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GRT CUSTOMER SATISFACTION TOWARDS TVS MOTORCYCLES WITH REFERENCE TO BIDAR CITY

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Abstract:- The present paper enlightens the sales of TVS Motorcycles and its level of satisfaction and services to the customers by the company. The study covered Bidar district of Karnataka state and carried in the month December 2013. Mainly five objectives were structured and with the help of questionnaire method information were collected from the customers of TVS Motorcycle. The collected information tabulated by using simple calculations and presented by using graphs and tables.

Keywords: Customer Satisfaction; TVS Motors Cycle; Bidar City;

INTRODUCTION

One of the ultimate goals of any kind of company is customer's satisfaction. Customer's satisfactions boost the production and sales of products. So here we can say that, any kind of industry/company is depending on its customers but not customers on industry/company. The companies like TVS, one side it is business oriented and another side it may say service oriented. Not only TVS but almost all the companies has started giving the maximum services to its customers for example, by using the Information and Communication Technology they started opening their Customer Care Services, Websites and giving their toll free numbers by which a customer may contact in 24 X 7.

TVS Motor Company is the third largest two-wheeler manufacturer in India and one among the top ten in the world, with annual turnover of more than USD 1 billion in 2008-2009, and is the flagship company of the USD 4 billion TVS Group. TVS Motor currently manufactures a wide range of two-wheelers from mopeds to racing inspired motorcycles like Apache RTR 180, Flame DS 125, Flame, TVS Jive, StaR City, Sports, TVS Wego, Scooty Streak, Scooty Pep+, Scooty Teenz, TVS XL Super, TVS XL, etc. TVS has always stood for innovative, easy to handle, environment friendly products, backed by reliable customer service.

The company performance in the year 2010-11

Total of 832,567 Motorcycles sold during the year.
Total sales of Rs. 6299 Crore during the year.
The overall sales increased by 27% from 10.5 million numbers in 2009-10 to 13.32 million numbers in 2010-11
Net profit after tax at Rs. 195 Crores
EBIDTA margin for the year 7.4 per cent

Thus, after studying the development of this company the researcher felt of doing the customer's satisfaction with its sales, service and promotions and here with presented the same data in simple tabular and graphical form.

OBJECTIVES OF THE STUDY

The main objectives of the present paper are to know about the customer's satisfaction level in the sales and performance of the TVS Motorcycles in Bidar of Karnataka State. It hoped that this study not only helps to the customers or Researchers but also to the TVS showrooms which have scattered all over the country:

1. To study about the various factors which determine the level of customer satisfaction
2. To analyze the riding performance of TVS Motorcycles in Bidar City

Customer Satisfaction Towards Tvs Motorcycles With Reference To Bidar City

- 3.To evaluate the opinion of the customer about their performance, the parameters to improve the features ofTVS Motorcycles in Bidar City
- 4.To study about satisfaction of customers with regard to after sales service
- 5.To give suggestions from findings of this study

SCOPE OF THE STUDY

Present study was limited to Bidar City of Karnataka state with specific number of respondents. The study or information was limited to researcher questionnaire. The research was conducted in one month (December 2013) so in depth study and analyze was limited to time bond.

DATA ANALYSES AND INTERPRETATION

Analysis of all the received data have been presented in simple tabular and graphical form.

Table: 1. Preference of Models of TVS Motorcycles

SI No	Model	No of Respondents	Percentage
1	Apache RTR FI	1	04
2	Scooty Pep+	4	14
3	TVS Wego	3	13
4	Flame SR 125	1	02
5	Scooty Streak	1	01
6	Apache RTR 180	2	04
7	Flame DS 125	1	02
8	StaR City	6	23
9	TVS Jive	6	20
10	Scooty Teenz	2	08
11	Sports	3	10
	Total	30	100

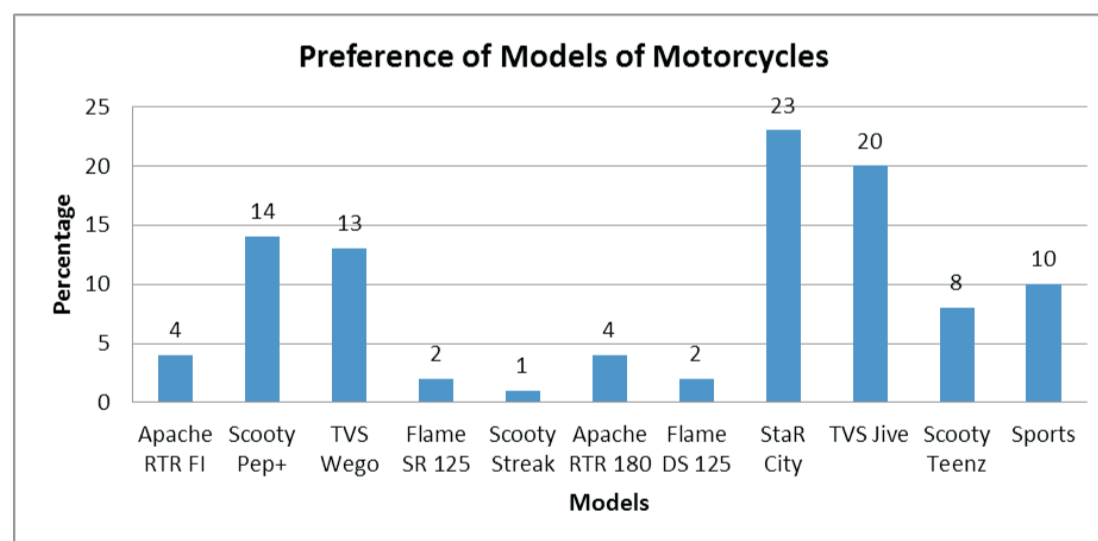


Table No. 1 Represents the Motorcycle users preference in various models of TVS Bikes. Maximum number of users given preference to the StaR city and TVS Jive that is 23 % and 20 % respectively were as least preference to the Scooty Streak that is only 01 %.

Table No: 2. Kilometers runned by the respondents in a month

SI No	Description	No of Resp	Percentage
1	Up to 1000	18	60
2	1000 to 2000	08	25
3	2000 and above	04	15
Total		30	100

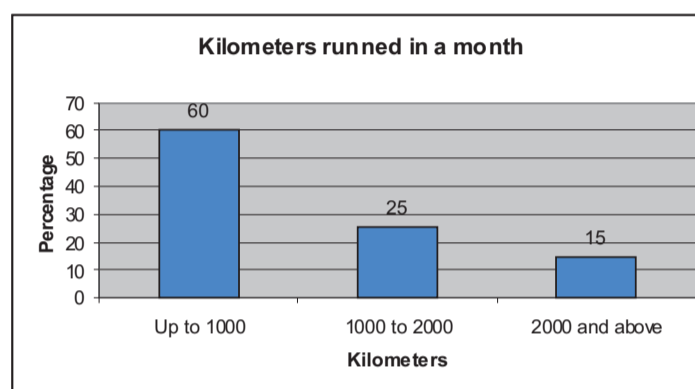
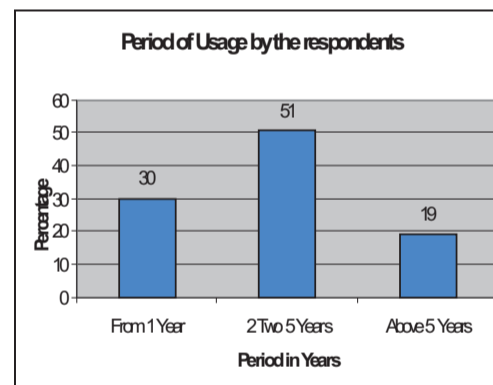


Table No 2. Cleared that 60% of the respondents travel up to 1000 kms per month, 25% respondents travel 1000 to 2000 kms per month and 15% users travel 2000 and above.

Table No: 3 Period of usage by the respondents

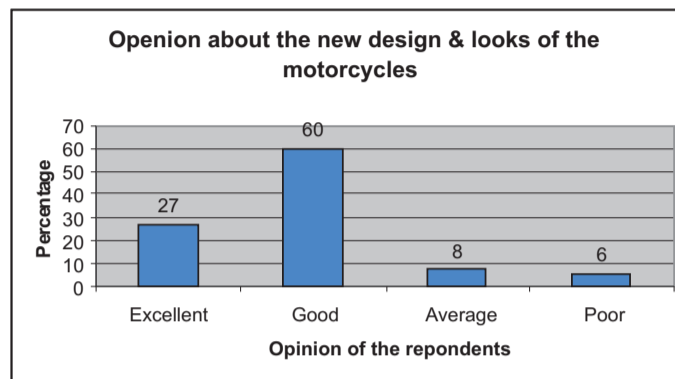
SI No	Description	No of Resp	Percentage
1	From 1 Year	18	60
2	2 Two 5 Years	08	25
3	Above 5 Years	04	15
Total		30	100



Out of 100% of respondents, only 15% of users using their bike for more than 5 years, while remaining 85% are using from below 5 years. It is also cleared that from past 5 years the sales and marketing is also high. (Table No.3)

Table No: 4 Opinion about new design and looks of the motorcycles

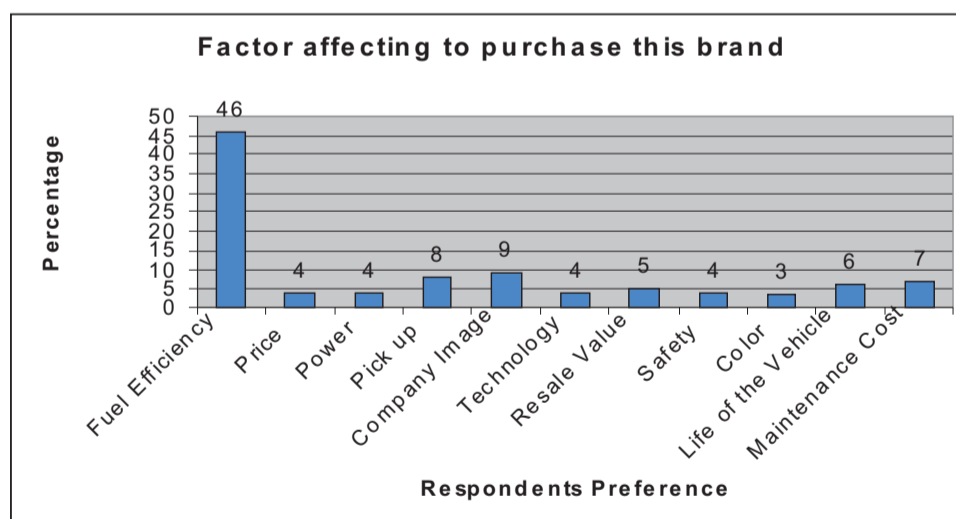
SI No	Description	No of Resp	Percentage
1	Excellent	08	27
2	Good	18	60
3	Average	02	08
4	Poor	17	06
Total		30	100



It is cleared that TVS bike has become favorite bike of the riders because in Table No 4. 27% of users labeled as Excellent and 60% of users as Good and only minimum percentage of users expressed as average and poor.

Table No: 5. Most important factors affecting the purchase of a motorcycle brand.

SI No	Description	No of Resp	Percentage
1	Fuel Efficiency	15	46
2	Price	01	4
3	Power	01	4
4	Pick up	03	8
5	Company Image	02	9
6	Technology	01	4
7	Resale Value	01	5
8	Safety	01	4
9	Color	01	3
10	Life of the Vehicle	02	6
11	Maintenance Cost	02	7
Total		30	100



It is cleared from Table No 5 that 46% of respondents selected Fuel Efficiency as their highest preference in selecting the motorcycle, while on an average of 8% of respondents given preference to its pick up, maintenance cost and company image. Average of 5% users considered in other remaining factors.

Table No: 6 Satisfaction with after sales service provided by the company.

#	Description	No of Resp	Percentage
1	Yes	24	79
2	No	06	21
Total		30	100

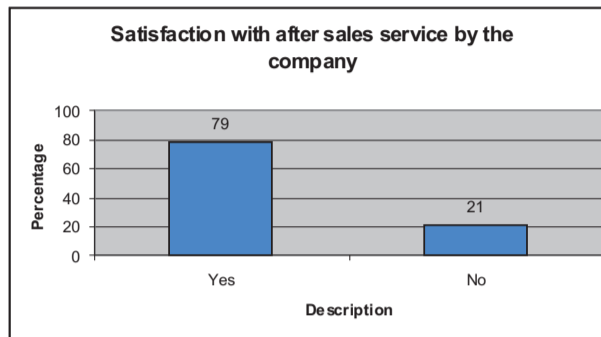
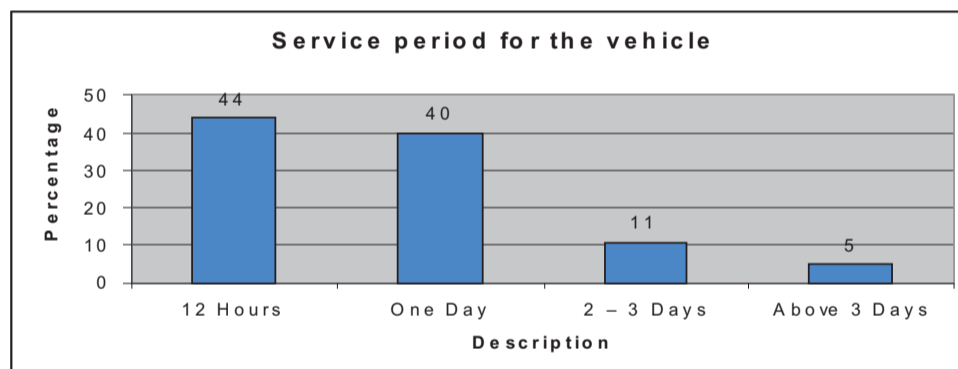


Table No 6. Shows that 21% of the users are not satisfied with the after sales services provided by the company, only 79% of users are satisfied which may include in one of the reason for not selecting this motorcycle brand.

Table No: 7 Service Period for the Vehicle.

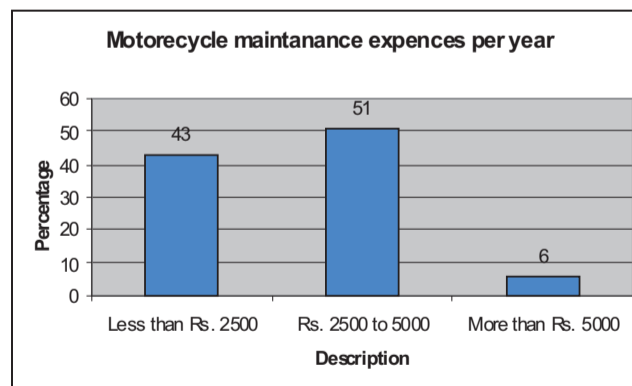
Sl No	Description	No of Resp	Percentage
1	12 Hours	13	44
2	One Day	12	40
3	2 – 3 Days	03	11
4	Above 3 Days	02	05
Total		30	100



Figures in Table No 7. Shows that 44% of respondents get their bike servicing done in within twelve hours, 40% of users in one day and 5% of users said as it will get more than three days to get servicing done.

Table No: 8 Motorcycle maintenance expenses for a year.

#	Description	No of Resp	Percent age
1	Less than Rs. 2500	13	43
2	Rs. 2500 to 5000	16	51
3	More than Rs. 5000	01	06
Total		300	100

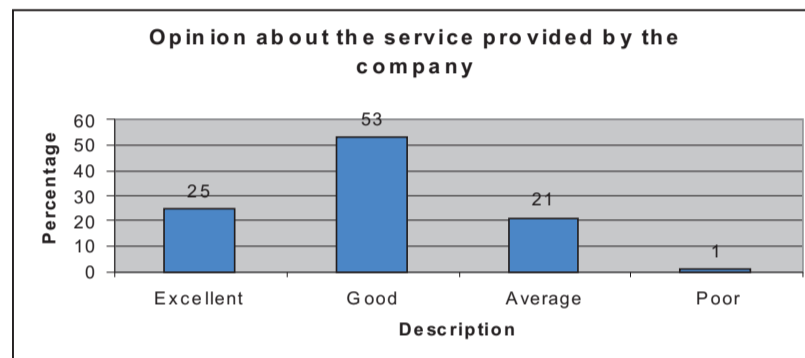


From the Table No 8. it is clear that 43% of the respondents spends less than Rs. 2500/- 51% of the respondents spends

between Rs. 2500 to 5000 and only 06% respondents spend more than Rs. 5000.

Table No: 9 Opinion about the service provided by the company.

Sl No	Description	No of Resp	Percentage
1	Excellent	08	25
2	Good	16	53
3	Average	06	21
4	Poor	00	01
Total		300	100



From the above table and graph, one can say service providing is not up to the mark where it should be, because by looking the figure in Table No 9 only 25% of respondents expressed as excellent were as 53% respondents expressed as good. 21% expressed as average and only 1% as poor.

Table No: 10 Satisfaction with the performance of the vehicle after servicing.

Sl No	Description	No of Resp	Percentage
1	Yes	27	89
2	No	03	11
Total		30	100

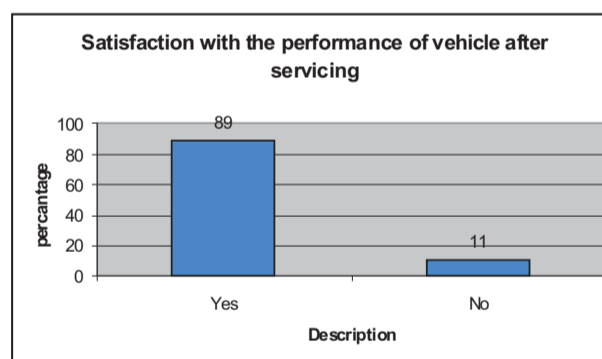


Table No 10 expresses the satisfaction of the respondents after servicing their motorcycle by the company in which 89% of the respondents were satisfied while remaining 11% are not satisfied.

FINDINGS:

1. Even though there are different models in TVS bikes, the respondents given much (20%) preference to Star city and TVS Jive.
2. Maximum percentage of the respondents (60%) travels up to one thousand kilometers in a Month.
3. 60% of the respondents expressed their view towards the TVS company motorcycle as excellent bike. The respondents are slant towards the fuel efficiency because 46% of the respondents selected this company for the reason of fuel efficiency.
4. 71% of the respondents are satisfied with the after sale service provided by the company and on an average of 42% of respondents get their bike servicing done within one day of after giving for servicing. 89% of the respondents are satisfied with the servicing of motorcycles.
5. Out of all respondents 43% of riders spent less than Rs. 2500/- and 51% of respondents spent Rs. 2500/- to 5000/- while only

06% of the respondents spent Rs more than 5000/- for the maintenance of the bike per annum.

SUGGESTIONS:

The above study has given clear picture regarding the usage of TVS motorcycle by providing sufficient statistical figures and graphs. After studying above all as a researcher can suggest the following points:

1. TVS Company still needs to improve the design and look of the motorcycle to attract more and more customers.
2. The company needs to offer more competitive and comparative rates by using latest innovative technologies.
3. the company should consider for its power and pick up improvements of the motorcycles
4. Time taking for service doing should reduce which should not effect the busy life of a customers.
5. Still company should improve on quality of service for motorcycles.
6. The cost of service and prices of the spare parts should be comparatively reduced.

CONCLUSION:

The above study conducted to identify the satisfaction of the customers towards TVS motorcycles in Bidar of Karnataka state. The study revealed the various aspects of customer's satisfaction towards the performance and after sales services offered by the company. It is clearly understood from the study that, there is direct relation between the customer's satisfaction and riding performance of TVS motorcycles. The study also focuses on the satisfaction of the customers towards TVS bikes and the factors that influence satisfaction.

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