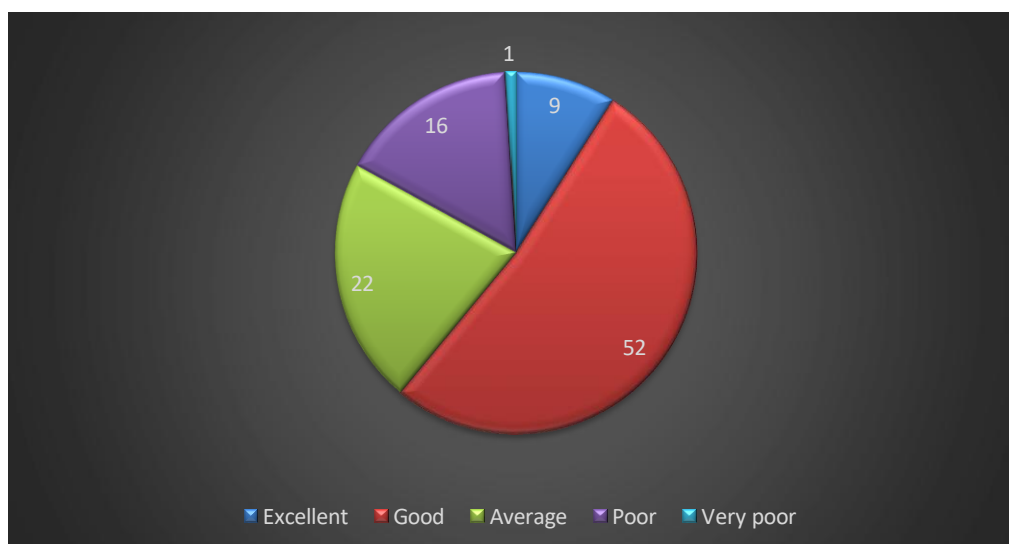


Chart No. 4.8 Availability of spare parts

Interpretation:

Above pic chart is showing (61%) of consumers are happy with the availability of spare parts, however some customers feel average availability of spare parts (22%) and (17%) some customers feel improvements are needed

when it come to availability of spare parts, overall spare parts are generally available when it is in required.

9. How would you judge the cleanliness and organization of the workshop?

Particulars	No.of Respondent	Percentage
Excellent	5	5%
Good	50	50%
Average	25	25%
Poor	16	16%
Very poor	4	4%

Table No. 4.9 Cleanliness and organizationof the workshop

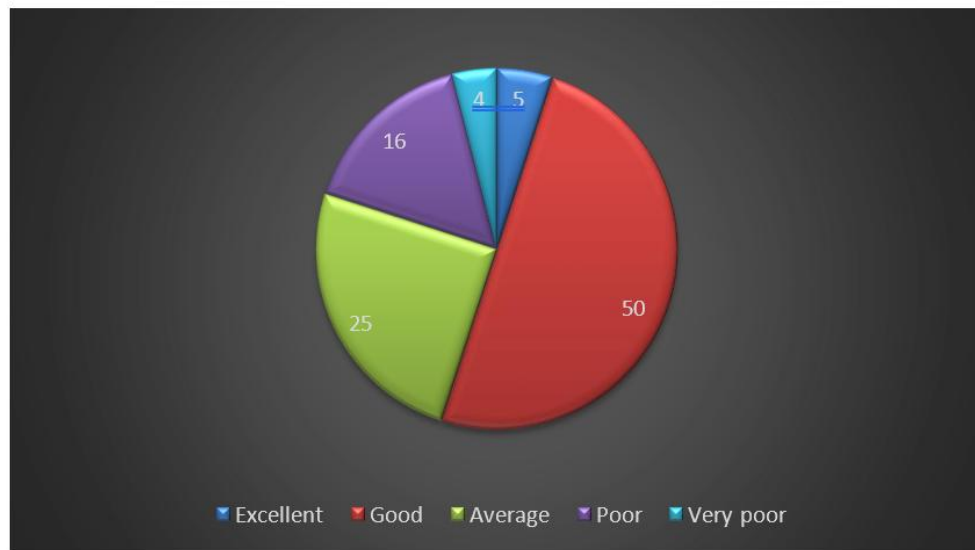


Chart No. 4.9 Cleanliness and Firm of the Training Sections

Interpretation:

From the pie chart we getting we can understand that (55%) customers feel that workshop is clean and well organized, (25%) are said that Average cleanliness and not much well organized workshop will be their and (20%) respondent says poor organization and cleanliness, overall the workshop environment is Good.

10. Which area requires the most improvement

Particulars	No.of Respondent	Percentage
Service speed	26	26%
Staff Communication	29	29%
Spare parts availability	17	17%
Service Charges	16	16%
Complaint handling	12	12%

Table No. 4.10 Area requiring the most improvement

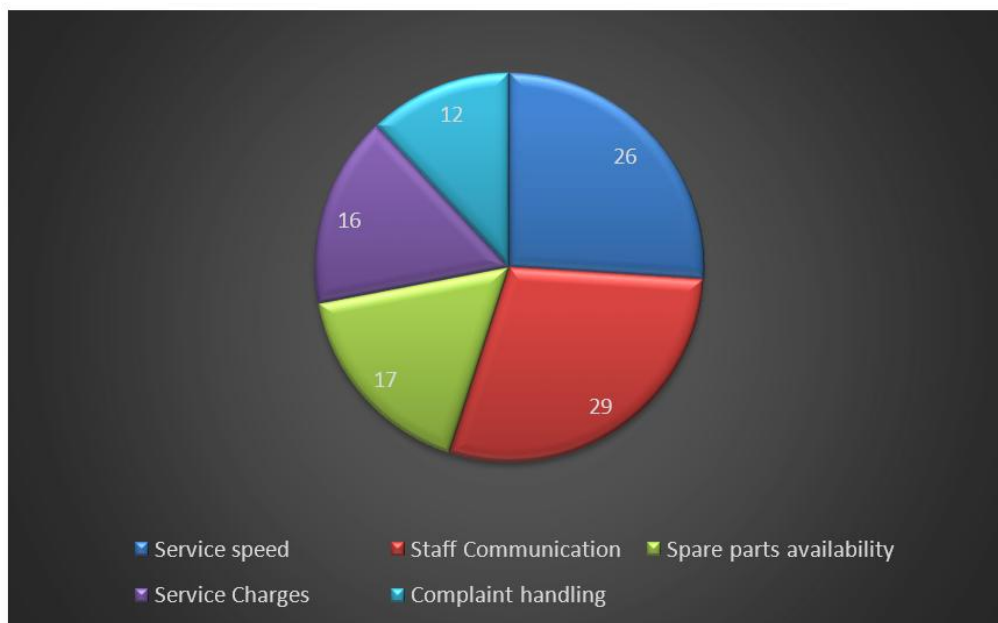


Chart No. 4.10 Area requiring the most improvement

Interpretation:

From the above pie chart we can observe customers having different perspective, customers feel that (29%) staff communication and Service speed (26%) need the most improvement, others Spare parts availability (17%), Service charges (16%) and Complaint handling (12%) require some attention of the rest of 3 areas, from this management will focus on its weak point.

11. Have you experienced delayed in vehicle delivery after service.

Particulars	No.of. Respondent	Percentage
Always	10	10%
Often	30	30%
Sometime	38	38%
Rarely	20	20%
Never	2	2%

Table No. 4.11 Delays in vehicle after service

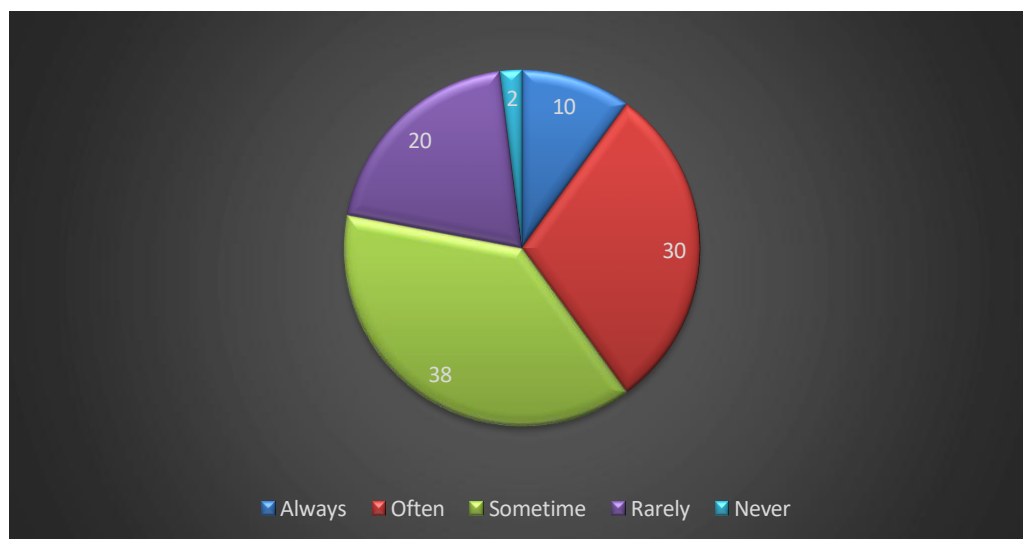


Chart No. 4.11 Delays in vehicle after service

Interpretation:

From the above chart we can get to know that (40%) customers experience delays in receiving their vehicle after service, (38%) of respondent said sometime delay in vehicle after service, only few customers report no delays (22%), Reducing delivery can improve customer satisfaction.

12. What is the major problem you face during the servicing.

Particulars	No.of Respondent	Percentage
High service cost	12	12%
Delay in service	42	42%
Poor communication	18	18%
Spare parts Unavailability	12	12%
Unsatisfactory repair quality	16	16%

Table No. 4.12 Major problem faced during servicing

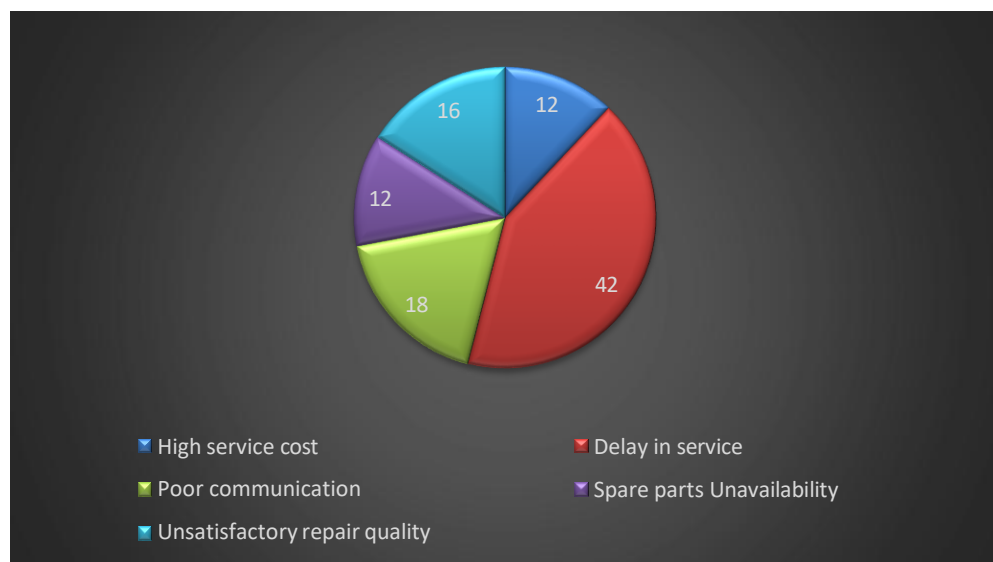


Chart No. 4.12 Major problem faced during servicing

Interpretation:

From the above pie chart we can understand that the most common problem faced by customers is delay in service (42%), (18%) of them said Poor communication and (16%) of Unsatisfactory repair quality respond I got, then both Spare parts unavailability and High service cost got same response of (12%) improving delay in service efficiency can help to address these problem.

13. I trust Prakasha Hero Motors for future servicing of my vehicle.

Particulars	No.of Respondent	Percentage
Strongly agree	10	10%
Agree	42	42%
Neutral	30	30%
Disagree	12	12%
Strongly disagree	6	6%

Table No. 4.13 Trust in Prakasha Hero Motors

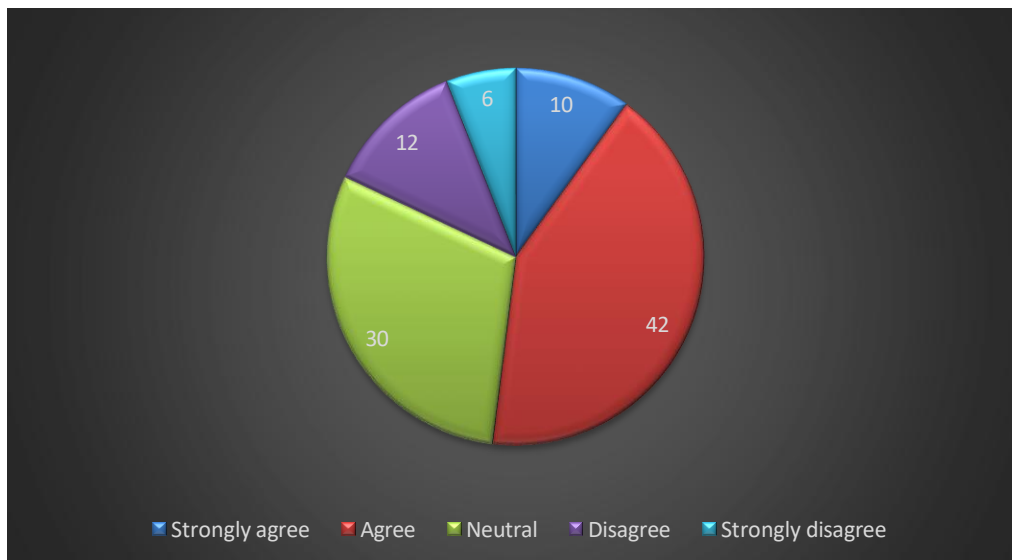


Chart No. 4.13 Trust in Prakasha Hero Motors

Interpretation:

From the above chart we can understand (52%) of the customers trust the service center of Prakasha Hero Motors, some customers (30%) are neutral about their trust and (18%) where not going to trust the future service in Prakasha Hero Motors, overall confidence is positive but they have to work on negative side also.

14. I would recommend Prakasha Hero Motors to my friends and family.

Particulars	No.of Respondent	Percentage
Strongly agree	15	15%
Agree	42	42%
Neutral	26	26%
Disagree	11	11%
Strongly disagree	6	6%

Table No. 4.14 Recommendation to friends and family

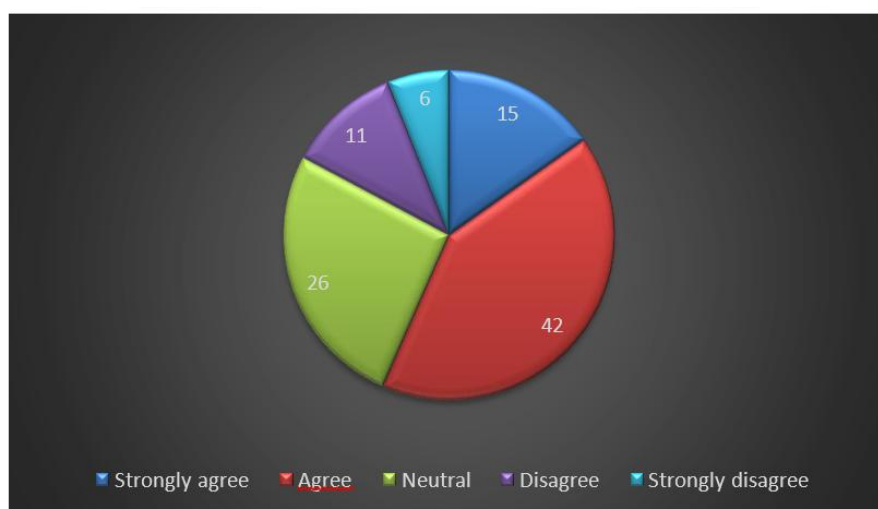


Chart No. 4.14 Recommendation to friends and family

Interpretation:

From the above chart we got to know that (57%) customers are willing to recommend the service center to others, (26%) of them are neutral and (17%) of respondent are disagree to suggest the service in Prakasha Hero Motors, This indicates a generally positive customer experience.

15. I intend to continue servicing my vehicle at Prakasha Hero Motors.

Particulars	No.of Respondent	Percentage
Strongly agree	14	14%
Agree	39	39%
Neutral	30	30%
Disagree	12	12%
Strongly disagree	5	5%

Table No. 4.15 Intention to continue servicing at Prakasha Hero Motors

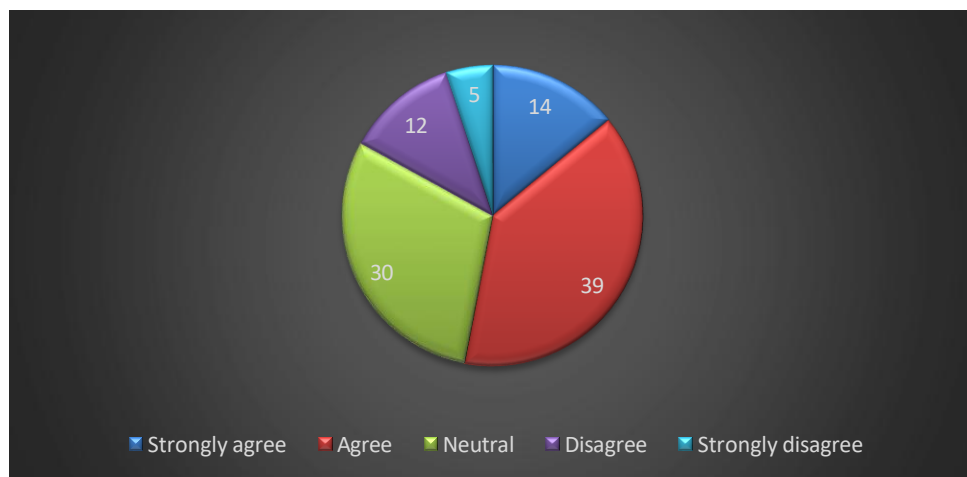


Chart No. 4.15 Intention to continue servicing at Prakasha Hero Motors

Interpretation:

From the above pie chart we understanding that (53%) customers intend to continue to do service in Prakasha Hero Motors, (30%) of respondent says neutral and (17%) of customers are disagree to continue to do servicing in Prakasha Hero Motors, this reflects a good level of customers loyalty.

16. Would regular updates on service status improve your experience.

Particulars	No.of Respondent	Percentage
Strongly agree	33	33%
Agree	38	38%
Neutral	16	16%
Disagree	11	11%
Strongly disagree	2	2%

Table No. 4.16 Regular service status updates

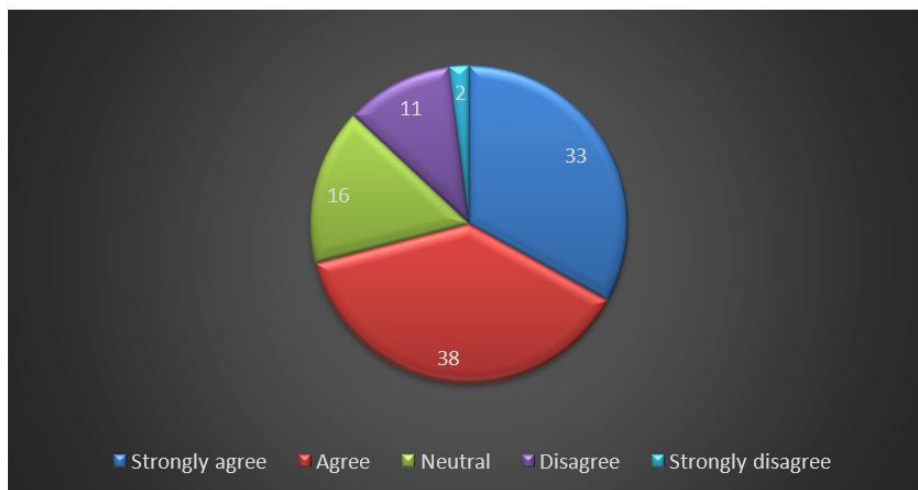


Chart No. 4.16 Regular service status updates

Interpretation:

From the above chart we can understand that (71%) of customers feel that receiving regular service update would improve their experience, (16%) of respondent says neutral and only few customers disagree (13%), Better communication can increase satisfaction.

17. Which additional facility would you prefer.

	No.of Respondent	Percentage
Online servicing booking	27	27%
Pickup and drop service	30	30%
Faster service process	33	33%
Better waiting area	10	10%

Table No. 4.17 Preferred additional facility

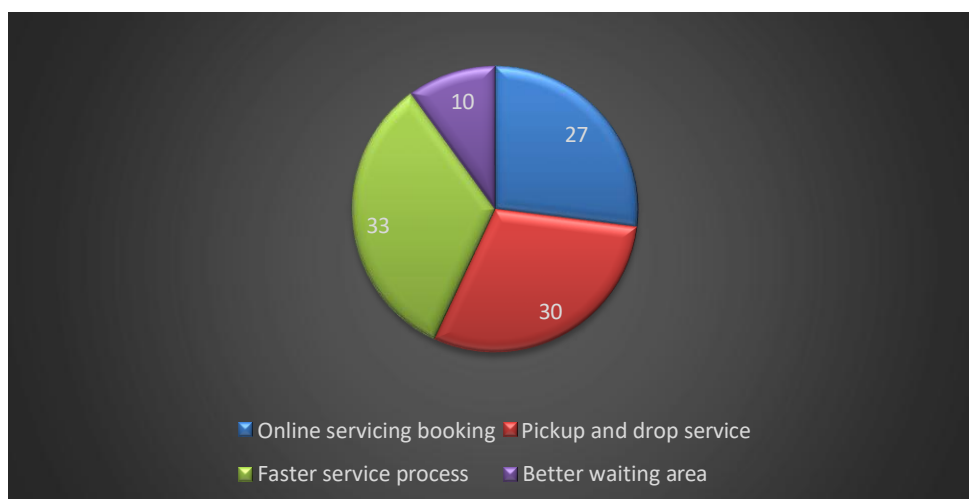


Chart No. 4.17 Preferred additional facility

Interpretation:

From the above the chart we get to know that by making a faster service process (33%), Pickup and drop service (30%), online service booking (27%) respondent says, only few of them respondent says better waiting area then this facilities can enhance the customer experience.

18. Overall, do you satisfied with the current service system.

Particulars	No.of Respondent	Percentage
Strongly satisfied	9	9%
Satisfied	43	43%
Neutral	25	25%
Dissatisfied	18	18%
Very Dissatisfied	5	5%

Table No. 4.18 Overall satisfaction with the current service system

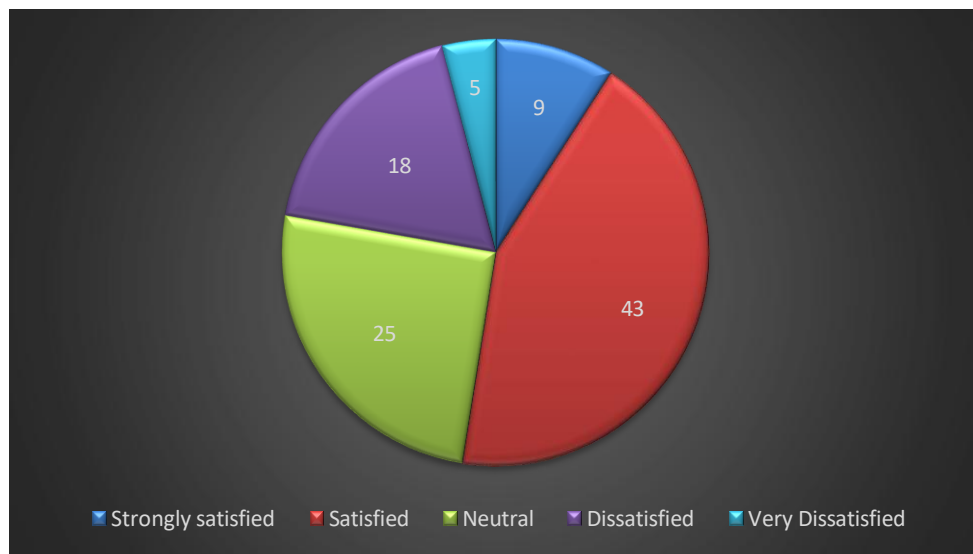


Chart No. 4.18 Overall satisfaction with the current service system

Interpretation:

From the pie chart we understand that (52%) consumers are happy with the current system, some (25%) of consumers are neutral and (23%) are not at all happy with service system, overall customers satisfaction is positive with scope for improvement.

V. FINDINGS, CONCLUSION AND SUGGESTIONS

Summary of findings:

- The most of the respond are male (60.8%), where female respond recorded (39.2%)
- Most respondents was part of the age group of 21-30 years (39%), followed by 31-40 years (35%) indicating that working age customers from the major customers base.
- Business people constituted the biggest group of respond (32%), followed by students (22%) and private employees (21%).
- A significant number of customers (34.3%) have been using Hero vehicles for 6-9 years, sharing

long term association with the brand.

- More than half of the respondents (55%) agreed that vehicle servicing is completed within the promised timeline, through some customers still experienced delays.
- Around (60%) of customers felt that repairs were completed accurately on the first visit, reflecting satisfactory technical service quality.
- Most respondents (58%) believed that positively by (61%) of respondents, indicating that spare parts are generally accessible when required.
- Availability of spare parts was rated positively by (61%) of respondents, indicating that spare parts are generally accessible when required.
- More than half of the customers (55%) rated the cleanliness and firm of the program as good while some felt improvements.
- Staff communication (29%) and service speed (26%) were identified as the areas requiring the most improvement.
- A considerable number of customers reported experiencing delays in vehicle delivery after

servicing indicating a need for better time management.

- Delay in service (42%) was the most common problem faced by customers followed by poor communication (18%) and unsatisfactory repair quality(16%)
- More than half of the respond is (52%) expressed trust in Prakasha Hero Motors for future servicing of their vehicles.
- About (57%) of customers were willing to recommend Prakasha Hero Motors for friends and family indicating positive word of mouth.
- Around (53%) of respondents intended to continue servicing their vehicle at Prakasha Hero Motors showing a good level of customer loyalty.
- A large majority of customers (71%) felt that regular updates on service would improve their service experience.
- Faster service process (33%) and pickup and drop facility (30%) preferred additional service among respondents.
- Overall, (52%) of respondents were fulfilled with the current service system, while (25%) remained neutral and (23%) were dissatisfied.

Suggestions/Recommendations

- Improve service speed to reduce to reduce customer waiting time.
- Ensure vehicle are delivered on the promised date and time.
- Train staff to communicate clearly and politely with customers.
- Provide regular update about vehicle service status through Calls, SMS, or WhatsApp.
- Maintain adequate stock of spare parts to avoid service delays.
- Improve repair quality and ensure issues are fixed correctly on the first visit.
- Introduction online service booking for customers convenience.
- Provide pickup and drop facilities to improve customers experience.
- Maintain a clean, organized, and customer friendly workshop environment.
- Handle customer complaints quickly and effectively.
- Offer loyalty benefits, discounts, or service

reminders to retain customers.

- Collect customer feedback regularly and take corrective actions based on suggestions.

Conclusion:

The study titled “A Study to Determine the Service Quality of Prakesha Hero Motors Davangere” to know consumer perception on the service quality provided by service center. The survey of 100 respondents revealed to most consumer are happy with reliability, spare parts availability, and workshop environment. A majority of customers also expressed trust in the service center and showed willingness to continue servicing their vehicle at Prakasha Hero Motors. These findings indicate that the firm has been successful in maintaining a good relationship with its consumers and delivering satisfactory services.

However, the study also found certain area that require improvement. Service delays, slow service processes, and inadequate communication were the major concern raised by customers respondents suggested the need for faster service regular updates on service status online booking facilities, and pickup and drop service. Therefore it is concluded that while Prakasha Hero Motors has achieved a good level of customers satisfaction, focusing on these improvement areas will further enhance customer loyalty strengthen the company's reputation and help it maintain a competitive advantage in two wheeler service industry.

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