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A STUDY ON CUSTOMER SATISFACTION TOWARDS TVS SCOOTY IN THANJAVUR DISTRICT OF TAMILNADU

Dr. M. K. DURGAMANI || Asst. Prof.
Department of Commerce & Mgt. Studies, SASTRA University SRC
Kumbakonam 612 001, Tamil Nadu.

ABSTRACT

Due to increasing urbanization, inadequate transportation in developing cities and urban areas two wheelers as a product has travelled a long way from a luxury product to essential product. Thanjavur district with its rich educational heritage, tourist spots, law order situation excellent climate, culture, connectivity to rest of India, excellent educational infrastructure has become a preferred destination for the study. This study is conducted in Thanjavur district with a sample size of 105 customers.

KEYWORDS : Brand preference, Customer satisfaction, expectation, TVS Scooty, Two-

INTRODUCTION

The Two wheeler industry in India is expanding at large extent. With the income source and level of income increasing, people are tending towards purchasing the things like two wheelers which are considered as a luxury at some point of time back. Now the time has come to serve the customers at any level and point as per his/her desire. The companies are finding many ways to satisfy their customer and one of the methods to find the customer satisfaction quotient is "Customer satisfaction survey"

CUSTOMER SATISFACTION

Satisfaction means fulfillment of needs or wants or meet demands, desires or needs. The extent to which a product's perceived performance matches a buyer's expectations. If the product's performance falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is highly satisfied or delighted.

PROFILE OF TVS SCOOTY

Scooty is an Indian brand of Scooters manufactured by TVS Motors. Designed for women, Scooty is the largest selling Scooter brand in its segment. It has come to represent a genetic name for any women's two wheeler in India.

History

Scooty was initially conceived of as a Scooter for both sexes. However sales figures over the first two years indicated that more women were buying the Scooty than men. In 1996, Scooty went through a repositioning exercise to target women. Though it was seen as a risk with the large majority of Indian two – wheeler riders being male. TVS chose the strategy to tap the nascent segment of women riders. Over the last decade, Scooty has launched several models that cater to different segments of the market. These include the Scooty ES(1996), the Scooty Pep (2003) and Pep plus (2005), Scooty Teenz (2007) and Scooty Streak(2009).

STATEMENT OF THE PROBLEM

Most of the buyers have a dilemma in buying two-wheeler because; there are so many domestic and international brands. Each and every brand has its own advantages, disadvantages. This study has been undertaken to know the factors which influenced the buyer in making the decision regarding purchase of the TVS scooty. Also know whether the buyer has satisfied with those factors which induced them to

purchase.

OBJECTIVES OF THE STUDY

1. To understand the buyers' brand preference towards TVS scooty.

2. To analyze the various factors influenced in buyers' decision making for TVS scooty in Thanjavur district.
3. To measure the degree of satisfaction among the buyer.
4. To suggest appropriate measures to enhance buyer satisfaction.

METHODOLOGY

The study is based on both primary and secondary data. Primary data were collected from 105 buyers residing in Thanjavur district, and secondary data were collected from various books, articles and websites. This study is based on judgement sampling method. A study on customer preferences in TVS scooty covers the period of December 2011– April 2012.

Table 1

MODE OF BUYER PREFERENCE OF TVS SCOOTY

	Particulars	Frequency
Model preference of the Respondents	Scooty pep	24
	Scooty pep plus	40
	Scooty Teenz	15
	Scooty Streak	11
	Scooty Es	15
Users of TVS scooty	For self	64
	For spouse	7
	For children	9
	For parents	15
	For all	10
Influence to Purchase TVS Scooty		60
	Family Friends/Relatives	38
	Reference groups	7
Facilities availed by	Price-off	42
	Installment offer Credit facility Exchange offer	30

the Respondents 15
18

		papers/ Magazines	55	Starter Facility							
		Media Attraction									
Purpose	Business purpose	Office purpose	15	7. Brake	33	23	18	12	19	105	2
	College purpose	House hold purpose	23	8. Comfort	24	205	23	20	18	105	7
			47	9. Safety	44	282	20	11	2	105	3
			20	10. Design	30	44	21	10	0	105	20
			55	11. Engine	35	385	20	12	0	105	17
Recommendations of the Respondents	Definitely	Probably	Not sure	12. Availability of Spare Parts		53					11
	Probably not			13. Tyre quality	36	30	19	15	5	105	5
	Definitely not			14. Convenient	23	34	10	14	4	105	16
				15. Insurance	28	35	27	13	2	105	15
				16. Resale Value	37	31	24	10	3	105	8
			17. Installation	38	32	23	7	5	105	6	
			18. After Sale Service	31	30	27	12	5	105	13	
			19. Dealers Service	24	23	22	23	13	105	9	
			20. Time Taken for Service.	27	34	21	15	8	105	10	

Source: Primary data

This table explains that 38% of the respondents purchased Scooty pep plus, 23% of the respondents purchased Scooty pep, 15% of the respondents purchased Scooty Teenz and Scooty Es, 11% of the respondents purchased Scooty streak respectively, it is concluded that Scooty pep plus is the most preferred model among all the respondents. 61% of the respondents used TVs scooty for personal use. 58% of the respondents are purchased Scooty for family members' decision. 40% of the respondents avail price off facilities for their preference. 53% of the respondent attracted by news paper /Magazines and 48% of the respondents attracted by TV Advertisements. 45% of the respondents purchased for college purpose, 22% of the respondents purchased for office purpose and 15% of the respondents for Business purpose. 52% of the respondents recommend others to purchase TVS Scooty.

Table 2

LEVEL OF SATISFACTION OF CUSTOMERS

S.No.	Charac-teristic-s	Highly Satisfie-d		Neutral	Dissati-sfied		Total	Rank
		No. of	No. of		No. of	No. of		
1.	Price	42	23	45	28	11	105	1
2.	Brand Name	27	41	17	20	0	105	19
3.	Model	29	34	24	13	5	105	12
4.	Mileage/Fuel	26	31	20	27	1	105	14
5.	Pick-up	42	27	21	13	2	105	4
6.	Self	32	36	15	22	0	105	18

Source: Primary Data

From the above table it is concluded that the price, break, safety, price-up, Tyre quality are the top level satisfaction while purchasing TVs sooty, Insurance facility, convenience to handle, engine power, self starter facility, brand name, design are not having much level of satisfaction about purchase of TVs scooty.

FINDINGS

The major findings are:

- 1) 41% of the respondents were below 30 years of age.
- 2) It was found (60%) that all the respondents were educated. Since, the data were collected from the people residing in Thanjavur District.
- 3) Maximum (60%) number of private employee is obtained scooty.
- 4) 33% of respondents obtained monthly income of Rs. 5000 to 10000.
- 5) The majority of the respondents (38%) were obtained only scooty pep plus.

- 6) 61% of the respondents were obtained scooty only for their self use.
- 7) 58% of the customers purchased scooty for their family members decision.
- 8) 35% of the respondents were highly satisfied about performance of TVS scooty.
- 9) 53% of the respondents strongly recommend to purchase TVS scooty.
- 10) 17% of the respondents were highly satisfied with price, break, safety, price up and tyres quality.
- 11) Buyers are satisfied with comforts resale value, installment facility, dealer's service and time taken for service

SUGGESTIONS

On the basis of the study the following suggestions are recommended

1. TVS Company shall take necessary promotional efforts to attract customers in the age group above 20-29 Years.
2. TVS Company may continue installment offer and price off offer to increase the sales.
3. Appearance, design, colour and graphics are the most influencing factors at the time of purchase decision. TVS Company shall concentrate more on developing new model with high appearance/design/colour/graphics/quality, reputation of the Company.
4. Respondents have opined that engine capacity, safety, new technology, product design, warranty period are the five top most important characteristics. Hence, the TVS Company should give special consideration to the above product characteristics to keep-up sales and its reputation.
5. Majority of the respondents have dissatisfied about design, brand name, self starter facility, engine power, convenient to handle, insurance facility. TVS Company shall take necessary steps to remove such dissatisfaction among the buyers.
6. TVS Company shall try to solve the complaints of the buyers. Delay in solving such problems may increase the dissatisfaction among the buyers and affects subsequent sales.
7. Very low mileage when compared to other similar products. So, try to increase mileage capacity.

CONCLUSION

The Scooty shall consider all product characteristics the customers expect from it. The present study indicates what the customer expects from TVS two-wheeler and what difficulties the customers are facing while using the two-wheelers. TVS Company is started from 1955. It reaches most of the people in India. It is familiar to all the people. It has its own customer brand loyalty and reputation. Hence, TVS Company designs the suitable business strategies to overcome such problems and capture the Major share in the Automobile market.

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