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A STUDY ON CUSTOMER SATISFACTION TOWARDS TVS SCOOTY IN THANJAVUR DISTRICT OF TAMILNADU

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Due to increasing urbanization, inadequate transportation in developing cities and urban areas, the two-wheeler product has travelled a long way from a luxury product to essential

product. Thanjavur district with its rich educational heritage, tourist spots, law order situation excellent climate, culture, connectivity to rest of India, excellent educational infrastructure has become a preferred destination for the study. This study is conducted in Thanjavur district with a sample size of 105 customers.

Brand preference, Customer satisfaction, expectation, TVS Scooty, Two-

مقدمة

To understand the buyers' brand preference towards TVS .1
scooty.

To analyze the various factors influenced in buyers' decision .2
making for TVS scooty in Thanjavur district.

To measure the degree of satisfaction among the buyer. .3

To suggest appropriate measures to enhance buyer .4
satisfaction.

METHODOLOGY

The study is based on both primary and secondary data. Primary data were collected from 105 buyers residing in Thanjavur district, and secondary data were collected from various books, articles and websites. This study is based on judgement sampling method. A study on customer preferences in TVS scooty covers the period of December 2011– April 2012.

able 1T

MODE OF BUYER PREFERENCE OF TVS SCOOTY

Frequency	Particulars	
24	Scooty pep Scooty pep plus	Model preference of the Respondents
40	Scooty Teenz Scooty Streak	
15	Scooty Es	
11		
15		
64	For self	Users of TVS scooty
7	For spouse For children For parents For all	
9		
15		
10		
60		Influence to Purchase TVS Scooty
38	Family Friends/Relatives	

The Two wheeler industry in India is expanding at large extent. With the income source and level of income increasing, people are tending towards purchasing the things like two wheelers which are considered as a luxury at some point of time back. Now the time has come to serve the customers at any level and point as per his/her desire. The companies are finding many ways to satisfy their customer and one of the methods to find the customer satisfaction quotient is "Customer satisfaction survey"

CUSTOMER SATISFACTION

Satisfaction means fulfillment of needs or wants or meet demands, desires or needs. The extent to which a product's perceived performance matches a buyer's expectations. If the product's performance falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is highly satisfied or delighted.

PROFILE OF TVS SCOOTY

Scooty is an Indian brand of Scooters manufactured by TVS Motors. Designed for women, Scooty is the largest selling Scooter brand in its segment. It has come to represent a generic name for any women's two wheeler in India.

History

Scooty was initially conceived of as a Scooter for both sexes. However sales figures over the first two years indicated that more women were buying the Scooty than men. In 1996, Scooty went through a repositioning exercise to target women. Though it was seen as a risk with the large majority of Indian two – wheeler riders being male. TVS chose the strategy to tap the nascent segment of women riders. Over the last decade, Scooty has launched several models that cater to different segments of the market. These include the Scooty ES(1996), the Scooty Pep (2003) and Pep plus (2005), Scooty Teenz (2007) and Scooty Streak(2009).

STATEMENT OF THE PROBLEMS

Most of the buyers have a dilemma in buying two-wheeler because; there are so many domestic and international brands. Each and every brand has its own advantages, disadvantages. This study has been undertaken to know the factors which influenced the buyer in making the decision regarding purchase of the TVS scooty. Also know whether the buyer has satisfied with those factors which induced them to

purchase.

OBJECTIVES OF THE STUDY

42	Price-off Installment offer		
30	Credit facility Exchange offer	Facilities availed by the Respondents	
15			
18			
50	TV Advertisements News papers/ Magazines	Media Attraction	
55			
15	Business purpose Office purpose College purpose House hold purpose	Purpose	
23			
47			
20			
55			
19	Definitely Probably Not sure	Recommendations of the Respondents	
15	Probably not		
5	Definitely not		
11			

7 Reference groups

Source: Primary data

This table explains that 38% of the respondents purchased Scooty pep plus, 23% of the respondents purchased Scooty pep, 15% of the respondents purchased Scooty Teenz and Scooty Es, 11% of the respondents purchased Scooty streak respectively, it is concluded that Scooty pep plus is the most preferred model among all the respondents. 61% of the respondents used Tvs scooty for personal use. 58% of the respondents are purchased Scooty for family members' decision. 40% of the respondents avail price off facilities for their preference. 53% of the respondent attracted by news paper /Magazines and 48% of the respondents attracted by TV Advertisements. 45% of the respondents purchased for college purpose, 22% of the respondents purchased for office purpose and 15% of the respondents for Business purpose. 52% of the respondents recommend others to purchase TVS Scooty.

Table 2T**LEVEL OF SATISFACTION OF CUSTOMERS**

Rank	Total	Highly Dissatisfied	Dissatisfied	Neutral	Satisfied	Highly Satisfied	Characteristics	S.No.
			No. of Resp.	No. of	No. of	No. of	No. of	
1	105	11	28	45	23	42	Price	1.
19	105	0	20	17	41	27	Brand Name	2.
12	105	5	13	24	34	29	Model	3.

- 3) Maximum (60%) number of private employee is obtained scooty.
- 4) 33% of respondents obtained monthly income of Rs. 5000 to 10000.
- 5) The majority of the respondents (38%) were obtained only scooty pep plus.
- 6) 61% of the respondents were obtained scooty only for their self use.
- 7) 58% of the customers purchased scooty for their family members decision.
- 8) 35% of the respondents were highly satisfied about performance of TVS scooty.
- 9) 53% of the respondents strongly recommend to purchase TVS scooty.
- 10) 17% of the respondents were highly satisfied with price, break, safety, price up and tyres quality.
- 11) Buyers are satisfied with comforts resale value, installment facility, dealer's service and time taken for service

SUGGESTIONS

On the basis of the study the following suggestions are recommended

TVS Company shall take necessary promotional efforts to .1
attract customers in the age group above 20-29 Years.

TVS Company may continue installment offer and price off .2
offer to increase the sales.

Appearance, design, colour and graphics are the most .3
influencing factors at the time of purchase decision. TVS
Company shall concentrate more on developing new model
with high appearance/design/colour/graphics/quality,
reputation of the Company.

Respondents have opined that engine capacity, safety, new .4
technology, product design, warranty period are the five top
most important characteristics. Hence, the TVS Company
should give special consideration to the above product
characteristics to keep-up sales and its reputation.

Majority of the respondents have dissatisfied about design, .5
brand name, self starter facility, engine power, convenient to
handle, insurance facility. TVS Company shall take necessary
steps to remove such dissatisfaction among the buyers.

TVS Company shall try to solve the complaints of the buyers. .6

Delay in solving such problems may increase the dis-
satisfaction among the buyers and affects subsequent sales.

Very low mileage when compared to other similar products. .7

So, try to increase mileage capacity.

استنتاج

The Scooty shall consider all product characteristics the customers expect from it. The present study indicates what the customer expects from TVS two-wheeler and what difficulties the customers are facing while using the two-wheelers. TVS Company is started from 1955. It reaches most of the people in India. It is familiar to all the people. It has its own customer brand loyalty and reputation. Hence, TVS Company designs the suitable business strategies to overcome such problems and capture the Major share in the Automobile market.

14	105	1	27		31	26	Mileage/Fuel	4.
				20				
4	105	2	13		27	42	-Pick up	5.
				21				
18	105	0	22	15	36	32	Self Starter Facility	6.
2	105	19	12	18	23	33	Brake	7.
7	105	18	20	23	20	24	Comfort	8.
3	105	2	11	20	28	44	Safety	9.
20	105	0	10	21	44	30	Design	10.
17	105	0	12	20	38	35	Engine	11.
							Power	
11	105	10	20	21	31	23	Availability of Spare Parts	12.
5	105	5	15	19	30	36	Tyre quality	13.
16	105	4	14	10	34	23	Convenient	14.
15	105	2	13	27	35	28	Insurance Facility	15.
8	105	3	10	24	31	37	Resale Value	16.
6	105	5	7	23	32	38	Installment Facility	17.
13	105	5	12	27	30	31	After Sale Service	18.
9	105	13	23	22	23	24	Dealers Service	19.
10	105	8	15	21	34	27	Time Taken for Service.	20.

Source: Primary Data

From the above table it is concluded that the price, break, safety, price-up, Tyre quality are the top level satisfaction while purchasing TVs sooty, Insurance facility, convenience to handle, engine power, self starter facility, brand name, design are not having much level of satisfaction about purchase of TVs scooty.

FINDINGS

The major findings are:

- 1) 41% of the respondents were below 30 years of age.
- 2) It was found (60%) that all the respondents were educated. Since, the data were collected from the people residing in Thanjavur District.

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