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# A Study on Customers Satisfaction towards TVS Motors with Special Reference to Erode

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**ABSTRACT:** TVS is one of India's largest diversified industrial conglomerates, with its principal headquarters in Madurai and international office in Chennai. TVS motor company is a multinational motorcycle company is the third largest company in India. In today's competitive world, market research plays a vital role to aid the company in understanding the customer expectation from the company. Customer satisfaction is an important of a company's relationship with their customers is effectively utilizing marketing and sales resources has been a to priority for many organization. In this study an attempt has been made to analyze the satisfaction level of customers towards TVS two wheelers in Erode. A sample of 120 respondents has been selected using a simple random method questionnaire has been used to collect primary data from the respondents.

## I. INTRODUCTION TO THE STUDY

Customer satisfactions refers to the perceived value or benefits that the customers seek when purchasing a good or availing a service. They are the result of the 'learning' process and can be formed very quickly because even first impressions matter a lot. Once established, these satisfactions can hold significant influence in decision-making processes and can be very hard to change.

Customer satisfaction has been widely debated as organizations increasingly attempt to measure it. Customer satisfaction can be experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that is greatly affected by customer expectations. Satisfaction also is based on the customer's experience of both contacts with the organization and personal outcomes.

## II. STATEMENT OF THE PROBLEM

This research pertains to analyze the customer satisfaction towards TVS Motors in Erode town with 120 respondents only. The study of customer satisfaction helps to know about the customer view towards the TVS bike. In our study an attempt is made to evaluate the satisfaction of the TVS Motors. Hence, the researchers are interested to know the Customer satisfaction towards TVS Motors. The study is confined to Erode town for reason of academic viability as well as a purposive consideration in Erode.

## III. OBJECTIVE OF THE STUDY

- To identify the satisfaction level of customers towards TVS Motors
- To identify the problem faced by the customer by using TVS Motors

## IV. SCOPE OF THE STUDY

- To find the areas of improvement of the TVS Motors.
- To identify the customer satisfaction level towards the performance of TVS Motors..
- To identify the competitive position of various brands of two wheelers in customers mind.



## V. LIMITATIONS OF THE STUDY

- There may be personal bias of the respondent, which affects the result of the study.
- The views and the preference of the people changes from time to time, hence the result of the project may not be applicable in long run.

## VI. REVIEW OF LITERATURE

**NarendraAgrawal, Stephen A. Smith (NRL) September** (2016). The importance of effective inventory management has greatly increased for many major retailers because of more intense competition. Retail inventory management methods often use assumptions and demand distributions that were developed for application areas other than retailing. For example, it is often assumed that unmet demand is backordered and that demand is Poisson or normally distributed. In retailing, unmet demand is often lost and unobserved. Using sales data from a major retailing chain, our analysis found that the negative binomial fit significantly better than the Poisson or the normal distribution. A parameter estimation methodology that compensates for unobserved lost sales is developed for the negative binomial distribution.

**Gerard P. Cachon** (2018) most inventory are composed of independent agents with individual preferences. These agents could be distinct firms or they could even be managers within a single firm. In either case, it is expected that no single agent has control over the entire inventory, and hence no agent has the power to optimize the inventory. It is also reasonable to assume that each agent will attempt to optimize his own preference, knowing that all of the other agents will do the same.

## VII. RESEARCH METHODOLOGY

Research methodology is a structured path of exploration of some facts through the study of the object. The illustrative methods was used to carry this study. It is the use of specific techniques to identify, select, process, analyze information about the topic. It allows the reader to evaluate the reliability of the study

### 7.1 RESEARCH DESIGN

The design that is used by descriptive type research. For this study the questionnaire survey method has been used.

### SAMPLING TECHNIQUE

In this study simple random method used

### SAMPLE SIZE

In this study the size of the sample is 120.

### DATA COLLECTION METHODS

The data consists of both primary data and secondary data.

#### Primary Data

The primary data has been collected in the form of questionnaire.

#### Secondary Data

The secondary data has been collected from various websites.



**7.2 STATISTICAL TOOLS USED**

- Simple Percentage Method
- Chi square Test

**Simple Percentage Analysis**

It is used to know the accurate percentages of the data. It is done through the below formula.

$$\text{Simple Percentage analysis} = \frac{\text{No of respondents}}{\text{Total no of respondents}} * 100$$

**Chi-square Test**

The Chi-square test is an important test amongst the several tests of significance developed by tacticians. Chi-square symbolically used in the context of sampling analysis for comparing a variance to theoretical variance.

It is defined as,

$$\text{Chi- Square} = \sum \frac{(O-E)^2}{E}$$

O=Observed Frequency

E=Expressed Frequency

**VIII. SIMPLE PERCENTAGE METHOD**

**THE SATISFACTION REGARDING THE USAGE AND OTHER FACTORS OF ITS CUSTOMER SATISFACTION**

Benefit s	Opinion	No of respondents	Per cent age
Usage prefer	Quality	34	28
	Prize	46	35
	Series	22	22
	Power	18	15
Bike model	Tvs sports	14	12
	Tvs star city plus	23	19
	Tvs xl 100	44	37
	Tvsscoo	27	22



	ty plus		
	Tvswego	12	10
Usage of tvs motors	Price	33	27
	Quality	25	21
	Service	26	22
	Power	22	18
	Behavior of staff	14	12
Quality Status	Power	20	17
	Mileage	39	32
	Comfort	23	19
	Style	26	22
	Others	12	10

### INTERPRETATION

- From this study we could know that 35% of the respondents are prefer the price of the TVS Motors. 37% of the respondents are having TVS XL 100.
- 27% of the respondents are through Price for their satisfaction level.27% of the respondents are through Price for their satisfaction level.

### IX. CHI SQUARE TEST METHOD

#### SIGNIFUCANT RELATIONSHIP BETWEEN KNOWN SERVICE AND KMS TVS RESPONDENTS

satisfaction	H.S	S	N	D.S	H.D.S	Total
Advertisment	9	12	7	5	2	35
Family&friends	10	6	6	4	1	27
Internet	4	5	6	4	1	20
Word of mouth	5	6	4	3	2	20
Others	5	5	3	4	1	18
<b>Total</b>	33	34	26	20	7	120





## INTERPRETATION

From the above table we could know that 35% of the customer known with the help advertisement next to that 27% of customers known about TVS by their family and friends.

## X. FINDINGS

- 35% of the respondents are prefer the price of the TVS Motors.
- 46% of the respondents are through TVS Motors with latest collection.
- 50% of the respondents are frequently visit the TVS showroom.
- 54% of the respondents are through very likely recommended others for shopping TVS motors.

## XI. SUGGESTIONS

- Majority of the respondents were still unaware about different versions of TVS motors. Therefore I suggest the company personals should take initiative to create awareness about these versions. TVS MotoCorp want to give more importance in there service part its include timely service, and quality of service
- TVS want to develop more promotion for there some models like sports bike and gear less scooter
- TVS motors want to increase their export market

## XII. CONCLUSION

Customer behaviour is a marketing tool and a definite value added benefit. It is often perceived by customers as important as the primary product or service your organization offers. For making a better relationship with customer they always use genuine parts in their product. And after selling they have the services and maintenances. Their constant endeavor is to support the company's mandate of providing highest level of customer satisfaction by taking good care of customer's two-wheeler service and maintenance through their vast network of more than 2100 committed dealers and service outlets spread across the country.

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