



A Study on Impact of Buying behaviour towards TVS Motor with Special Reference to Coimbatore City

Mr. Madhu. Ar

III BCOM CA 'A', Sri Krishna Aditya College of Arts and Science, Coimbatore – 641042, Tamil Nadu

ABSTRACT

The Research was entitled “A Study on Impact of Buying Behaviour Towards TVS Motors With Special Reference to Coimbatore city”, which focuses on buying behaviour is the study of when, why, how, and where people do or do not buy a product. This research identifies the foremost influenced factors of the consumer buying behaviour based on the Psychological Factors, Social Factors, Cultural Factors, Personal Factors, Economic Factors. It attempts to know the buyer's deciding process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in order to understand the needs and wants of people. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. Consumer behaviour study is predicated on consumer buying behaviour, with the consumer playing three distinct roles of user, payer and buyer. The sample size determined for this study is 100. The Convenience sampling was used in this study. The primary data was collected through questionnaires and analysed with the help of statistical tools namely simple Percentage analysis and rank analysis. The findings of the study and recommendation are mentioned. It is concluded that the organisation might effectively use all the promotions tools for making efficient communication to all the consumers.

1. INTRODUCTION

As far back as man developed into a social creature he felt the requirement for “Transportation.” As he shaped human advancement he felt the requirement for “Better Transportation.” Today on the limit of investigating the universe he feels the requirement for “Best Transportation.” Really the cutting edge world depends on transport which can be aviation routes, roadways, railroads and on water. Bike was the most critical piece of street transportation in early days and as the situation changed bike was changed into a quick, a la mode and in vogue method of transport known as Motorcycle, presently known as Motorbike. The point of the venture is “Promoting Strategies embraced via the vehicle industry taking TVS Motors for correlation.”

TVS Motor Company is one of the main bicycle producers in India. For the examination, optional information is gathered from business paper, magazines, organisation pamphlets, diaries and the Internet. The real end from this examination was that TVS needs to enhance itself to pick up the principal position in the market as it is doing great to keep up its third position in the market. As far as rivalry, TVS has scratch-to-scratch rivalry with Hero Honda and Bajaj. TVS has a ton of work to do on the off chance that it needs to take lead and remain the main maker in India. This report fuses true endeavours to present the most ideal dossier on the subject doled out in light of the fact that no investigation can be immaculate.

2. STATEMENT OF PROBLEMS

- Though the Two-Wheeler automotive sector is going to be among the fastest growing sectors in India but as the recent trend shows the sales of almost all the Two-Wheeler manufacturers had declined.
- In such a situation one has to take into account the spending of these manufacturers for their marketing activities. In the declining phase of the industry, if TVS or any other market leader in this sector has to increase the sale they have to use various innovative sales promotion tools to push their product to the customer.
- The cost of sales promotion is as high as 70% of the marketing communication budget of the company so in this context the effectiveness of various sales promotional tools has to be evaluated as the results will enable the company to take crucial decisions of spending on different sales promotional tools as per their affectivity.
- This research can be helpful to also decide about when and where, which promotional tool will be helpful to boost the sales of a company and also check the satisfaction level of customers. They are also satisfied with our product or not. About services provided by company dealers and about the quality of product as well as performance of product. Mileage of product or consider all features of product. To properly evaluate.

3. OBJECTIVES OF STUDY

1. Primary objectives

- A Study On Buying Behaviour Towards Tvs Motors With Special Reference To Coimbatore city

2. Secondary objectives

- To identify the impact of demographic factors on purchasing a two-wheeler.
- To analyse the buying pattern of buyers towards TVS motor bikes.
- To know the factors motivating a consumer to prefer a particular motor bike.
- To know the customer's decision making criteria by purchasing bikes.

4. RESEARCH METHODOLOGY

SAMPLING TECHNIQUES	CONVENIENT SAMPLING TECHNIQUE
AREA OF THE STUDY COIMBATORE	COIMBATORE
SAMPLING SIZE	100 RESPONDENTS

5. STATISTICAL TOOLS

The following are the various tools applied for analysing the primary data.

- Percentage Analysis
- Rank Analysis

6. REVIEW OF LITERATURE

- **Manahila Ansar (2019)** his study concluded that It can be rightly concluded from the project that TVS Jupiter Scooters have done well in establishing their grounds in the two wheeler industry. They are also known for their comfort and performance and the satisfaction is high among the students and the working class. Youth is the target of TVS Jupiter Scooters and the potential target are the people working in MNCs.
- **Muniganti Praveen & N. Revathi (2017)** It is found that the consumers possess TVS brand wheelers. Majority of the consumers are satisfied with after sales services. So, it suggested hom the research survey that the companies should often conduct a research survey to know the consumers preferences.
- **Duggani Yuvaraja and Durga Rao, S (2014)** "Customer satisfaction towards TVS MOTORS Two wheelers" in their study, made an attempt to examine customer satisfaction towards TVS MOTORS two wheelers: A case study in Tirupati. In their study they use a convenient sampling method for collecting data from 100 samples with the help of questionnaires. The results of performance of the TVS MOTORS bikes fully satisfied the customer's needs of pick up, quality, services.

7. TABLE

PERCENTAGE ANALIYAS

TABLE 7.1

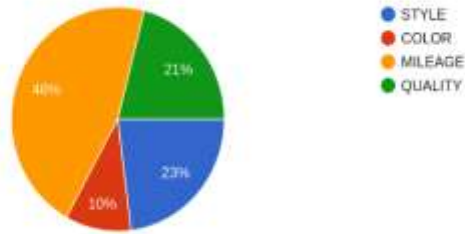
TABLE SHOWING WHAT FACTOR INFLUENCE THAT RESPONDENTS DECISION TO PURCHASE TVS BIKE

FACTOR INFLUENCE	RESPONDENTS	PERCENTAGE
STYLE	23	23%
COLOUR	10	10%
MILEAGE	46	46%

QUALITY	21	21%
TOTAL	100	100%

CHART 7.1

CHART SHOWING WHAT FACTOR INFLUENCE THAT RESPONDENTS DECISION TO PURCHASE TVS BIKE



SOURCE: primary data

INTERPRETATION:

The above table reveals that 46% of respondents have influenced mileage, 23% of the respondents have influenced style, 21% of respondents have influenced quality, and 10% of respondents have influenced colour.

Majority of 46% of respondents have influenced mileage.

RANK ANALYSIS

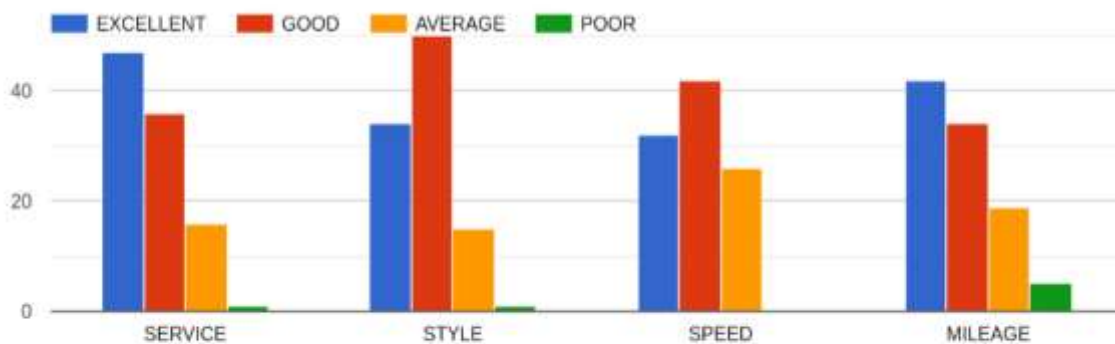
TABLE 7.2

TABLE SHOWING OVERALL PERFORMANCE OF TVS BIKE

FACTOR	EXCELLEN T	GOOD	AVERAGE	POOR	TOTAL	RANK
SERVICE	47	36	16	1	331	1
STYLE	47	50	15	1	317	2
SPEED	32	42	26	-	306	4
MILEAGE	42	34	19	5	313	3

CHART 7.2

CHART SHOWING OVERALL PERFORMANCE OF TVS BIKE



SOURCE: primary data

INTERPRETATION:

The above table shows the performance of tvs bike avenues by respondents, the highest rank towards service, the second rank towards service style, the third rank towards mileage, the fourth rank towards speed.

Majority of the highest rank towards service.

8. SUGGESTIONS

- The organisation might improve the awareness level towards the brand “TVS” through Word of mouth. Already the communication media plays an important role in creating awareness among the consumers. Still the organisation might use all the promotion tools for making awareness about the brand ‘TVS’.
- The organisation might focus on the pricing level as most of the consumers perceive reasonable prices for their products. Anyhow the product may be differentiated by using low pricing also.
- Consumers prefer TVS motors for product features. So the organisation might focus on more innovation in their product ranges. Considerable investment has to be made on research and development in order to launch technological and innovative products. Customers prefer that they want more numbers of design than the high level of CC bikes.
- Since the organisation might have taken more efforts for improving the Ambience of TVS coimbatore.
- Thus these strategies will enhance a good corporate image for the brand TVS.
- The people expect that they need more advertisements, because advertisements attract the minds of the customer

9. CONCLUSION

Buyer Behaviour is the multi-step decision-making process people engage in and the actions they take to satisfy their needs and wants in the marketplace. Buyers behaviour provides invaluable clues and guidelines to marketers on new technological frontiers which they should explore. Thus the researcher concludes that the organisation maintains a standard image for providing better quality in all range of products in the two-wheeler industry. Through this study, the organisation might effectively use all the promotions tools for making efficient communication to all the consumers. The organisation still takes hard efforts to retain the consumer for a long time period and possibly reflects a good market share and also extends the range of products in order to attain a high market growth.

10. REFERENCE

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