# A Study on Consumer Satisfaction and Promotion towards Two-Wheeler with Special Reference to TVS Motor in Coimbatore City

## *Dr. S. Bhuvaneswari[1], Mr. Surendran R[2]*

[1]M. Com, M. Phil, PGDCA, MBA, Ph. D, Assistant Professor, Department of Commerce with Computer Application, Sri Krishna Adithya College of Arts and Science, Coimbatore.

[2] III B Com CA, Sri Krishna Adithya College of Arts and Science, Coimbatore.

### ABSTRACT

This Study highlight the consumer satisfaction and promotion towards two wheeler with special reference to TVS motors. The main objective of this project is to know satisfaction level of the consumer and promotion strategies implemented by TVS motor. The study was conducted in Coimbatore city with sample size of 100 respondents through random sampling method. The method used for the study is chi-square analysis and rank analysis. The study further suggested for further improvements and to identify the various factors to improve proceedings of TVS Motors private limited. If the above recommendations are carried out ptly and properly there is no doubt the producer, middlemen and consumers will get matal benefit and satisfaction.

### INTRODUCTION:

Marketing is the act of facilitating the exchange of a given commodity for goods, service, and/or money to deliver maximum value to the consumerThe term marketing. what is commonly known as attracting customers. incorporates knowledge gained by studying the management of exchange relationships is the business process of identifying, anticipating and satisfying customers needs and wants Marketing refers to activities a company undertakes to promote the buying or selling of a production or service. Strategic planning involves an analysis of the company's strategic initial situation prior to the formulation, evaluation and selection of market-oriented competitive position that contributes to the company's goals and marketing objectives, Strategic marketing, as a distinct field of study emerged in the 1970s and 80s, and built on strategic management that proceeded it, Marketing strategy highlights the role of marketing as a link between the organization and is customers.

### STATEMENT OF THE PROBLEM:

Though the Two-Wheeler automotive sector is going to be among the fastest growing sector in India but as the recent trend shows the sales of almost all the Two-Wheeler manufacturers had decline in 2012-13. In such 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

### OBJECTIVES OF THE STUDY:

1. To know about the promotional strategies implemented by TVS MOTORS in Coimbatore city.

2. To study about Satisfaction Level of customer.

### SCOPE OF STUDY:

Research also analyses if the customer feels that the sales promotional activities TVS motors are helpful to them. It focuses on importance of various sales promotion activities towards the sale of Company. Helpful for company to developed of strategy. Further researcher can use this Data

### REVIEW OF LITERATURE:

- **Manahila Ansar (2019)** his study was 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.

- **Mohd.Akbar Ali Khan & Datrika Venkata Madhusudan Rao (2018)** in Automotive Industry, globally, as well as in India, is one of the key sectors of the economy due to its strong forward and backward linkages. This research study broadly aimed at identifying the impact of customer satisfactions on consumer outcomes. Based on the analysis manufacturer has to focus more on Technological developments.

- **Deepthi Nivasini (2018)** in their study suggested that the automobile industry has witnessed a steady growth around the world. With the introduction of new model bikes every year, the TVS Motors Co., Ltd is committed to satisfying the demands of consumers. The TVS Jupiter bikes are produced in such a way that they are more environment friendly and fuel efficient. This makes the TVS Jupiter bike a priority in the two-wheeler market.

## METHODOLOGY USED IN THIS STUDY RESEARCH DESIGN:

Research design means it is the set of methods which have been used in collecting and analyzing the measure of the variables specified in the problem research. It is a framework which has been created to find answers to research questions.

**SAMPLE SIZE:**

The sample size is 100 respondents.

**AREA OF THE STUDY:**

This study is conducted in Coimbatore city.

**DATA COLLECTION:**

For this purpose of study, the data has been collected in 2 types Primary Data and Secondary Data.

**PRIMARY DATA**

First time collected data are referred to as primary data. In this research the primary data was collected. The questionnaire consists number of questions in google form.

**SECONDARY DATA**

Secondary data was collected with help of internet, newspaper, magazines, research paper, journals, books and respective websites were also used to gather the data and information.

## LIMITATIONS OF THE STUDY:

The accuracy of the study depends on the information given by the respondents. Period of study is limited. Samples are taken only in random sampling method. Sample size is limited to 100 respondents.

**CHI SQUARE ANALYSIS**

A chi-square is a statistical test that is used to compare observed and expected results. The goal of this test is to identify whether a disparity between actual and predicted data is due to chance or to a link between the variables under consideration. A chi-square test or comparable non parametric test is required to test a hypothesis regarding the distribution of a categorical variable.

**FORMULA**

$$X^2 = \sum (O-E)^2 / E$$

$X^2$ = Chi square

Oi = Observed value (actual value)

Ei = Expected value.

**TABLE: THE RELATIONSHIP OF RELATIONSHIP OF INCOME AND TVS COMPANY TWO-WHEELER LIKE MOST**

| INCOME | MOST LIKE TWO-WHEELER | | | | Total |
|---|---|---|---|---|---|
| | **Victor** | **Star Sports** | **Apache** | **Others** | |
| Below 20000 | 9 | 14 | 15 | 14 | **52** |
| 21000-30000 | 2 | 10 | 6 | 5 | **23** |
| 31000-40000 | 5 | 3 | 6 | 2 | **16** |
| Above 41000 | 2 | 3 | 3 | 1 | **9** |
| **Total** | **18** | **30** | **30** | **22** | **100** |

| O | E | (O-E) | (O-E)$^2$ | (O-E)$^2$/E |
|---|---|---|---|---|
| 9 | 9.36 | -0.36 | 0.129 | 0.013 |
| 2 | 4.14 | -2.14 | 4.579 | 1.106 |
| 5 | 2.88 | 2.12 | 4.494 | 1.560 |
| 2 | 1.62 | 0.36 | 0.129 | 0.079 |
| 14 | 15.6 | -1.6 | 2.56 | 0.164 |
| 10 | 6.9 | 3.1 | 9.61 | 1.392 |
| 3 | 4.8 | -1.8 | 3.24 | 0.675 |
| 3 | 2.7 | 0.3 | 0.09 | 0.033 |
| 15 | 15.6 | -0.6 | 0.36 | 0.023 |
| 6 | 6.9 | -0.9 | 0.91 | 0.117 |
| 6 | 4.8 | 1.2 | 1.44 | 0.3 |
| 3 | 2.7 | 0.3 | 0.09 | 0.33 |
| 14 | 11.44 | 2.56 | 6.553 | 0.572 |
| 5 | 5.06 | -0.06 | 0.003 | 0.0005 |
| 2 | 3.52 | -1.52 | 2.310 | 0.656 |
| 1 | 1.98 | -0.98 | 0.960 | 0.484 |
| **Total** | **100** | | | **7.5045** |

**Chi-Square Value:** $X^2 = \sum (O-E)^2 / E$

= 7.5045

**Degree of freedom    = (row-1) (column-1)**

= (4-1) (4-1)

= (3) (3)

 = 9

Significance Level = 0.05

**Table Value = 16.92**

   $X^2$ Calculated Value < $X^2$ Tabular Value

**Hypothesis**

H0 – There is no significant relationship between income and most liked two wheeler.

H1 – There is significant relationship between income and most liked two wheeler

**Interpretation:** In the above analysis the calculated value (7.5045) is lower than the table value (16.919) at the level of 0.05 significance. hence, there is no significant relationship between educational qualification and kinds of watch.

**RANK ANALYSIS**

A ranking is a relationship between a set of items such that, for any two items, the first is either ranking higher than', 'ranked lower than' or 'ranked equal to the second.

**TABLE: RANK THE FOLLOWING BRANDS**

| factors | 1 | 2 | 3 | 4 | 5 | Total | Rank |
|---------|---|---|---|---|---|-------|------|
| Mileage | 7 | 15 | 6 | 24 | 48 | **391** | III |
| Cost | 4 | 8 | 24 | 34 | 30 | **378** | V |
| Colour | 6 | 4 | 25 | 29 | 36 | **385** | IV |
| Style | 5 | 6 | 21 | 28 | 40 | **392** | I1 |
| Speed | 5 | 7 | 14 | 30 | 44 | **401** | I |

**Interpretation:** The Above Table shows the performance  to TVS bike avenues by respondents ,the highest rank speed (1),the second rank towords services style(2),the third rank towords mileage(3) ,the four rank towords colours(4),the five rank toword cost(5).

## SUGGESTIONS:

✓ The vehicles can be more stylish with attractive features so that it can attract more youths.

✓ The price of the spare parts should be more reasonable and the service fee should be cheap.

✓ It is seen that TVS vehicle are limited c to few colours. Some of more attractive colour should introduce

## CONCLUSION:

The study could be more effective if the geographical area and sampling size cased. Anyhow possible amount of clear picture is formatted from there port. The study further suggested for further improvements and to identify the various factors to improve proceedings of TVS Motors private limited. If the above recommendations are carried out ptly and properly there is no doubt the producer, middlemen and consumers will get matal benefit and satisfaction. It will lead an establishment of a strong brand image of TVS s private limited.

## BIBLIOGRAPHY

### REFERENCE

- **Manabila Ansar (2019)** "Customer Satisfaction Towards After Sales Service  A Case Study Analysis", International Journal of Science and Research (USR), Volume 5 Issue 10, Ali Khan

- **Mohd.Akbar & Datrika Venkata Madhusudan Rao (2018)** "customer satisfaction towards TVS two-wheeler-a study in palakkad district, Kerala". International Conference on "Research avenues in Social Science" Organize by SNGC, Coimbatore, Vol-1 Issue-3.

- **Deepthi Nivasini (2018**) "A Study on Consumer Satisfaction among TVS motors Two- Wheeler Users" International Journal of Core Engineering & Management (IJCEM) Volume 3,

### WEBSITES

➢ www.tvsmotors.com

➢ www.tvsmotors.in

➢ www.wikpedia.com

➢ www.icra.in