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# A STUDY ON CUSTOMER SATISFACTION TOWARDS SCOOTY STREAK  WITH SPECIAL REFERENCE TO COIMBATORE CITY

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**Abstract:-**In this millennium there is a customer's choice. Customers are more aware than ever before and have many options to choose from. Thereby the study is to find out reason for customer's preference towards various attributes of the vehicle. The various factors which motivated the customer to prefer TVS Scooty streak. During the dissatisfaction the customers switch to the other brand when they have an intention to repurchase. So the study is to find the extent of satisfaction of customers towards TVS Scooty streak , with regards to feature, maintenance cost and all other attributes, so as to improve the performance of the vehicle.

The customers are giving more important for the factors while purchasing. speed, pickup, maintains cost, pulling power, comfort, smoothness, engine, resale value, insurance, service facility, quality, availability of spares, luggage space, experience, warranty, free service, brake efficiency, painting, finishing, tools provided, road grip, battery life, mirror, head light and mobile charger are some of the factors to estimate the level of satisfaction of the customers.

**Keywords:** Customer, Factors, Purchasing, Preference,  Satisfaction.

## INTRODUCTION

Marketing is the process of influencing voluntary exchange transaction in which one party to the transaction can be envisioned in some fashion as a customer of the other, the marketer.  The marketing process involves communication and requires a mechanism or system to carry out the exchange of the marketer's product for something of value.

## CUSTOMER

An individual who buys products or services for personal use and not for manufacture or resale. A customer is someone who can make the decision whether or not to purchase an item at the store, and someone who can be influenced by marketing and advertisements. Any time someone goes to a store and purchases a toy, shirt, beverage, or anything else, they are making that decision as a customer.

## CUSTOMER SATISFACTION

Customer satisfaction is defined as the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services ratings exceeds specified satisfaction goals.

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## SCOPE OF THE STUDY

In this millennium there is a customer's choice. Customers are more aware than ever before and have many options to choose from. Thereby the study is to find out reason for customer's preference towards various attributes of the vehicle. The various factors which motivated the customer to prefer TVS Scooty streak.

The study is to find the extent of satisfaction of customers towards TVS Scooty streak, with regards to feature, maintenance cost and all other attributes, so as to improve the performance of the vehicle. The study is also done for providing suitable suggestions (or) measure to the manufacturers to improve the existing market performance of the TVS Scooty Streak.

## STATEMENT OF THE PROBLEM

In this present scenario the usage of vehicles particularly in two-wheeler 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 have launched Scooty streak. In order to that the study is conducted to know about the customer satisfaction towards Scooty streak.

The customer opinion about the performance of Scooty streak in Coimbatore city, the factors influenced the customer purchase decision, the benefits enjoyed by the customer by using the Scooty Streak, the level of customer satisfaction towards Scooty Streak, the performance level of Scooty Streak.

## OBJECTIVES OF THE STUDY

•To study socio economic background of respondents.
•To identify the factors influencing the customers purchase decision.
•To find out the benefits enjoyed by the customers by using the Scooty Streak
•To find out the customer satisfaction towards Scooty Streak.
•To give suggestions to improve customer satisfaction in the study area.

## LIMITATION OF THE STUDY

● The study was conducted only in Coimbatore City.
● The sample collected has been restricted to the 250 respondents only.
● The respondents are not providing the proper information because of lack of interest
● Time is very short for the survey.
● The bias in sample could not be controlled because customers attitude differ from person to person.
● The study basically depends on the respondents who using Scooty streak only.

## METHODOLOGY OF THE STUDY

### SAMPLE DESIGN

Convenient random sampling technique has been adopted for the purpose of selecting sample from the population.

### SAMPLE SIZE

The sample size of the study consists of 250 respondents selected on random basis.

### AREA OF THE STUDY

The study was conducted in Coimbatore city.

### COLLECTION OF THE DATA

The study is based on the primary data and secondary data. The primary data has been collected by using a structured questionnaire containing the required information for the study. The secondary data has been collected from journals, magazines, subject books and websites.

## STATISTICAL ANALYSIS

❖ Simple percentage analysis
❖ Garrett ranking technique
❖ Chi square

## REVIEW OF LITERATURE

Mahapatra, kumar and Chauhan (2010) mentioned a study on "customer satisfaction, dissatisfaction and post purchase evaluation: an empirical study on small size passenger cars in India" with the main objectives to examine the satisfaction and impact on future purchase decision and explore the performance of different attributes in automobile in giving satisfaction to customer with the sample size of 150 customers and they used the multiple regression techniques and they revealed from this study that customers are highly satisfied with the performance of attributes like pickup, wipers, etc. and other attributes like pollution, engine, quietness, battery performance, and pick up influence the consumer future purchase decisions and consumer give the more importance to these factors.

Bhandari, B. (2009) Marketers need to understand the rural consumer with open mind. They need to understand the Motorcycle Manufacturer Hero Honda has redefined its market segments. Rural accounts for approximately 40 percent of Hero Honda sales which take place in towns and cities. Company's rural mission 'Har gaon, har angan (every village, every courtyard) increased the brand awareness and resulted in sale of 15000-16000 motorcycles. Company promotes their brands in the months of May-June or October-November, which is harvesting season and the farmers have cash in their hands at that time. Easy availability of spare parts, and authorized machines, services centers and resale value are the reasons for the sale of Hero Honda in rural areas.

## ANALYSIS AND INTERPRETATION

### AGE OF THE RESPONDENTS

| Age | Frequency | Percentage |
|-----|-----------|------------|
| Below20years | 61 | 24.4 |
| 20-30years | 125 | 50 |
| 31-40years | 36 | 14.4 |
| above40years | 28 | 11.2 |
| **Total** | **250** | **100.0** |

## INTREPRETATION

Hence it is concluded that the majority of Scooty streak respondents are in the group of 20-30 years of the age.

**DISTRIBUTION OF SAMPLE RESPONDENTS ACCORDING THE FACTORS FOR SELECTING THIS SCOOTY STREAK**

| S.NO | FACTORS | RANK |
|------|---------|------|
| 1 | Brand name | 4 |
| 2 | Fuel consumption | 10 |
| 3 | Easy handling | 1 |
| 4 | Performance | 5 |
| 5 | Vibration | 7 |
| 6 | Safety | 3 |
| 7 | Color or model | 6 |
| 8 | Self-start | 2 |
| 9 | Mileage | 8 |
| 10 | Appearance | 9 |

**INTERPRETATION**

It can be concluded that easy handling factor was ranked as first.

**RELATIONSHIP BETWEEN AGE AND LEVEL OF SATISFACTION**

**NULL HYPOTHESIS:**

$H_O$ : There is no significant relationship between level of satisfaction and age.

**CHI SQUARE TEST**

| LEVEL OF SIGNIFICANCE | CALCULATED VALUE | TABLE VALUE | DEGREE OF FREEDOM |
|------|---------|------|------|
| 5% | 27.167 | 0 | 6 |

The above table contains the calculated value is more than the table value. That is    27.167>0 .Therefore hypothesis is rejected. Hence there is a significant relationship between level of satisfaction and age level.

**FINDINGS**

**SIMPLE PERCENTAGE**

- Majority 67.2% of the respondents are female.
- Majority 50% of the respondents are in the age group of 20-30 years.
- Majority 58% of the respondents having 2-4 members in their family.
- Majority 70.8% of the respondents completed their college level.
- 42.4% of the respondents are using Black color Scooty streak.
- 38.4% of the respondents purchase the Scooty streak for Personal use.
- Majority 62% of the respondents purchase the Scooty streak during Normal period.

**GARRETT RANKING TECHNIQUE**

It can be concluded that easy handling factor was ranked as first.

**CHI-SQUARE TEST**

There is a significant relationship between level of satisfaction and age level.

**SUGGESTIONS**

•Brand name, price, fuel consumption, easy handling, performance, vibration, safety, color, model, cc power, self start, mileage, status symbol and appearance are the most influencing factors at the time of purchase. The company shall concentrate more on developing new models with high appearance, design and quality for better reputation.
•Advertisement is the only window through which the customers know about the product. So advertisement should be short and sweet in which it create awareness, usage process, handling process to each and every kind of customer.

**CONCLUSION**

Most of the customers are well satisfied with the factors of the Scooty Streak. Some of the respondents are not satisfied because of high price, inconvenient, dissatisfaction, unavailability of spares etc,. So the manufactures shall pay special attention to the above factors and make this business more successfully by satisfying the customers.

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