

## ARTICLE REVIEW REPORT



# GOLDEN RESEARCH THOUGHTS

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## ORIGINAL ARTICLE

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

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A. Siva Kumar

#### 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,

#### Article Indexed in



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### 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.

#### A Good Introduction :-

*Give a method of reasoning. State your particular hypothesis(es) or objective(s), and depict the thinking that drove you to choose them. Extremely briefly depict the exploratory configuration and how it achieved the expressed destinations.*

### Materials

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

#### A Good Materials :-

*Depict materials independently just if the study is complicated to the point that it spares space thusly. Incorporate specific chemicals, organic materials, and any gear or supplies that are not generally found in research centers.*

### Result

Must add result in your article.

#### A Good Result :-

*Results are as per aims and objective and useful to further research .*

### 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.

#### A Good Conclusion :-

*Clarify the majority of your perceptions however much as could be expected, concentrating on systems. Choose if the trial outline satisfactorily tended to the speculation, and whether it was legitimately controlled.*

### References

- Marketing-Dr.N.RajanNair,Sanjith.R.Nair
- Principles of marketing - philipkolter
- Fundamentals of marketing - william.j.stanton
- www.google.com
- www.tvs.com

#### A Good References :-

*There are Places where the Author A. Siva Kumar and R. Aarthi Need to Cite a Reference, but Have Not*

### SUMMARY OF ARTICLE

No.		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers	✓				
2.	Originally & Novelty of the ideas		✓			
3.	Importance of the proposed ideas		✓			
4.	Timelines			✓		
5.	Sufficient information to support the assertions made & conclusion drawn	✓				
6.	Quality of writing (Organization, Clarity, Accuracy Grammer)		✓			
7.	References & Citation (Up-to-date, Appropriate Sufficient)	✓				

### FUTURE RESEARCH PLANNING:

1. Innovation for Tomorrow's Enterprise – Research Areas: Digital consumers, Healthcare economy, Sustainable tomorrow, Emerging economies, Pervasive computing, Smarter organizations.
2. Certificate Courses in Commerce  
<http://targetstudy.com/courses/commerce/#CertificateCoursesInCommerce>
3. International Conference on Franchising - A Gateway for Growth on 6th and 7th March 2014 organized by The Department of Commerce

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#### REVIEWER COMMENTS

- This was a superb give an account of extremely intensive examination.
- The writing audit was careful, the approach was carefully exhaustive and fused the utilization of sufficient quantities of tests in dust size examination and blast tests.
- I discover no shortcoming at all with the routines, information examination, or conclusions.
- The work, as with all work advancing from this specific gathering, is generally sound.

Authorized Signature

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