



A Study on Consumer Satisfaction towards TVS Motors with Special Reference to Guntur City

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ABSTRACT

In India two wheeler industry has acquired a new height's during the last five years with heavy competition and inception of the state of art and changes in technology. The owner of two wheelers have now a wide choice of models. In India, generally in urban areas, two wheeler is used for various purposes connecting to work. Visiting people, carrying loads, outdoor jobs like selling etc. In Rural areas it enables people to travel more frequently to nearby towns for their daily needs. In other words, it has also become a valuable support for increasing productivity and profits, as well personal transportation. Two wheelers in usage are of three types mopeds, Scooters & motor cycle.

KEYWORDS

Two Wheeler Industry, Automobile Industry, Moped, Scooters, Motor Cycle

INTRODUCTION

Two-wheelers are most popular especially among the people belonging to middle income group. Due to wide choice of brands there is stiff competition among the manufacturers and marketers to get attention of the buyers. People favor 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 manufacturers in the world.

One of the most important feature 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 device for conveyance is an indicator of good standard of living.

TWO-WHEELER INDUSTRY IN INDIA

After the recession of 1992-93 the two-wheeler industry has shown a rapid growth and has been sustained over the last ten quarters. Even at a conservation 12% compounded annual growth rate, the industry reached an annual volume of sales of four million vehicles In the year 2000.

“The automobile has a unique technological achievement and improvement when compare to other modes of surface transportation. Its development in the latter period (19thcentury) was high by manufacturing on a large scale indicates the industrial growth in the economically developed countries of the west”.

In India, mainly in urban areas, two-wheeler is used for numerous purposes relating to work such as visiting people, outdoor jobs, carrying loads, selling etc. In Rural areas it enables people to travel regularly to nearby towns for their daily needs. In other words, it has become a important support for increasing the productivity and profits apart from personal transportation. Two wheelers in usage are of three types. mopeds ,Scooters and motor cycles.

The motor cycle sales have surpassed the scooter sales for

the first time in the year 1998-99 motor cycle now account 41% of the two wheeler market where as scooters account for 39% and mopeds have been able to hold a share of 20%. The promotion of Automobile industry is crucial in the national interest and the automobile industry is one of the key sector for the country's economic development.

Scope of the Study

The study aims at assessing the consumers behavior towards TVS Two-Wheelers. It consists of brand preference of consumers and their level of satisfaction regarding the usage of TVS Two-Wheelers. The study also focuses the problems of the customers while using TVS Two-Wheelers. It covers the customers of TVS Two-Wheelers in Guntur City only.

Statement of the Problem

The Indian automobile industry is facing a tough competition with the entry of many companies. All the companies are constantly engaged in gaining the attention of consumers by introducing a novelty in the existing vehicles, changing the design and model. In view of the above, the researcher has made an attempt to study the brand preference and consumers satisfaction towards

TVS Two-Wheelers.

Objectives of the Study

1. Measure the consumers buying behavior towards the different models of TVS Two-Wheelers
2. To study the factors influencing the consumers to purchase the TVS Two-Wheelers
3. To analyze the consumers level of satisfaction towards TVS Two-Wheelers
4. To identify the problems faced by the consumers while using the TVS Two-Wheelers

Limitations of the study

1. The study confined to Guntur city only.
2. The researcher has studied only TVS Two-Wheelers. Other Two-Wheeler companies have been excluded in the study.
3. Only 200 respondents are taken to this study.

Review of Literature

Dhananjay Datta (2010). There are many factors on which the

buying behavior of the customers depends and these factors motivate them to purchase a two-wheeler. These factors include advertisement, word of mouth, references from family, friends, own experience, features, price, etc. The results of the survey done was that around 51% of the customers having two-wheelers fall in the age group of 20-30 years, while their income is below Rs. 5000. 64% people are unmarried and use Bajaj two wheelers. In most of the cases, the motivation comes from friends (44%) and family (31%). People also search for installment plans and finance schemes before purchasing a two wheeler.

Prof.S. Saaranan and Prof. N. Panchanatham (2009), they discussed the essentials for Promotion of a product .the result shows that a customer considers all factors at the time of purchasing a two wheeler, although majority of customers give importance to the brand image. This study also describes the socio-economic factors which satisfy two wheelers customers and that the employees and students crave for show room services.

Murphy John and Bellman Eric(2008). It has been discussed that in 1948, the Bajaj Auto Ltd came with importing and selling of Vespa scooters. The scope of the scooters had decreased since the boom in the motorcycle market segment. The customers' preferences changed the automotive strategies adopted by the Hero Honda Motor Co. in India.

Lisa R. Klein and Gary T. Ford (2003). It has been stated by the authors that the customers can do a cost benefit analysis to choose a search strategy, i.e. what, when, how much and where to search, but the customers do not search much, which may be due to customers' perception that the search costs are quite high or that the value of the search is quite low. As a part of pre-purchase search for perfect automobile as per their requirement, the customers in this digital age take the help of internet, websites as well as social networking sites to do a comparative study of the different models of different brands available in the market. Hence their opinion is also influenced by the reviews of the people already possessing the motorcycles and using it. Snelders & Schoormans (2000).Different techniques are suggested in the literature to find out which attributes consumers use to judge products. Simonson &Tversky (1992) Making a product different from its competitors by adding even a meaningless attribute can increase consumers' quality perception or can decrease perceived risk Aaker & Jacobson (1994) Perceived quality is

defined as the consumer's judgment about a product's overall excellence or superiority. Wallendorf (1979) Purchase decisions are based almost solely upon the attitude existing at the time of purchase.

Analysis and Interpretation

TABLE - 1
Distribution of Sample Respondents

S.No	Gender	No.of Respondents	%
1	Male	156	78
2	Female	44	22
Total		200	100

Source: Survey Data

The above table shows that out of 200 respondents, 78% of the respondents are male, 22% of the respondents are Female.

TABLE - 2
Age of Respondents

S.No	Age	No. of Respondents	%
1	18 - 25	60	30
2	25 - 35	56	28
3	35 - 45	68	34
4	45 and above	16	08
Total		200	100

Source: Survey Data

It is clear from the above table that 30 percent of the respondents are in the age group of 18-25, 28 percent of the respondents are in the age group of 25-35 years, 34 percent of the respondents are in the age group of 35-45 and the remaining 8 percent are in the age group of 45 and above.

TABLE - 3
Occupation of Respondents

S.No	Occupation	No. of Respondents	%
1	Student	35	17.5
2	Service	28	14.0
3	Business	85	42.5
4	Self employed	33	16.5
5	others	19	9.5
Total		200	100

Source: Survey Data

The above Table shows that out of 200 respondents 17.5 percent of the respondents are Students, 14 percent of the respondents are Service, 42.5 percent of the respondents are Business, 16.5 percent of respondents are Self employed and the remaining 9.5 are others.

TABLE - 4
Educational Qualification of Respondents

S.No	Educational Qualification	No. of Respondents	%
1	Illiterate	25	12.5
2	School	45	22.5
3	Graduate	70	35
4	Post Graduate	60	30
Total		200	100

Source: Survey Data

The above Table shows that out of 200 respondents 12.5 percent of the respondents are Illiterate, 22.5 percent of the respondents are educated at School Level, 35 percent of the respondents are Graduates and 30 percent of the respondents are Post Graduates.

TABLE - 5
Income of Respondents

S.No	Income Level Per Annum	No. of Respondents	%
1	Upto 1 lakh	50	25
2	1-2 lakhs	88	44
3	2-3 lakhs	62	31
Total		200	100

Source: Survey Data

The above Table shows that out of 200 respondents 25 percent of the respondents are earning upto 1 lakh per annum ,44 percent of the respondents are in the Income group of 1-2 lakhs per annum, 31 percent of the respondents are in the Income group of 2-3 lakhs per annum.

TABLE - 6
Types of TVS Two-Wheelers

S.No	Two-Wheelers Type	No. of Respondents	%
1	Moped's	40	20
2	Scooter	68	34
3	Motor Cycle	92	46
Total		200	100

Source: Survey Data

The above Table shows that out of 200 respondents 20 percent of the respondents are having Mopeds, 34 percent of the respondents are having Scooters , 46 percent of the respondents are having Motor Cycles.

TABLE – 7
Number of Years using the TVS Two-Wheelers

S.No	Model	No. of Respondents	%
1	1 -2 years	28	14
2	2-4 years	62	31
3	4 -6 years	76	38
4	More than 6 years	34	17
Total		200	100

Source: Survey Data

It is clear from the above table that 14 percent of the respondents are using the Two-Wheeler for 1-2 years, 31 percent of the respondents are using the Two-Wheeler for 2-4 years, 38 percent of the respondents are using the Two-Wheeler for 4-6 years and the remaining 17 percent are using the Two-Wheeler for more than 6 years.

TABLE - 8
Satisfaction Regarding the Performance TVS Two-Wheelers

S.No	Model	No. of Respondents	%
1	Highly Satisfied	48	24
2	Satisfied	144	72
3	Dissatisfied	8	04
Total		200	100

Source: Survey Data

The above table shows that 24 percent of the respondents are highly satisfied regarding the performance of TVS Two-Wheelers, 72 percent of the respondents are satisfied and the remaining 4 percent of the respondents are dissatisfied the performance of TVS Two-Wheelers.

TABLE - 9
Sources of Awareness

S.No	Sources	No. of Respondents	%
1	TV	42	21
2	News Paper	24	12
3	Friend	16	8
4	Product Show	18	9
5	Family	24	12
6	Test Ride	20	10
7	Internet	30	15
8	Hoarding	26	13
Total		200	100

Source: Survey Data

It is clear from the above table that 21 percent of the respondents are aware about the TVS Two-Wheeler through TV add, 12 percent of the respondents through News Paper, 8 percent of the respondents through Friends, 9 percent of the respondents through Product Shows, 12 percent of the respondents through Family, 10 percent of the respondents through Test Ride, 15 percent of the respondents through Internet and the remaining 13 percent of the respondents through Hoardings.

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