



Customer Satisfaction towards TVS Bharath Motors in Aundipatti



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Abstract

This research analyses the satisfaction of the customer towards two-wheelers. The study was restricted only to Aundipatti talk. India is one of the largest manufacturers and producers of two-wheelers in the world. The brands such as Star city, Apache, Scooty pep plus, TVS-XL, TVS Jive, TVS Victor, are the popular brands in the Two wheeler. In this backdrop, the study has been undertaken customers satisfaction towards TVS Bharath motors in Aundipatty.

Keywords:

Price;

Sales;

Style;

Features;

Strengths;

Performance;

Customer Satisfaction;

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1. Introduction

This project takes the TVS Bharath motors customer satisfaction in Aundipatti. Customer satisfaction has gained importance in the last few years. All the business activities of an organization have now shifted their attention to the customer satisfaction than merely selling goods and services at a profit. In the present transformed into finding out the needs and wants of the customer and creating products and services that will satisfy the customer which in turn drive the company to profits.

History of TVS bike

TVS was established by Thirukkurungudi Vengaram Sundaram Iyengar. He began with Madurai's first bus service in 1911 and founded T.V.Sundaram Iyengar and Sons Limited, a company in the transportation business with a large fleet of trucks and buses under the name of Southern Roadways Limited. When he died in 1955, his sons took the company ahead with several forays in the automobile sector, including finance, insurance, and manufacture of two-wheelers, tyros, and components. The group has managed to run 97 companies that account for a combined turnover of nearly \$6 billion. TVS Motor Company is the third largest two-wheeler manufacturer in India and one among the top ten in the world, with an annual turnover of more than \$1 billion in 2008–2009. It is the flagship company of the \$4 billion TVS Group.

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Types of TVS Bike

- a) Star City
- b) Apache
- c) Scooty pep plus
- d) TVS-XL
- e) TVS Jive
- f) TVS Victor

Review of Literature

Hemans CR, 2011”emphasized the need for continuous market research. He suggested that there is a genuine need for continuous sales analysis to sustain the market share.” [Rishiksha T. Krishnan and Ganesh N. Prabhu, 1999](#) “suggested in their study entitled 'Creating successful new products: Challenges for Indian industry' that success of business in India will be determined by the marketing strategies targeting the rising urban middle class.” [Virupaxi Baroda and Biswajit Mahanoy, 2008](#) “highlighted customer satisfaction as of India, articles, Journals from Indian management, journals of services marketing,, journals of marketing, journals business reviews, journals of the academic of marketing science, journals of marketing research , journals of retailing, and South Asian journal of marketing, Newspapers and Web sites.

Statement of the Problem

The brand names of two-wheelers play a major role in determining the ultimate success failure of two-wheelers. The consumer attaches considerable importance to the brand image in the purchase of products. Hence, a marketer needs to give adequate support to has a product through advertising and other promotional efforts.

Scope of Study

- a) Research also analyses if the customer feels that the sales promotional activities by TVS motors are helpful to them.
- b) It focuses on the importance of various sales promotion activities towards the sale of Company.
- c) Helpful for the company to developed strategy.

Objectives

- a) To know the Customer Satisfaction level towards TVS bike.
- b) To find out the opinion of the customer regarding design, style, and features of TVS bike.
- c) To find out the difference in the price structure of various TVS bike available in the market.
- d) To study on customer satisfaction prevailing at TVS motors

2. Research Methods

Data collection. Both Primary and secondary data used in the present study. *Primary Data.* The primary data are those which are collected afresh and the first time, and this happens to be original. Primary data for this project was collected through questionnaires. *Secondary Data.* Secondary data for this project were collected from the internet and library. *Tools for Analysis.* (1) Percentage Analysis (2) Liker scaling method (2) Garret Ranking. *Limitation of the Study.* (1) The respondents are restricted Aundipatti. (2) The findings of the study solely depend on the response given by the customer. So it cannot be generalized as a whole. (3) The recommendation is given based on the information collected through questionnaires and personal interviews.

3. Results and Analysis

Table 1
Social Economic Status of the Respondents

Gender			
Variables	Categories	No of Respondents	Percentage
Sex	Male	58	72.5
	Female	22	27.5
Age of the respondents			
Age	20-30 Years	40	50
	30-40 Years	20	25
	40-50 Years	11	13.75
	Above 50 Years	9	11.25
Educational qualification of the respondents			
Educational qualification	Below HSC	11	13.5
	UG	22	27.5
	PG	16	20
	Diploma	15	18.75
	Other	16	20
Occupation of the respondents			
Occupation	Government – Sector	14	17.5
	Private Sector	15	18.75
	Business man	12	15
	Home – makers	8	10
	Students	5	6.25
	Agriculturist	16	20
	Daily wage earners	10	12.5
	monthly income of the respondents		
Monthly income	Below Rs.10,000	28	35
	Rs.10,000 –Rs.25,000	29	36.25
	Above Rs.25,000	23	28.75
Marital status of the respondent			
Marital status	Married	46	57.5
	Unmarried	34	42.5
Own two-wheeler			
Own two-wheeler	Yes	56	70
	No	24	30

Satisfaction Factors Analysis

Likert's scaling techniques

Most frequently used summated scales in the study of social attitudes follow the pattern devised by Likert's. For this reason they are often referred to as Likert's-type Scale, the respondent is asked to respond to each of the statement regarding several degrees, usually five degrees (but at times 3 or 7 may also be used) of agreement or disagreement. As 5 point Linker's scaling technique is used to find out the most influencing factor, Points were given as below:

Very high	- 5 point
High	- 4 point
Medium	- 3 point
Low	- 2 point

Very low - 1point

Consumer Attitude on TVS Bike Garret Ranking

To find out the most significant factor which influences the respondents, Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcome of such ranking has been converted into score value with the help of the following formula.

$$\text{Percent position} = 100(R_{ij} - 0.5)$$

Garret Ranking

S. No	Factors	Very high	High	Medium	Low	Very Low	Total	Rank
1	Free service	12(60)	14(56)	22(66)	19(38)	13(13)	233	V
2	After sales relationship	12(60)	15(60)	20(60)	22(44)	11(11)	235	IV
3	Bike starting	26(130)	21(84)	16(48)	10(20)	7(7)	289	II
4	Comfort drive	17(85)	24(96)	19(57)	12(24)	8(8)	270	III
5	Mileage	28(140)	25(100)	11(33)	10(20)	6(6)	299	I

Findings

By applying various statistical measures for analyzing the primary data collected from the 80 respondents regarding Customer satisfaction towards TVS Bharath motors in Aundipatti, the researcher's findings were:

- Out of 80 respondents selected for the study, 58 respondents were male.
- From these study 22 respondents belong to the Age group of 40-50 category.
- 22 respondents were having the educational qualification of UG Degree.
- Out of the 80 respondents, 16 respondents belong to the Occupation of Agriculturist.
- Of the 80 respondents, 46 of the respondents were married.
- Out of the 80 respondents, 36 respondents belong to the Up to 4 members.

4. Conclusion

It has been undoing utterly proven that retaining customers is the only way too sauced in business. The study on the customer satisfaction of TVS two-wheeler among the customers the research was conducted Aundipatti Taluk. The study tries to reveal the factors responsible for preferring a particular brand. The sample was collected from the customers who owned the TVS two-wheeler and know about the satisfaction level of the TVS Bike. The study tries to identify the extent of influence of various informational sources of customer satisfaction. In this study, most of the respondents are having a good opinion about the TVS two-wheeler and the findings and suggestions of this study will support the company in an effective and better way.

Suggestions

Form the above findings the researcher suggests the following points for the Customer satisfaction towards TVS Bharath motors.

- Some of the of the respondents felt that price of the TVS is high, company may take necessary measures to reduce price without compromising quality
- Though most of the customers satisfied with the after sales service provided by the company, it is good to improve after-sales service to give more satisfaction to the customer.
- A major problem faced by the respondents is the engine of the TVS. So update the new technology to avoid engine problems.

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