Research Paper

"PRE-PURCHASE AND POST-PURCHASE BEHAVIOUR OF CUSTOMERS WITH REFERENCE TO TVS MOTORS IN ERODE DISTRICT, TAMILNADU"

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ABSTRACT   This research is outcome of the study conducted on Pre-purchase and Post-purchase Behaviour of Customers with reference to TVS Motors in Erode District. This study was carried out

out for a period of 9 Months from in *Erode district. The objective of conducting this project work is to identify the attitude of two-wheeler owners towards TVS Motors. For this purpose 300 two-wheeler owners/customers were taken as sample for the study in order to get the needed information. The study is a descriptive type and convenient sampling is used. The data are collected from survey using questionnaire through interview schedule. Consumers make three types of purchases: trial purchases, repeat purchases and long term commitment purchases. When a consumer purchases a product (or brand) for the first time and buys a smaller quantity than usual, this purchase would be considered a trial. Thus, a trial is the exploratory phase of purchase behaviour in which consumers attempt to evaluate a product through direct use. The collected data were consolidated and interpreted by using statistical tools like percentage analysis, weighted average ranking method and chisquare test. Tables and charts are used for representation purpose. From this survey, it was found that TVS vehicles are mainly preferred for its Power & Pickup, Safety & Comfort and Design. Performance is a major factor for purchasing TVS brand. TVS motors has to update its technology to meet the changing customer needs and preference to cope up with the competitions in the market and adequate steps should be made to increase the quality in their services for better customer satisfaction.*

KEYWORDS :Purchase Behaviour, and Customer Preference.

INTRODUCTION

A search for information before making a purchase decision is known as prepurchase behaviour. Purchasing is a dynamic science and also most important function of every family. A home maker must devote time, attention and energy to it. It is influenced by certain considerations which lead the consumers to select a particular brand of products. Besides, the availability of wide varieties of brands aggregates and complicates the act of purchasing. Purchasing is complicated involving many decisions as each family differs widely. The stages are, 1. Problem Recognition, 2. Information Search and 3. Evaluation of Alternatives

The buyer's satisfaction is a function of the closeness between the buyer's expectations and the product's perceived perfor- mance. If performance falls short of expectations, the customer is disappointed, if it meets expectations, the customer is satisfied, if it exceeds expectations, and the customer is delighted. The larger the gap is between expectations and performance, the greater the consumer's dissatisfaction.

Satisfaction or dissatisfaction with the product will influence a consumer's subsequent behaviour. If the consumer is satisfied, he or she will exhibit a higher probability of purchasing the product again. The satisfied customer will also tend to say good things about the brand to others. Marketers say "Our best advertisement is a satisfied customer". Dissatisfied consumers may abandon or return the product. They may seek information that confirms its high value.

STATEMENT OF THE PROBLEM:

There are many two wheeler brands available in the market but customers go only for a selected brand. This highly depends on the behaviour of customers during the purchase of vehicle. The customer preference may vary from each other, depending on the factors like after sales service rendered by the dealers, brand name, price, performance, mileage, etc. during the purchase of vehicle. These factors in two - wheelers play a key role in ensuring the brand image and long term credibility of the company. The behaviour of customer changes rapidly before and after the purchase of vehicle.

The researcher through this study has aimed to find out the factors affecting the prepurchase and post-purchase behaviour of the customers and customer's satisfaction on various factors.

OBJECTIVES OF THE STUDY:

Ø To study the pre-purchase and post-purchase behaviour of customers of TVS Motors in Erode District.

Ø To study the factors affecting the purchase behaviour of customers

Ø To study the satisfaction level of customers towards various attributes / features of TVS Motors

Ø To study the buyers opinion about the services rendered by dealers in Erode District

Ø To offer suggestions based on the result of the study.

LIMITATIONS:

Ø This study is applicable only to TVS Motor Industry (P) Limited, Erode,

Ø Time duration for this study is limited for nine months from Nov'2011 to July2012,

Ø The study does not include comparison between two wheeler brands

TWO–WHEELER INDUSTRY IN INDIA:

The origin of Indian two-wheeler industry can be tracked back to 1948, when Bajaj Auto Ltd. Started importing and marketing Vespa scooters in India. Shortly afterwards, Enfield India Ltd. (manufacturer of the famous "bullet" motor bike) started its manufacturing operations in India. This was followed by Ideal Jawa and Escorts Ltd. in 1960s. The motorcycle segment registered a healthy upward trend during the 1960s and in the early 1970's, it accounted for 36% of the entire two-wheeler market. However, the motorcycle market in the 1960s and 1970s was largely seller-dominated.

TVS MOTORS PROFILE:

The TVS group was established in 1911 by Shri. T.V. Sundaram Iyengar. As one of India's largest industrial entities it epitomizes Trust, Value and Service. Today, there are over thirty companies in the TVS Group, employing more than 40,000 people world- wide and with a turnover in excess of USD 2.2 billion. With steady growth, expansion and diversification, TVS commands a strong presence in

manufacturing of two-wheelers, auto components and computer peripherals. TVS Motor Company Limited is the third largest two-wheeler manufacturer in India and among the top ten in the world. It has profitable operations overseas, especially in Asian markets, capitalizing on our expertise in the areas of manufacturing, technology and marketing. The company will hone and sustain its cutting edge of technology by constant benchmarking against international leaders.

RESEARCH METHODOLOGY

"A research design is the specification of methods and procedures for acquiring the information needed. In this study, researcher used Descriptive Research. A research design thus specifies, the type of information required the sources of the information and the methods or techniques of data collection.

SAMPLE DESIGN:

The study uses primary data collected from customers using TVS vehicle. 300 customers were selected for the study in Erode District as sample area. In this research, convenience sampling was adopted. Convenience sampling refers to the collection of information from members of the population who are conveniently available to provide it. Convenience sampling is most often used for getting some basic information quickly and efficiently.

METHODS OF DATA COLLECTION:

Both Primary and secondary data collection methods used in this study. Primary data, as the term indicates, are first-hand data collected by the researcher using Survey method through Questionnaire. Secondary data are data which have already been gathered by somebody else and are available to other for use. Books, journals, periodicals, newspapers, reports, thesis, dissertations, term papers, papers presented in the seminars and symposia etc. are sources of secondary data.

DATA ANALYSIS AND INTERPRETATION:

In this research work, percentage analysis, weighted average ranking method and hypotheses are tested using Chi-Square analysis.

Table No: 1 INCOME LEVEL AND PURCHASE MODE OF VEHICLE

Respondents Income Level	Purchase Mode
	Ready Cash / Bank Loan
Rs. 3000 & below	42
Rs. 3001 – 4000	39
Rs. 4001 – 6000	32

Rs. 6001 – 8000	13
Rs. 8001 – 10000	14
Above Rs. 10000	38
Total	178

The above table shows that out of total respondents taken for study, majority of the respondents made payment through ready cash belongs to income group of Rs. 3000 & below. Majority of the respondents made payment through bank loan belongs to the income group of Rs. 4001 – 6000. More respondents made payment through private loan belongs to the income group of Rs. 3000 & below.

Table No: 2 FACTORS CONSIDERED BEFORE PURCHASE BY RANK

Factors	Ranks	Weighted Score	Mean Value	Rank
I	II	III	IV	V
Brand Name	93	38	86	74
Price	13	35	58	76
Performance	119	87	55	29
Mileage	65	122	54	46
After Sales Service	10	18	47	75

The above table shows that out of total respondents taken in this study at the time of purchasing, respondents feel that per-formance as first factor, mileage as the second factor, brand name as the third factor, price as fourth factor and after sales service as fifth factor.

Table No: 3 OCCUPATION OF RESPONDENTS AND PURPOSE OF VEHICLE

	Purpose of Vehicle	Total

Occupation	Personal Use	Official Use
Farmer	50	
Private Employee	79	12
Govt. Employee	30	2
Business	56	27
Student	23	0
Others	14	0
Total	252	48

	Chi – Square	d.o.f	Significant Level
Calculated Value	27.308	5	0.00
Tabulated Value	11.07	5	0.05

Ho:No significant association exists between occupation of the respondents and purpose of vehicle.

Chisquare test can be used to check whether there is association between the two variables. In chisquare test, if the calculated chisquare value is higher than the critical value, the null hypothesis is rejected. Using chisquare analysis, calculated chisquare value > table value. Therefore, Ha is accepted. A significant association exists between occupation of the respondents and purpose of vehicle.

Table No: 4 INCOME LEVEL AND RESPONDENTS OPINION ON PRICE

Income Level		Respondents Opinion on Price		Total
		Highly Satisfied	Satisfied	
Income Level	Rs. 3000 & below	7		34
	Rs. 3001 – 4000	4	34	15
	Rs. 4001 – 6000	7	38	14
			1	
	Rs. 6001 – 8000	1	21	6
	Rs. 8001 – 10000	3	16	7
	Above Rs. 10000	6	40	8
	Total	28	183	62

	Chi – Square	d.o.f	Significant Level
Calculated Value	25.596	15	0.04
Tabulated Value	24.996	15	0.05

Ho:No significant association exists between income level and respondents opinion on price.

Chisquare test can be used to check whether there is association between the two variables. In chisquare test, if the calculated chisquare value is higher than the critical value, the null hypothesis is rejected. Using chi-square analysis, calculated chi- square value > table value. Therefore, Ha is accepted. A significant association exists between income level and respondents opinion on price.

Table No: 5 EDUCATIONAL QUALIFICATIONS AND RESPOND- ENTS OPINION ON AFTER SALES SERVICE:

To find the relationship between educational qualification and respondent's opinion on after sales service, Table 5 is computed respondent's opinion on after sales service, Table 5 is computed

Educational Qualification	Respondents Opinion on After Sales Service		Total
	Highly Satisfied	Satisfied	
Illiterate	11		28
School Level	16		107
College Level	13		81
Others	4		18

Total	44	234

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	Chi – Square	d.o.f	Significant Level
Calculated Value	14.845	9	0.09
Tabulated Value	16.919	9	0.05

Ho:No significant association exists between educational qualification and respondent's opinion on after sales service.

Chisquare test can be used to check whether there is association between the two variables. In chisquare test, if the calculated chisquare value is higher than the critical value, the null hypothesis is rejected. Using chisquare analysis, calculated chisquare value < table value. Therefore, Ho is accepted. No significant association exists between educational qualification and respondent's opinion on after sales service.

Table No: 6 AGE GROUP OF THE RESPONDENTS AND TVS MODEL

To find the relationship between age group of the respondents and TVS model, Table 4.35 is computed.

Age Group	TVS Model		Total
XL Super Series	Scooty Series	Pep Series	
20 Yrs & below	3	0	
21 – 30 Yrs	49	7	
31 – 40 Yrs	29	4	
41 – 50 Yrs	30	0	
Above 50Yrs	39	3	
Total	150	14	

	Chi – Square	d.o.f	Significant Level
Calculated Value	44.783	20	0.00
Tabulated Value	31.410	20	0.05

Ho:No significant association exists between age group of the respondents and TVS model.

Chisquare test can be used to check whether there is association between the two variables. In chisquare test, if the calculated chisquare value is higher than the critical value, the null hypothesis is rejected. Using chi-square analysis, calculated chisquare value > table value. Therefore, Ha is accepted. A significant association exists between age group of the respondents and TVS model.

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION FINDINGS:

Ø Majority of the respondents in the age group between 21 – 30 years are using TVS XL Super series and majority of the respondents in the income level of Rs. 3001 – 4000 are satisfied with the price of TVS vehicle.

Ø Majority of the respondents are using the vehicle for per- sonal use and they had taken test drive before purchase. Most of the respondents in the school level education and they are satisfied with the after sales service provided by the dealer

Ø Majority of the respondents feel comfort with the after sales service and they recommend the TVS brand to others

Ø TVS vehicles are mainly preferred for its Power & Pickup and Safety & Comfort. Majority of the respondents are satisfied with the Design / Style and Safety & Comfort and also feel that the performance of TVS is good

Ø Majority of the respondents using XL Super series belongs to the occupation of business and private employees and majority of the respondents get aware through Friends & Relatives belongs to the occupation of private employees and business persons.

SUGGESTIONS:

Ø TVS Motors has to update its technology to meet the changing customer needs and preferences to cope up with the compe- titions in the market

Ø Mileage can be improved to increase customer satisfaction as the price of petrol is high

Ø Offers & Discounts can be given by the dealers to delight the loyal customers. Helmet and its holder can be provided as a gift for the new customers

Ø Though customers are satisfied by the free service offered by the dealers, adequate steps might be made to increase the quality in services that will result best in customer satisfaction and

Ø The company can increase the service stations and reduce their service charges.

CONCLUSION

TVS is one of the largest automobile industries in India. It has created a notable place in the minds of the people. Its growth has created a milestone changes in the preference for two-wheelers. But new arrivals of various other brands have really shaken its market in an expected manner. But better services like after sales service, free service, customer relation will retain the existing user in the same brand. Preference should be given not only in expanding the market. This can be successfully carried out only by rendering services in a

satisfying manner. If it is properly executed then the company will be ranked first in the market. A company which wants to target a particular segment should change its marketing plan to suit the needs of its target group. Thus the behavioral changes of customers before and after the purchase of vehicle is based on the performance of vehicle and after sales service provided by the dealers.

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