

# CUSTOMER SATISFACTION TOWARDS TVS SCOOTY IN SIVAKASI

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## ABSTRACT

Vehicle plays a vital role in the transportation. In the fast moving world human beings are using various mode of transportation from one place to another. Many motor vehicles are competing and producing many numbers of models in order to attract the customers. Though there are a wide range of companies producing motorcycles, TVS leads first in the market. Hence this article studies about the socio economic profile in the study area and various reasons for buying the scooty. And a hypothesis is tested whether there is a significant relationship between gender and satisfaction of the customers.

**Key words:** Customer satisfaction, Two-wheeler, TVS,

## INTRODUCTION

The 1990s saw the conversion of many bicycles or pedal cycles by adding small, centrally mounted spark ignition engines. There was then felt the need for reliable constructions. This led to road trial tests and competition between manufacturers. Such were the proving ground for many new ideas from early two-stroke-cycle designs to supercharged, multivalve engines mounted on aerodynamic, carbon-fiber reinforced bodywork. Two-wheeler are most popular especially among the people belonging to middle level group. Due to wide choice of brands there is stiff competition among the manufacturers and marketers to get attention of the buyers. People favour a specific model of motor cycle among different brands for numerous reasons like maintenance, price, appearance, fuel efficiency, durability and resale value. Today the two wheeler industry plays a important role in the Indian economy. India is the second largest two-wheeler manufactures in the world. One of the most important features of economic development is the transformation of luxury goods into necessary goods. In recent times one such goods, which has been greatly demanded by the consumers, is the motor cycle possessing a mechanical devices for conveyance is an indicator

## OBJECTIVES OF THE STUDY

- ❖ To study about the socio-economic profile of the respondents.
- ❖ To find out the level of satisfaction towards TVS Scooty.
- ❖ To give suitable suggestions on the basis of the findings of the study

## RESEARCH METHODOLOGY

### Source of Data

The present study was based on primary data as well as secondary data. The data were collected from every possible source.

### Primary Data

Primary data were collected from the customer of the selected private sector banks conducting through interview schedule. In the present study at most care has been taken to reduce the non-sampling errors. The researcher has paid attention to reduce responds errors.

**Secondary data**

Secondary data have been collected from Standard Textbooks, Magazines, Journal and Internet.

**Sampling Design**

The scope of the study extends only to the Sivakasi area. As the number of respondents is infinite, the researcher has adopted systematic convenient sampling technique for this study. There by, the researcher has interviewed 80 respondents from Sivakasi area.

**Tools for Analysis**

Following tools and techniques are to be used for analyzing the data:

- ❖ Garret Ranking Method
- ❖ Chi-square Test
- ❖ Percentage Analysis

**Hypothesis**

There is no significant relationship between gender and the level of satisfaction towards TVS Scooty.

**RESULTS AND DISCUSSION****TABLE 1 SOCIO ECONOMIC PROFILE OF THE RESPONDENTS**

S.No	Particulars	No of Respondents	Percentage
<b>Gender wise Classification of Respondents</b>			
1	Male	31	38.8
2	Female	49	61.2
<b>Age wise Classification of Respondents</b>			
1	Below 20 years	10	12.5
2	20-30 years	56	70.0
3	30-40 years	7	8.8
4	Above 40 years	7	8.8
<b>Level of Education</b>			
1	Illiterate	1	1.2
2	School level	4	5.0
3	Under graduate	54	67.5
4	Post graduate	17	21.2
5	Professional	4	5.0
<b>Nature of Occupation</b>			
1	Students	45	56.2
2	Government employees	11	13.8
3	Private employees	15	18.8
4	Business	5	6.2
5	Professionals	4	5.0
<b>Monthly Income Level of the Respondents</b>			
1	Below Rs.10000	13	16.2
2	Rs.10001- Rs.20000	34	42.5
3	Rs.20001-Rs.30000	4	5.0
4	Above Rs.30000	29	36.2
	<b>Total Number of Respondents</b>	<b>80</b>	<b>100</b>

**Source : Primary Data**

From the Table 1 clearly exhibit that out of 80 respondents, most of the respondents are female, belong to the age group of 20 to 30 years, Under graduate, their family income Rs10001 to 20000, out of 80 respondents majority of the respondents are student.

## SATISFACTION LEVEL

TABLE 2 SATISFACTION LEVEL OF RECONDENTS

Sources	1	2	3	4	5	6	7	8	Total
Price	12	12	6	13	11	10	7	9	80
Stylish	9	15	9	8	10	4	11	14	80
Comfort	8	9	14	6	12	7	12	12	80
Pick up	11	10	3	11	4	11	17	13	80
Brand image	11	4	9	10	16	12	8	10	80
Engine capacity	17	11	9	6	3	16	11	7	80
Service	5	11	13	12	10	16	5	8	80
Mileage	7	8	17	14	13	4	9	7	80
<b>Total</b>	<b>80</b>	<b>80</b>	<b>80</b>	<b>80</b>	<b>80</b>	<b>80</b>	<b>80</b>	<b>80</b>	<b>640</b>

## REASON FOR PURCHASE TVS SCOOTY

## Garrett sources

The garret ranks are calculated by using appropriate Garrett ranking formula Then based on the garrett ranks, the table value is ascertained. The Garrett table values and score of each rank in a table are multiplied to record scores in table. Finally by adding each row, the total garrett score is obtained.

Per cent position =  $100(R_{ij}-0.5)/N_j$

$R_{ij}$  = Rank given for  $i^{\text{th}}$  item by the  $j^{\text{th}}$  sample respondents.

$N_j$  = Total rank given by the sample respondents.

TABLE 3  
Per cent position and Garrett value

S.No	$100-(R_{ij}-0.5)/N_j$	Calculated value	Garrett value
1.	$100-(1-0.5)/8$	6.25	80
2.	$100-(2-0.5)/8$	18.75	69
3.	$100-(3-0.5)/8$	31.25	60
4.	$100-(4-0.5)/8$	43.75	53
5.	$100-(5-0.5)/8$	56.25	41
6.	$100-(6-0.5)/8$	68.75	40
7.	$100-(7-0.5)/8$	81.25	33
8.	$100-(8-0.5)/8$	93.75	20

Source: computed value  
Calculation of Garrett score

TABLE 4

Sources	Average	Rank
Price	52.06	II
Stylish	49.90	V
Comport	48.73	VII
Pick up	47.27	VIII
Brand image	49.02	VI
Engine capacity	53.26	I
Service	50.12	IV
Mileage	51.02	III

The table shows that the Garrett scores and the average scores of parameters. The average scores are ranked according to their value. The first rank is given to "engine capacity", second rank to "price", third rank to "mileage", fourth rank to "service", fifth rank to "stylish", sixth rank to "brand image", seventh rank to "comfort", and last rank to "pick up".

It is evident that majority (53.26 per cent) of the respondents are influenced by the engine capacity of TVS Scooty.

### HYPOTHESIS TESTING

*“There is no significant relationship between gender and level of satisfaction towards TVS Scooty”*

To test the above null hypothesis chi square test is applied and the results are presented in Table 5

**TABLE 5**  
**ASSOCIATION BETWEEN MALE AND FEMALE WITH REGARD TO THE SATISFACTION LEVEL OF TVS SCOOTY- RESULTS OF CHI SQUARE TEST**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.248 <sup>a</sup>	2	.325
Likelihood Ratio	2.276	2	.320
Linear-by-Linear Association	2.211	1	.137
N of Valid Cases	80		

Source : Computed data

From the above results it is found that the significant value of 2.248 is more than the acceptance level 0.05( $p=0.654$ ). Hence the null hypothesis is accepted and it is concluded that there is no significant association between male and female with regard to the satisfaction level of TVS Scooty.

### FINDINGS

The findings of the research study are reported below

- ❖ Among 80 respondents majority 61.2 per cent of the respondents are female.
- ❖ From the age – wise classification of the respondents, majority 70.0 per cent of the respondents are in the group of 20 to 30 years.
- ❖ From the literacy level f classification, majority of the customers are literates.
- ❖ Among 80 respondents majority 56.20 per cent of the respondents are students.
- ❖ Out of 80 respondents 67.50percent of the respondents are under graduate.
- ❖ From the analysis of monthly income, majority 42.5 per cent of the respondents monthly income ranges between Rs10001 to 20000.
- ❖ There is no significant relationship between gender and level of satisfaction towards TVS Scooty.

### SUGGESTIONS

- ❖ To create awareness, TVS Scooty must take effective sales promotion methods like advertising so that the products reach every class of people.
- ❖ Even though TVS Scooty offers quality goods at customer convenience, its prices are very high. The price is the main factor, which curtails the purchase of TVS Scooty products. So, TVS Scooty should take steps to reduce the price of the products to gain more customers.
- ❖ TVS Company may continue instalment offer and price off offer to increase the sales.
- ❖ 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.
- ❖ 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-us sales and its reputation.
- ❖ The home delivery system takes at least two days to deliver the products and so the TVS Company has to reduce the delivery time.
- ❖ In every city, the TVS office should be situated in such a location so that it is in the easy reach of all distributors.
- ❖ Mileage and power are two controversies part of the two-wheelers. If we need mileage then we have to compromise with engine power and vice versa. Users should be clear about their necessary.

- ❖ After sales service is important but users are not giving importance to it at the time of purchase so they are dissatisfied by service rendered by the show room. It is suggested that the users should enquire and analyses about the service rendered by the show room before purchasing two-wheelers.

## CONCLUSIONS

In a competitive marketplace where business competes for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. The study could be more effective if the geographical area and sampling size is increased. Anyhow possible amount of clear picture is formatted from the report. The study is further suggested for further improvements and to identify the various factors to improve their proceedings of TVS Motors private limited. If the above recommendations are carried out promptly and properly there is no doubt the producer, middlemen and consumers will get mutual benefit and satisfaction. It will lead an establishment of a strong brand image of TVS Motors private limited.

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 two-wheelers. The Company is started form 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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