

A STUDY ON CUSTOMER SATISFACTION TOWARDS TVS SCOOTY ZEST 110 IN THANJAVUR DISTRICT

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ABSTRACT

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Customer satisfaction provides an indication of how successful the organization is providing products and/or services to the market place. Organizations need to retain existing customers while targeting non-customers. So, to retain the customers for longer time the marketer has to know the customer satisfaction levels. Thus, this study is conducted to know the satisfaction levels of customers of TVS Scooty Zest 110.

KEYWORDS: *Customer, satisfaction, Price, quality*

INTRODUCTION

The two wheeler industry has been going steadily over the years all over the world. India is not an exception for that. Today India is the second largest manufactures of two wheelers in the world. It stands next only to Japan and China in terms of number of two wheelers produced and sold. Until 1990 geared scooters dominated the two wheelers market so much so that their sales equalled the combined sales of Motor cycles and Mopeds. Today the customer preferences have shifted from geared scooters to motorcycles and also to an extent to the premium end scooters. With rising fuel cost and more recently stringent emission norms imposed by the government, there is a distinct consumer preference for high efficiency.

Tvs motor company is part of sundaram clyton group in TVS group of companies and was founded by TV Sundaram iyengar in 1911. TVS motor company is the main flag ship company of sundaram Clayton group. TVS motor company is the third largest two-wheeler manufacture 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. Motorcycles (apache RTR, Flame SR 125, Star City, Sport) Scooters (Scooty streak,

Scooty pep, Scooty pep+, Scooty Teenz) and Mopeds(TVS XL Super, TVS XL Heavy Duty)

TVS motor company introduced a new matte series for its popular scooter TVS Scooty zest 110. The new variant will now be available in the striking matte series encompassing 4 captivating options – Matte Blue, Matte Red, Matte Yellow and Matte Black.

The new TVS Scooty Zest 110 also comes with a range of novel features, unique and exclusive to the Matte series, including an all-new 3D logo, under seat storage light, Silver oak interior panels and dual tone seat colours. The enhanced styling and new colours make the line up even more exciting, desirable and appealing to all our customers.

REVIEW OF LITERATURE

According to **Biswajit Mahanty and Virupaxi Bagodi (2006)** in country like India the two wheeler companies through after sales service can get the competitive advantage, which is necessary to survive in cut throat competitive markets and two wheeler companies need to continuously upgrade their capacity along with the skilled workforce and focus on CRM so that they could maintain customer satisfaction.

According to CEO and MD of Hero Moto Corp Ltd **Pawan Munjal (2012)** the company has tied up with Italian

two wheeler design house Engines Engineering to improve its in house technology and design capabilities , this tie up is done with keeping in mind the vision of having multiple centers of excellence located strategically across the globe.

Mahantesh Sabarad (2012) has argued in context to Hero moto corps move to replace all Honda products and not brand names, that Indian consumers tend to be quick in noticing any difference between the current and past variants of motorcycles they buy and any product shortcoming would be at the Hero moto-corps disadvantage. The researcher agrees the same.

NEED FOR THE STUDY

Customer satisfaction provides an indication of how successful the organization is providing products and/or services to the market place. Organizations need to retain existing customers while targeting non-customers. So, to retain the customers for longer time the marketer has to know the customer satisfaction levels. Thus, this study is conducted to know the satisfaction levels of customers of TVS Scooty Zest 110.

SCOPE OF THE STUDY

The scope is study only to examine the Customer Satisfaction with reference to TVS Scooty Zest 110 and to find possible remedies to counteract their competition.

OBJECTIVES OF THE STUDY

1. To find out the customers satisfaction level towards TVS Scooty Zest 110 in study area.
2. To find out the factors that influence on customers, when they are purchasing TVS Scooty Zest 110.

RESEARCH METHODOLOGY

A research design is considered as the framework or plan for a study that guides as well as helps the data collection and analysis of data. Present study is an analytical and descriptive in nature and based on empirical study. The data was collected from both primary and secondary sources. The primary source of data is respondents concerned and collected by using a predefined questionnaire. The secondary sources include books, articles, periodicals, newspapers, various reports, websites etc.

The study is based on both primary and secondary data.

Primary Data: Primary data is collected from the customers of TVS motors through Questionnaire.

Secondary Data: Secondary data is collected from the company records publications of Journals, Newspapers and Websites and websites.

DATA ANALYSIS AND INTERPRETATION

**Table No. 1
Gender**

Sl.No.	Gender	Frequency	Percentage
1.	Male	29	58
2.	Female	21	42
	Total	50	100

Source : Primary data

From the table 1 it is known that out of 50 respondents 58% of the respondents are male and 42% of the respondents are female.

**Table No. 2
Age**

Sl.No.	Age	Frequency	Percentage
1.	Upto 25	12	24
2.	26-35	17	34
3.	36-50	15	30
4.	Above 50	06	12
	Total	50	100

Source : Primary data

From the table 2, it is understood that out of 50 respondents 24% of the respondent fall under age group of upto 25 and 6% of the respondents fall under the age group of 26-35, 34% of the respondent fall under age group of Above 50.

**Table No. 3
Marital Status**

Sl.No.	Marital Status	Frequency	Percentage
1.	Married	34	68
2.	Unmarried	16	32
	Total	50	100

Source : Primary data

From the table.3, it is noted that out of 50 respondents 68% of the respondents are married and 32% of the respondents are unmarried.

Table No. 4
Educational Qualification

Sl.No.	Educational Qualification	Frequency	Percentage
1.	School level	13	26
2.	Graduate	18	36
3.	Diploma	11	22
4.	Others	8	16
	Total	50	100

Source : Primary data

From the table- 4 that out of 50 respondents 36% of the respondents are graduate, 26% of the respondents are school level and 16% of them are others.

Table No. 5
Occupation

Sl.No.	Occupation	Frequency	Percentage
1.	Agriculture	15	30
2.	Business	16	32
3.	Professional	10	20
4.	Others	9	18
	Total	50	100

Source : Primary data

From the table 5 that out of 50 respondents 32 % of the respondents are doing Business, 30 % of the respondents are doing Agriculture, 20% of them are Profession & Service and 18% of the respondents are others.

Table No. 6
Monthly Income

Sl.No.	Monthly Income	Frequency	Percentage
1.	Below Rs.10,000	19	38
2.	Rs. 10,001- Rs. 20,000	14	28
3.	Rs.20,001 – Rs. 30,000	8	16
4.	Above Rs. 30,000	9	18
	Total	50	100

Source : Primary data

From the table.6 that out of 50 respondents 28 % of the respondents are in the income group of 10,001-20,000, 38 % of the respondents are in the income group of below 10,000, 16 % are in the income group of 20,001-30,000 and remaining 18 % are in the income group of Above 30,000.

Table No. 7
Mode of Purchase

Sl.No.	Mode of Purchase	Frequency	Percentage
1.	Cash basis	16	32
2.	Credit basis	34	68
	Total	50	100

Source : Primary data

It is known from the table.7 that out of 50 respondents 68 % of the respondents are in the credit basis and 32 % of the respondents are in the cash basis

Table No. 8
Reason for Purchasing TVS Scooty Zest 110

Sl.No.	Reason for Purchasing TVS Scooty Zest 110	Frequency	Percentage
1.	Mileage	8	16
2.	Low maintenance	12	24
3.	Easy handling	21	42
4.	Availability of spare parts	9	18
	Total	50	100

Source : Primary data

It is known from the table 9, that out of 50 respondents 42% of the respondents are choose TVS Scooty Zest 110 for Easy Handling, 24% of the respondents choose for Low Maintenance, 16% of the respondents for mileage and 9% of the respondents for Availability of spare parts.

Table No. 9
Satisfaction level of customer

Sl.No.		Frequency	Percentage
1.	Highly Satisfied	16	32
2.	Satisfied	13	26
3.	Neutral	7	14
4.	Dissatisfied	8	16
5.	Highly Satisfied	6	12
	Total	50	100

Source : Primary data

It is known from the table-9 that out of 50 respondents 32 % of the respondents are highly satisfied for using TVS scooty Zest 110, 26% of the respondents are satisfied and 16% of the respondents are dissatisfied.

Limitations

1. The survey was restricted to Thanjavur district only.
2. Lack of co-operation and mis-leading answer from some sample of respondents.

FINDINGS

1. Out of 50 respondents 58% of the respondents are male and 42% of the respondents are female.
2. Out of 50 respondents 34% of the respondent fall under age group of 26-35 and 6% of the respondents fall under the age group of Above 50.
3. Out of 50 respondents 68% of the respondents are married and 32% of the respondents are unmarried.
4. Out of 50 respondents 36% of the respondents are graduate, 26% of the respondents are school level and 16% of them are others.
5. Out of 50 respondents 32 % of the respondents are doing Business, 30 % of the respondents are doing Agriculture and 20% of them are Profession & Service.
6. Out of 50 respondents 68 % of the respondents are in the credit basis and 32 % of the respondents are in the cash basis.
7. 50 respondents 32 % of the respondents are highly satisfied for using TVS scooty Zest 110, 26% of the respondents are satisfied and 16% of the respondents are dissatisfied.

SUGGESTIONS

- To increase the sale of TVS Scooty Zest 110, they should concentrate on mileage.
- The company should concentrate on after sale service.
- To improve the sales, some more advertisement is necessary.

CONCLUSION

This study reveals the TVS Scooty Zest 110 customers preferences and their satisfaction level towards various aspects. The customer preference on TVS Scooty Zest 110 revealed that in order to capture the market, the manufacturers have to give the best combination of looks, quality, cost efficiency good features, safety, luxury and performance. The findings of this study would help the company and as well as the dealers to understand their customers and improve their satisfaction level in future.

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