

A Study on Customer Preferences and Satisfaction Levels Towards TVS Motor Company

Mani Bharathi . K. S

MBA (Finance and Marketing) Student, Reg.No:43410456

School of Management Studies,

Sathyabama Institute of Science and Technology, Chennai, TamilNadu.

Dr. Deepa. M., MBA., Ph.D.

Assistant professor

School of Management Studies,

Sathyabama Institute of Science and Technology, Chennai, TamilNadu.

Abstract

This study investigates the preferences and satisfaction levels of customers towards TVS Motor Company. The research aims to identify key factors influencing customer decisions, satisfaction drivers, and areas for improvement. Primary data was collected through surveys, and secondary data was obtained from journals, company reports, and previous studies. The findings offer valuable insights for marketing strategy and customer relationship management.

Introduction

TVS Motor Company is one of India's leading two-wheeler manufacturers. With a diverse range of products, it serves a broad customer base both domestically and internationally. Understanding customer preferences and satisfaction levels is crucial for sustaining competitive advantage in the fast-evolving automotive industry.

Need of the Study

- To understand what influences customer choices while purchasing TVS vehicles.
- To assess how satisfied customers are with various aspects such as performance, pricing, after-sales service, and design.
- To provide insights that can help TVS Motor improve customer experience and loyalty.

Review of Literature

Summarize past research and articles on:

- Customer satisfaction in the automobile sector
- Brand perception of TVS Motor
- Comparative studies of two-wheeler brands

- Theoretical models of customer satisfaction like SERVQUAL

Research Methodology

- Type of Research: Descriptive
- Data Collection:
 - * Primary Data: Structured questionnaire and surveys conducted with TVS customers
 - * Secondary Data: Company websites, journals, articles, reports
- Sample Size: (e.g., 100 respondents)
- Sampling Technique: Random Sampling
- Tools Used: Charts, graphs, and statistical tools like mean, percentage analysis

Key Benefits

- Understand consumer behavior towards two-wheelers
- Identify strengths and weaknesses in customer service and product delivery
- Help TVS enhance its market position through improved customer satisfaction strategies

Findings

- Majority of customers prefer TVS for mileage and pricing
- Satisfaction is high with product performance and availability of service centers
- Moderate dissatisfaction exists with spare parts pricing and after-sales support in rural areas

Suggestions

- Improve spare parts availability and affordability
- Increase marketing campaigns in rural areas
- Enhance digital customer service touchpoints
- Regular feedback mechanisms to monitor satisfaction

Conclusion

The study concludes that TVS Motor has built a strong reputation for value and reliability, but there are still areas needing attention, particularly in after-sales service. Continued focus on customer satisfaction will help TVS sustain growth and competitive advantage.

References

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