

A Study on Consumer Preference and Satisfaction Towards TVS SUZUKI with Special Reference to Coimbatore City

K. Veerasamy

Assistant Professor, Department Of Computer Applications, Karpagam Academy Of Higher Education Coimbatore

Abstract

This research analyses the customer satisfaction towards two wheelers. The study was conducted Coimbatore city only. The total numbers of respondents are 100 it has included men and woman. The customers have a wide choice of brands to select from many brands. In order to survive the competition the companies have to do a better job of meeting and satisfying customer needs than their competitors. Many companies are aiming for high satisfaction (delighted) because customers who are just satisfied still find it easy to switch when a better offer comes along. The preference of the customers clearly signifies that their importance of family and friends influencing their purchase.

Keywords: Customer, Customer Satisfaction, Preference

Introduction

The need to satisfy customers for success in any commercial enterprise is very obvious. Customers are the sole reason for the existence of commercial establishments. Thus, the core activity and perhaps one of the most important activities of any company is to attract and retain customers. 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 produced and sold. Until 1990 geared scooters dominated the two wheelers market so much so that their sales equaled the combined sales of motor cycles and mopeds.

Review of Literature

Hemant C R, 2011 "emphasized the need of continuous market research. He suggested that there is a genuine need of continuous sales analysis so as to sustain the market share."

Duggani Yuvaraju and Durga Rao (2014)z have made a

study on, "Customer Satisfaction towards Honda Two Wheelers: A Case Study in Tirupati". The study has aimed to analyze the customer satisfaction of two wheelers. The study has found that 60 per cent of the respondents have come to know Honda Bikes through Advertisement media, 90 per cent of the respondents were completely satisfied with the mileage and performance of the bike.

Statement of the Problem

Today's world regulars markets are too spirited. To maximizing the profit and widening the market share, the companies use a variety of efforts for attaining their objectives. For this, they try to provide the satisfaction level of the customers of two wheeler vehicles in TVS SUZUKI Bikes. The parameters like occupation, gender, age, monthly income, source of information, free service, financial support, speed of processing etc.

Objectives of the Study

- To analyze socio economic status of the respondents
- To study the factors influencing towards preference

E-mail Id: ksveerasamy27@gmail.com

How to cite this article: Veerasamy K. A Study on Consumer Preference and Satisfaction Towards TVS Suzuki with Special Reference to Coimbatore City. *J Adv Res Humani Social Sci* 2018; 5(2): 1-5.

Copyright (c) 2018 Journal of Advanced Research in Humanities and Social Science (ISSN: 2349-2872)



level of TVS SUZUKI

- To analyze the satisfaction level of customers towards TVS SUZUKI
- To contribute valuable suggestion about TVS SUZUKI
- To contribute valuable suggestion for public.

Research Methodology

Sample Design

The sampling includes the respondents of TVS SUZUKI Customers.

Sample Size

By Making use of convenience sampling 100 respondents have been selected

Area of Study

The study is conferred to Coimbatore city. Hence, respondents are residing around Coimbatore city have been collected.

Data

Data required of the study is primary in nature. Primary data collected by making use of questionnaire. 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.

Data Sources

The study is based on both primary and secondary data.

Secondary Data

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

Analysis of Interpretation of Data

Analysis and interpretation of the statement refer to the process of determining the signification operation and characteristics from the collective data with a view to get an inside into the activities of an enterprise. The term Analysis and Interpretation are complementary. Sometimes they are used distinctively while analysis is used mean the simplification data by methodological interpretation and become different without analysis.

From the above table is understood that out of 100

respondents 94% of the respondents are male. This shows that the majority of the respondents (94%) are Male.

Table 1. Gender Wise Classification

| S. No. | Gender | Number of Respondents | Percentage (%) |
|--------------|--------|-----------------------|----------------|
| 1 | Male | 94 | 94 |
| 2 | Female | 6 | 6 |
| Total | | 100 | 100 |

From the above table it is understood that out of 100 respondent 18% of the respondent in the age group of between 18 to 20 years, 47% of the respondent in the age

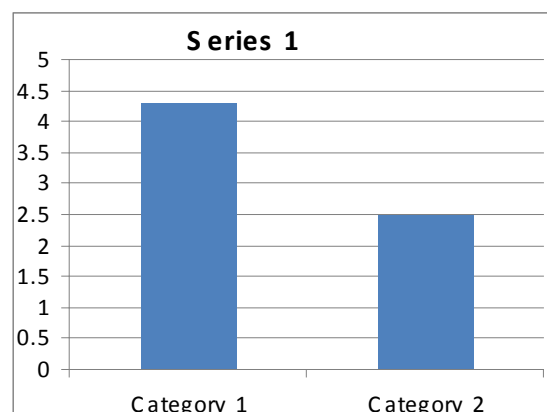


Table 2. Age of the Respondents

| S. No. | Age Group | Age of Respondent | Percentage (%) |
|--------------|-----------|-------------------|----------------|
| 1 | 18 to 20 | 18 | 18 |
| 2 | 21 to 25 | 47 | 47 |
| 3 | 26 to 30 | 27 | 27 |
| 4 | 31 to 35 | 6 | 6 |
| 5 | Above 35 | 2 | 2 |
| Total | | 100 | 100 |

group of between 21 to 25 years, 27% of the respondent in the age group of between 26 to 30 years, 6% of the respondent in the age group of between 31 to 35 years, 2% of the respondent in the age group of above 35 years.

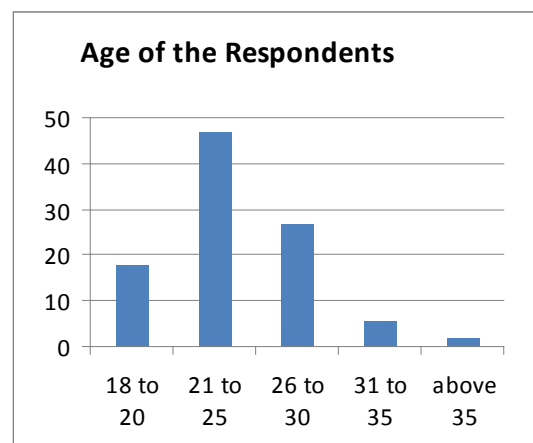


Table 3.Marital Status of the Respondents

| S. No. | Marital Status | Number of Respondent | Percentage (%) |
|--------|----------------|----------------------|----------------|
| 1 | Married | 46 | 46 |
| 2 | Unmarried | 54 | 54 |
| Total | | 100 | 100 |

From the above table it is understood that out 100 respondent. 54% of the respondents are unmarried and 46% of the respondents are married. This shows that the majority of the respondents (54%) are unmarried.

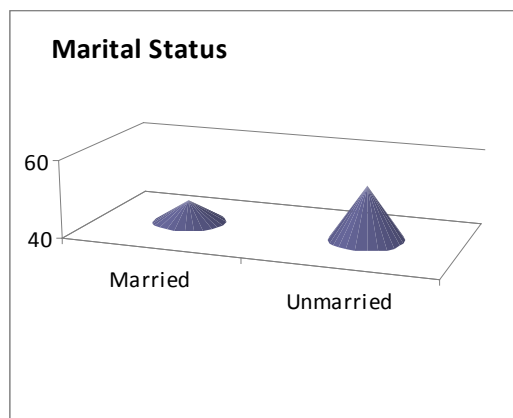


Table 4.Occupation of the Respondent

| S. No. | Occupation | Number of respondent | Percentage (%) |
|--------|------------|----------------------|----------------|
| 1 | Student | 22 | 22 |
| 2 | Employee | 45 | 45 |
| 3 | Business | 24 | 24 |
| 4 | Other | 9 | 9 |
| Total | | 100 | 100 |

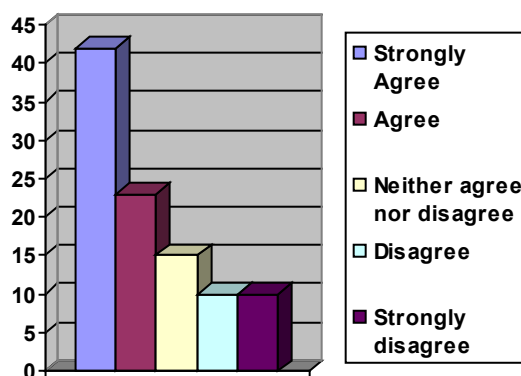
From the above table it is understood that out 100 respondent. 22% of the respondents are student, 45% of the respondents are employee, 24% of the respondents are Business person, and 9% of the respondents are others. This shows that the majority of the respondents (45%) are working employee.



Table 5.Preference of price of the respondent

| S. No. | Price | No. of Respondent | Percentage (%) |
|--------|----------------------------|-------------------|----------------|
| 1 | Strongly Agree | 42 | 42 |
| 2 | Agree | 23 | 23 |
| 3 | Neither agree nor disagree | 15 | 15 |
| 4 | Disagree | 10 | 10 |
| 5 | Strongly disagree | 10 | 10 |
| Total | | 100 | 100 |

From the above table it is understood that out of 100 respondent. 42% of the respondents are strongly agree, 23% of the respondents are agree, 15% of the respondents are Neither agree nor disagree, 10% of the respondents are disagree and 10 % of the respondents are strongly disagree . This shows that the majority of the respondents (42%) are strongly agree.

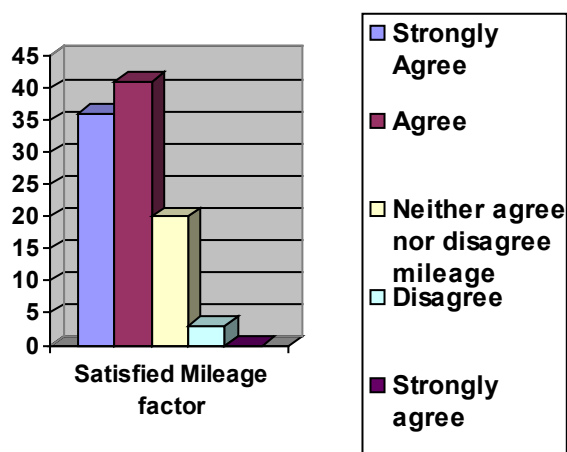


Preference of price of the respondent

Table 6.Factors influencing satisfaction level of Mileage

| S. No. | Mileage | No. of Respondent | Percentage (%) |
|--------|----------------------------|-------------------|----------------|
| 1 | Strongly Agree | 36 | 36 |
| 2 | Agree | 41 | 41 |
| 3 | Neither agree nor disagree | 20 | 20 |
| 4 | Disagree | 3 | 3 |
| 5 | Strongly disagree | 0 | 0 |
| Total | | 100 | 100 |

From the above table it is understood that out of 100 respondent. 36% of the respondents are strongly agree, 41% of the respondents are agree, 20% of the respondents are Neither agree nor disagree, 3% of the respondents are disagree and 0 % of the respondents are strongly disagree. This shows that the majority of the respondents (41%) are agree.



Findings

- The TVS SUZUKI is leading the market
- Majority of the respondents most of them using TVS SUZUKI
- Majority of the respondents are between 21 – 30 years of age.
- Majority of the respondent are under graduates.
- Majority of the respondent are occupation is employed
- Majority of the respondent are family type is joint.
- Majority of the respondent are status in family is head.
- Majority of the respondent have three earning members in family.
- Majority of the respondent are monthly (personal) is moderate.
- Majority of the respondent are monthly income (Family) is moderate.
- Majority of the respondent family expenditure is above 7500.
- Majority of the respondent monthly expenditure on maintenance of vehicle is moderate.

Suggestions

1. The company should establish more number of service stations to provide easy availability of service facilities to its customers.
2. The company should give frequent advertisement about newly launched bikes.
3. It is suggested that company may introduce new models bikes at lower price.

4. It's suggested that company should reduce booking periods of petrol vehicles.
5. The company should regularly conduct market survey to find out model, color and problems faced by the consumers.
6. It's suggested that to avail the safety features like air bag facility in low end version also for customer's safety.
7. The company can give feedback form to the customers at the time of purchase and their opinion can be collected in order to improve the company's sales.
8. The research and development of a company has to take necessary steps to rectify the problem which normally occurs in mechanism.
9. Customers are advised to renew the Motor Vehicle Insurance Policy Regularly.
10. Customers are advised not to have drunk and drive in order to avoid accidents.

Conculusion

Customers prefer TVS SUZUKI bike due to mileage, pulling power, speed, low maintenance cost, availability of spares, availability of service stations and brand name customers satisfied in mileage, low spares cost, suitability to Indian roads and resale value.

References

1. Philip Kotler 2000/e – Marketing Management
2. Kothari C.R. (1998) Research Methodology, H S Poplai for Wishwa Prakashan, New Delhi.
3. Hemant C R (2011) A project report on customer satisfaction of two wheelers industry with special reference to Yamaha motors
4. [www. Autoindia.com](http://www.Autoindia.com)
5. <http://www.thehindubusinessline.com/companies/india-to-be-Apache-largest-2wheeler-market/article2777985.ece>
6. Duggani Yuvaraju and Durga Rao (2014), "Customer Satisfaction towards Honda Two Wheelers: A Case Study in Tirupati", Journal of Business and Management, Vol.16, Issue 5, Vol. I, pp. 65 – 74.

Date of Submission: 2018-05-30

Date of Acceptance: 2018-06-28

The screenshot shows a web browser window with the URL <https://mc.manuscriptcentral.com/apjml>. The page title is "Submission Confirmation". Below the title, it says "Thank you for your submission". The submission details are as follows:

- Submitted to:** Asia Pacific Journal of Marketing and Logistics
- Manuscript ID:** APJML-06-2017-0108
- Title:** A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS TVS SUZUKI WITH SPECIAL REFERENCE TO COIMBATORE CITY
- Authors:** K, Veerasamy
- Date Submitted:** 01-Jun-2017

At the bottom right, there is an "Author Dashboard" button. The browser's taskbar shows several open applications including "StructuredAbstract.doc", "Scopus journal name list.xlsx", "138 (1).pdf", "start", "ScholarOne Manuscripts", "s1-ln2682636895844...", "Seminar_ppt", "Microsoft Excel", and "Article - Microsoft Word".

The screenshot shows the cover page of the "Asia Pacific Journal of Marketing and Logistics". The journal logo features the word "Emerald" next to the journal name. The title of the article is "A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS TVS SUZUKI WITH SPECIAL REFERENCE TO COIMBATORE CITY". Below the title, there is a table with the following information:

| | |
|------------------|---|
| Journal: | Asia Pacific Journal of Marketing and Logistics |
| Manuscript ID: | APJML-06-2017-0108 |
| Manuscript Type: | Research Paper |
| Keywords: | Customer, Customer satisfaction, Preference |

The "SCHOLARONE Manuscripts" logo is visible at the bottom of the page. The browser's taskbar shows the same set of applications as the previous screenshot.