

Study on Customer Satisfaction towards TVS Scooty Pept with Special Reference to Coimbatore City

Ms. U. Aiswarya¹ and Mrs. P. Jona Jenifer²
B.COM (AM)¹ and M.Com., M.Phil., PGDCA., (Ph.D)²
Guide, Assistant Professor, PG Department of Commerce²
Nirmala College for Women Coimbatore, India

Abstract: *This research paper is based on the “study on customer satisfaction towards TVS scooty pept”. Now a days scooty is become a very popular brand in consumers. This study is undertaken to know about the customer satisfaction. For the purpose of this study data was collected using questionnaire methods and for the sample size is 100. Percentage analysis, chi-square was used as statistical tools.*

Keywords: Customer Satisfaction

I. INTRODUCTION

TVS Motor Company is an Indian motorcycle manufacturer headquartered in Chennai, Tamil Nadu, India. It is the third largest motorcycle company in India with a revenue of over 20,000 crore (US\$2.6 billion) in 2018–19. The company has annual sales of three million units and an annual capacity of over four million vehicles. TVS Motor Company is also the second largest two-wheeler exporter in India with exports to over 60 countries. TVS Motor Company Ltd (TVS Motor), a member of the TVS Group, is the largest company of the group in terms of size and turnover. The TVS Scooty Pept is a brand of Scooters made by TVS Motors of India. It is the World's First Motor Scooter Using White Petrol. It is marketed mainly to women, and in 2009 was the largest selling brand among scooters aimed specifically at women buyers, selling about 25,000 units per month, compared to about 60,000 per month for the overall top selling scooter in India.

1.1 Objectives of The Study

To study the customer satisfaction towards motor scooters in Coimbatore city.

II. RESEARCH METHODOLOGY

RESEARCH DESIGN: descriptive research design

SOURCES OF DATA:

- Primary data
- Secondary data

SAMPLING TECHNIQUES: The sampling techniques used for this study is simple random sampling.

SAMPLE SIZE: The sample size was collected from 100 respondents.

AREA OF THE STUDY: The study has been conducted in the Coimbatore city.

TOOLS USED FOR ANALYSIS:

- Percentage Analysis
- Chi square test

II. REVIEW OF LITERATURE

Manahila Ansar (2019)¹, “*Customer Satisfaction Towards Motor Scooters*”, was rightly concluded from the project that Honda Activa Scooters have done well in establishing their grounds in the two wheeler industry. They are also known for their comfort and performance and the satisfaction is high among the students and the working class. Youth is the target of Honda Activa Scooters and the potential target are the people working in MNCs

Prof. Manisha Jagtap & Dr. Anand Deshmukh (2018)², “*The Factors Influencing the Consumer Buying Behavior of Motor Scooters*”, are brand image, Showroom Services, Engine Capacity, Safety, New technology, Product design, Warranty period, Impact of peers, Driving Comfort, Mileage, Price and Engine Power. The research identified apart from

Copyright to IJARSCT
www.ijarsct.co.in

the factors, consumer behavior is also influenced by the need, purchasing power and the price of the two- wheeler. The researcher also analyzed the reason behind the changes occurred in consumer buying decision over to another brand which are is due to problems faced with the existing brand and due to the desire of highly technological automobile and due to the change in the services offered by dealer before and after purchase.

III. ANALYSIS AND INTERPRETATION

Table 1: Percentage Analysis

ITEM	CATEGORY	FREQUENCY	PERCENTAGE
GENDER	MALE	25	25
	FEMALE	75	75
	TOTAL	100	100
AGE	18-25	79	79
	25-35	12	12
	35-45	2	2
	ABOVE 45	7	7
	TOTAL	100	100

Chi-Square Test

- H₀: There is no significant relationship between gender and level of satisfaction of tvs scooty pept
- H_a: There is a significant relationship between gender and level of satisfaction of tvs scooty pept

Table 1: Comparison between Gender and Level of Satisfaction of TVS Scooty Pept

FACTORS	CALCULATED VALUE	D.F	P.VALUE
Convenient	2.657 ^a	3	0.448
Company image	6.096 ^a	3	0.107
Acceptable cost	3.734 ^a	3	0.292
Good service	0.730 ^a	3	0.866
Design & colour	1.268 ^a	3	0.867
Price & quality	0.158 ^a	3	0.984

Source: Author's Computation

III. FINDINGS AND CONCLUSION

Findings from Percentage Analysis:

- Majority (79%) of the respondents are between the age group of 18-25 years.
- Majority (75%) of the respondents are female.

Findings from Chi-Square:

There is no significant relationship between gender and level of satisfaction of TVS scooty pept.

IV. CONCLUSION

It has been undoubtedly prove that retaining customers is the only way to succeed in business. The study on the Customer Satisfaction towards TVS Scooty Pept in Coimbatore city among customers reveals that the level of satisfaction which include convenient , company image, acceptable cost, good service, design & color, price & quality etc. Discussions with the respondents revel that the majority of the respondents claim to be aware of TVS Scooty Pept, it seems to be complete and they have enough awareness about TVS Scooty Pept. The factors influencing the purchase are quality, price, style,

performance, mileage, color etc. discussion with the respondents reveal that they have problems while riding Scooty Pept is like seating arrangement, starting trouble, no proper service, no friendly behaviour, more service cost, delay in service, low suspension etc. This will help the customer in better understanding the TVS Sooty Pept. The overall customer satisfaction is good.

REFERENCES

- [1]. Manahila Ansar (2019), "customer satisfaction towards motor scooters", international journal of applied research,37(2),31-39
- [2]. Prof. Manisha Jagtap & Dr. Anand Deshmukh (2018) , modern marketing Himalaya publishing house, Bombay.