A Study on Customer Satisfaction After Sales and Service in TVS Star Motors

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Abstract: *The project report intended to provide an present scenario the usage of vehicles particularly in two - wheeler (TVS Motor) on roads by the people is increasing day by day. For the past four years the two - wheeler industry has seen a tremendous growth in Indian market, this indicates its increasing usage. Due to increase in usage the companies have to fulfill the needs of their customers, so they introduce new models in the market. Among the competitors TVS Motor have launched variety of bullets. In order to that the study is conducted to know about the customer satisfaction and preference towards TVS Motor.*

Keywords: Two - wheeler usage, TVS Motor growth, customer preference, Indian vehicle market, vehicle demand, model innovation, consumer satisfaction, market competition, TVS Bullet models, rising road usage.

1. Introduction

The market conscious society turned smarter and more priced conscious and in turn more demanding and less forgiving. They checkout the competitors with similar or at times even better offers. Customers are the king and without satisfying their needs none can exist in the corporate competitive world. Customer perception is a marketing concept that encompasses a customer's impression, awareness and/or consciousness about a company on its offerings. Customer preference and satisfaction is typically affected by advertising, reviews, public relation, social media, personal experience and other channels. The TVS Motor is an iconic Indian motorcycle. Since its inception, the Pulsar created a new segment called 'Sports Biking' in Indian motorcycling and redefined motorcycle riding for the Indian youth.

Objectives:
- To gain inputs from customers to improve satisfaction.
- To ascertain their expectation levels towards after sales service.

2. Review of Literature

- **Dr. Gayatri Chopra (2024),** "Consumer Preference towards Maruti Suzuki and Hyundai Motors: A Comparative Study of the Automobile Sector", to compare the preferences of customers while buying MarutiSuzuki and Hyundai brands over five dimensions namely colour, interior/design/features, price, after sales service and resale value. The required data for the study have been collected in a primary data through issue of questionnaire. A sample of 150 respondents have been collected by adopting Random sampling technique. Independent T - test is used to analyze the data. She finds that more customers are already using their respective services are well satisfied with each of their performances.
- **Dr. K. T. Kalaiselvi and D. Nidhyananth (2023),** "Consumer Brand Preference towards two wheelers with Special Reference to Erode District", to know the brand preference towards sedan car in Erode region. The required data for the study have been collected only primary through issue of questionnaire. A sample of 300 respondents have been collected by adopting random sampling technique. Tools like Factor Analysis, Weighted average method and ANOVA test are used to the analysis the data. They find that most of the respondents preferred the brand Maruthi.
- **Rumit Kumar Sahu (2019),** "A study on factor influencing customer preference for purchasing a two wheeler in Bhilai - Durg, India", to analyze the preference of customers for purchasing the car. The data for the study have been collected through issue of questionnaire. A sample of 90 respondents have been collected by adopting Simple Random Sampling Technique. Tools like Percentages, Chi - Square tests and ANOVA are applied to analyse the data. He finds that most of the customer gives preference to the mileage, reason is increasing the prices of fuels day by day. So, the company should make the cars of more mileage to increase the sale.
- **Dr. Mrs. Punithavathy Pandian and A. Arunachala Rajan (2016),** "A Study on Analysis of the Customer Satisfaction Level Towards the Use of TVS Motor Bikes with Special Reference to Tirunelveli Town, Tamilnadu". The study helps in having an awareness of customer satisfaction towards the use of TVS Motor". As TVS Motor had a good reputation in the market, this study will help to know that how TVS Motor is satisfied by the vehicle users. The researcher takes pleasure in presenting this report of the humble study that he has made. The researcher has full satisfaction over the work that was done by him independently with the supervision of his Guide. The researcher has a feeling that at least some of his findings and suggestions may be useful to increase the sales of TVS Motorbikes and also they promote their services so effectively in the days to come.
- **R. Gomathi and M. Gomathi (2015),** "A Study on Customer Preference and Satisfaction Towards Two Wheelers with Special Reference to RG Motors, Perundurai". This study has been conducted to analyses the customer preference and satisfaction level with special reference to two wheelers in RG motors Perundurai. Customer satisfaction includes mileage, good features, pickup& speed, resale value etc. This study has been conducted with special reference to supreme motors. It has been conducted at various areas of Erode district like Perundurai, Chennimalai etc. This study has been conducted using Stratified random sampling method with

a sample size of 400 customers. In this study Percentage analyses, Chi - square Test, Factor Analysis were used for analysis and interpretation of data. Based on the analysis, it is represented with suitable charts. The researcher has found that the preference and satisfaction level about the vehicles were good, the opinion about the Dealer is satisfactory. And also the researcher analysed that various features and parameters regarding to the vehicle, opinion about the overall performance of the vehicle, which has been suggested to the dealer.

3. Research Methodology

Research Design:
Descriptive research design to analyze the impact of automated account posting on financial reporting. It will involve both qualitative and quantitative methods to assess the efficiency, accuracy, and benefits of automation in financial processes. automated account posting on the accuracy and reliability of financial reporting, providing insights that could guide improvements in financial management and reporting standards.

Data Collection:

Primary Data:
Primary data is the data is collected from the respondent for the first time, it is original in nature. For the purpose of collection of primary data, a well structured questionnaire was framed and filled by the respondents. The questionnaire comprises of close ended as well as open ended questions. In close ended questions, checklist questions and multiple choice questions are used.

Secondary Data:
Secondary data are collected from books, magazines, web sites etc, and both open ended & close - ended questions are incorporated in the questionnaire for the collection of data.

Sampling Technique:
A pilot study is conducted to validate the questionnaire and to confirm the feasibility of the study. Based on the pilot study, the questionnaire is modified suitably to elicit response from the sample group.

Sample Size:
A sample consisting of 110 respondents adequately representing different socioeconomic background were purposively selected for the study. Purposive sampling method was adopted as the investigator has the right to select or reject any time in an investigation.

4. Data Analysis and Interpretation

Descriptive Statistics

Variable	Mean	Std. Deviation	Analysis N
Staff Knowledge	2.57	1.257	100
Staff Courtesy	2.18	1.25	100

Correlations

		Staff Knowledge	Staff Courtesy
Staff Knowledge	Pearson Correlations	1	.628**
	Sig. (2-tailed)	—	< .001
	N	100	100
Staff Courtesy	Pearson Correlations	.628**	1
	Sig. (2-tailed)	< .001	—
	N	100	100

**Correlation is significant at the 0.01 level (2-tailed).

Confidence Intervals

Comparison	Pearson Correlation	Sig. (2-tailed)	95% Confidence Intervals (2-tailed)[a]	
			Lower	Upper
Staff Knowledge – Staff Courtesy	0.628	< .001	0.492	0.734

a. Estimation is based on Fisher's r-to-z transformation.

The mean rating for staff knowledge is 2.57, with a standard deviation of 1.257. The mean rating for staff courtesy is 2.18, with a standard deviation of 1.250. Both variables are based on 100 observations (N = 100). Correlation Analysis. The Pearson correlation coefficient between staff knowledge and staff courtesy is 0.628, indicating a moderate to strong positive correlation. The p - value (< 0.001) suggests that the correlation is highly significant, meaning the relationship is unlikely to have occurred by chance. This implies that as staff knowledge increases, staff courtesy also tends to increase.

Descriptive Statistics

Variable	Mean	Std. Deviation	Analysis N
Service Aspect	2.18	1.009	100
Reason Choice	2.58	1.257	100

Communalities

Variable	Initial	Extraction
Service Aspect	1	0.67
Reason Choice	1	0.67

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.339	66.954	66.954	1.339	66.954	66.954
2	0.661	33.046	100.00			

Extraction Method: Principal Component Analysis.

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Component Matrixª

Variable	Component 1
Service Aspect	0.818
Reason Choice	0.818

Extraction Method: Principal Component Analysis.
a. 1 component extracted.

The mean score for Service Aspect is 2.18 with a standard deviation of 1.009. The mean score for Reason for Choice is 2.58 with a standard deviation of 1.257. The total sample size is 100 observations for both variables Communalities the extraction values for both variables are 0.670 (Service Aspect) and 0.671 (Reason for Choice). These values indicate that approximately 67% of the variance in easy variable is explained by the extracted component. Higher communalities suggest that both variables contribute well to the underlying factor identified in the PCA.

5. Conclusion

The data was collected and consolidated using simple percentage method. Charts and tables were used for representation to achieve the objective of the study. It was found that most of the customers are chosen TVS Motor vehicle because of its, more mileage, good model, colour and comfortable long ride, etc. It maintains an awareness of the vehicles and the satisfaction level of the customers and must improve advertisement in all vehicles.

Reference

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