

# A Study on Customer Satisfaction towards TVS Two-Wheeler in Madurai City

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## Abstract

*TVS is one of India's largest diversified industrial conglomerates, with its principal headquarters in Madurai and international offices in Chennai. TVS motor company is a multinational motorcycle company is the third-largest motorcycle company in India. In today's competitive world, market research player, a vital role to aid the company in understanding the customer expectation from the company. Customer satisfaction is an important component of a company's relationship with their customers it is effectively utilizing marketing and sales resources has been a top priority for many organizations. In this study, an attempt has been made to analyze the satisfaction level of the customer towards TVS two-wheeler in Madurai city; a sample of 45 respondents has been selected using a simple random sampling method questionnaire has been used to collect primary data from the respondents. SPSS software is used to analyze the data statistics.*

**Keywords:** Customer, Two-wheeler, Automobile, Occupation, Industry

## Introduction

TVS Group has its origin over decades. TVS group in all among India's largest industry. The company was established in the year 1913 by late T.V.Sundram Iyenger, founder. It is considered the 15<sup>th</sup> biggest industry in the country and one among a leading group in Southside India. TVS company offers good quality of two-wheeler among middle-income group people in India. TVS always works hard to satisfy their customer need when it comes to getting a two-wheeler. TVS company offers a wide variety of motorbikes for both men and women and in different varieties. A day's competition among automobile companies is higher since the demand for the two-wheelers is increasing day by day as the need for transport increases, demand for two-wheelers also increased. In this study, an attempt has been made to analyze the satisfaction level of the customers in Madurai city.

## Objective of the Study

- To know the social status of the respondent
- To analyze the satisfaction level of the respondents towards TVS two-wheelers.
- To compare the social status and the satisfaction level of the respondents.

## Research Methodology

This study descriptive in nature. Data has been collected through primary and secondary data. Primary data was collected using a structured interview schedule; secondary data was collected from books, journals, newspapers, other published sources and websites.

## Sampling Design

The study is entitled “A study on customer satisfaction towards TVS two-wheeler in Madurai city.” A survey was conducted among 49 respondents by using a structured interview scheduled method.

## Data Collection

The fieldwork of the study was collected from various parts of Madurai city. The distribution methodology followed in data collected is given under.

- Total no. of questionnaire distributed: 55
- Total no. of received from respondents: 52
- No. of questionnaire discarded: 7
- The total no. of sample taken for the study is 45

## Framework of Analysis

To measure the customer satisfaction towards TVS two-wheeler in Madurai city following statistical tools are used with the help of the SPSS package.

- Percentage analysis
- Weighted average score ranking
- One-way ANOVA

## Limitation of the Study

The primary data collected through questionnaires, being qualitative, might have their limitation. The result of the study may or may not apply to other areas. Through the two-wheeler industry cover numerous brands and models, in this present study, no individual model is considered. The only common opinion is collected from the respondent.

## Data Analysis

### Classification of Age of Respondents

Dimension	No. of Respondents	%
18-25	12	26.7
26-35	14	31.1
36-45	13	28.8
Above 50	6	13.3
Total	45	100

**Interpretation:** From table, it is observed that 31.1 percent of respondents belong to the age group of 26-35 years, 28.8 percent of the respondents belong to the age group of 35-45 years, 26.7 percent of the respondents belong to the age group of 18-25 years, remaining 13.3 percent of the respondents were above 50 years. The majority of the respondents belong to the category of 26-35 years.

### Classification of Gender of Respondents

Dimension	No. of respondents	%
Male	20	44.4
Female	25	55.6
Total	45	100

**Interpretation:** From the above table, it is observed that 55.6 percent of the respondents are female, 44.4 percent of them are male. The majority of the respondents are female.

### Occupation

Dimension	No. of Respondents	%
Employed	20	44.4
Professional	9	20.0
Student	10	22.2
Home Maker	6	13.4
Total	45	100

From the table, it is observed that 44.4 percent of the respondents are employed in private or in public sectors, 22.2 of them are student, 20 percent of the respondents are professions, remaining 13.4 percent of the respondents are homemakers. The majority of the respondents are employed either in the private sector or in the public sector.

### Classification of Area of Respondents

Dimension	No. of Respondents	%
Urban	19	42.2
Semi Urban	15	33.4
Rural	11	24.4
Total	45	100

From the above table, it is observed that the majority of the respondents are live in an urban area.

### Classification of Income of Respondents

Dimension	No. of Respondents	%
10000-20000	17	37.8
20000-30000	10	22.2
30000-40000	8	17.7
40000-50000	4	9.0
Above 50000	6	13.3
Total	45	100

From the above table, it is inferred that the majority, 37.8 percent of the respondent's income, is between 10,000 to 20,000.

### Own TVS Two Wheeler

Dimension	No. of Respondents	%
Currently	25	55.5
Inpast	20	44.5
Total	45	100

From the above table, it is inferred that 55.5 percent of the respondents are holding TVS two-wheelers currently, 44.5 percent of them had two-wheelers TVs in the past. The majority of the respondents are current users of TVS two-wheelers.

### Types of Two-Wheelers

Dimension	No. of Respondents	%
Moppet	20	44.5
Scooter	15	33.3
Bike	10	22.2
Total	45	100

From the table, it is observed that majority of the respondents having moppet, 33.3percent of them having scooters,22.2 percent having a bike. Majority of the respondents having moppet.

### No. of Years

Dimension	No. of Respondents	%
1 Year	12	26.7
1-3	16	35.6
3-5	10	22.2
More than 5	7	15.5
Total	45	100

From the above table, it is observed that 35.6 percent of the respondents using TVS two wheelers between 1-3 years, 26.7 percent of them using TVS two-wheeler, 22.2 percent of them having two-wheeler between 3-5 years, 15.5 percent of them using TVS two-wheeler more than five years.

### General Perception

Dimension	No. of Respondents	%
Excellent	10	22.2
Very Good	19	42.2
Good	9	20.0
Average	4	8.9
Bad	3	6.7
Total	29	100

From the above table, it is observed that 42.2 percent of the respondent's general perception is about the TVS two-wheeler is very good. Respondents are happy about the overall performance of the two-wheeler.

### Classification of Budget of Respondents

Dimension	No. of Respondents	%
Yes	26	57.8
No	19	42.2
Total	45	100

From the above table, it is inferred that the majority of 57.8 of the respondents say yes to the budget of the TVS two-wheelers available in the market.

### Feature Attracted

Dimension	No. of Respondents	%
Style	11	24.4
Acceleration	20	44.4
Riding Comfort	10	22.2
Others	4	9.0
Total	45	100

From the above table, it is inferred majority of 44.4% of them attracted acceleration of two-wheeler.

### Relationship between Age and Satisfaction Level towards TVS Two-Wheeler

To test where there is any relationship between the Age and satisfaction level towards TVS two-wheeler provided by one-way ANOVA has been applied to the following hypothesis.

“There is no significant relationship between age and satisfaction level towards TVS two-wheeler.”

#### Age and Satisfied level towards TVS two-wheeler

Dimension	F	Sig	Result
Brand Value	1.118	.138	NS
Publicity	1.254	.160	NS
Design	.698	.008	S
Experience	.590	.011	S
Quality	1.135	.141	NS

From the above table, it is observed that there is no significant relationship between age and the satisfaction level towards TVS two-wheelers. Therefore the significance level is more than 0.05 then the null hypothesis is accepted. Hence it is concluded that age has no influence on brand publicity and quality, but age influences design and experience. Young customer gives maximum importance to the design and experience.

### Relation between Gender and Satisfied level towards TVS Two-Wheeler

To test where there is any relationship between the gender and satisfaction level towards TVS two-wheeler provided by one-way ANOVA has been applied to the following hypothesis.

“There is no significant relation between gender and satisfaction level towards TVS two-wheeler.”

#### Gender and Satisfied Level towards TVS two-Wheeler

Dimension	F	Sig	Result
Brand Value	.173	.073	NS
Publicity	2.620	.027	S
Design	.041	.059	NS
Experience	.419	.095	NS
Quality	.141	.007	S

From the above table, it is observed that there is no significant relationship between gender and the satisfaction level towards TVS two-wheelers. Therefore, the significance level is more than 0.05, then the null hypothesis is accepted. Hence it is concluded that gender has no influence on brand value, design and experience but age influences publicity and quality. Gender plays a major influence on quality.

### Relation between Educational Qualification and Satisfied Level towards TVS Two-Wheeler

To test where there is any relationship between the educational qualification and satisfaction level towards TVS two-wheeler provided by one-way ANOVA has been applied to the following hypothesis.

“There is no significant relationship between educational qualification and satisfaction level towards TVS two-wheeler.”

#### Educational Qualification and Satisfied Level towards TVS Two-Wheeler

Dimension	F	Sig	Result
Brand Value	.433	.068	NS
Publicity	.232	.057	NS
Design	.495	.072	NS
Experience	1.077	.132	NS
Quality	2.442	.049	S

From the above table, it is observed that there is no significant relationship between educational qualification and the satisfaction level towards TVS two-wheelers. Therefore, the significance level is more than 0.05, then the null hypothesis is accepted. Hence it is concluded that educational qualification has no influence on satisfaction level except quality.

### Relation between Income and Satisfied Level towards TVS Two-Wheeler

To test where there is any relationship between the income and satisfaction level towards TVS two-wheeler provided by one-way ANOVA has been applied to the following hypothesis.

“There is no significant relationship between income and satisfaction level towards TVS two-wheeler.”

**Income and Satisfied level towards TVS two-wheeler**

Dimension	F	Sig	Result
Brand Value	.917	.121	NS
Publicity	.503	.008	S
Design	.292	.066	NS
Experience	1.189	.155	NS
Quality	.846	.113	NS

From the above table, it is observed that there is no significant relationship between income and the satisfaction level towards TVS two-wheelers. Therefore, the significance level is more than 0.05 then the null hypothesis is accepted. Hence it is concluded that income has no influence on satisfaction level two-wheeler except publicity.

**Findings**

- It is observed that 31.1 percent of respondents belong to the age group of 26-35 years, 28.8 percent of the respondents belong to the age group of 35-45 years, 26.7 percent of the respondents belong to the age group of 18-25 years, remaining 13.3 percent of the respondents were above 50 years. The majority of the respondents belong to the category of 26-35 years.
- It is observed that 55.6 percent of the respondents are female, 44.4 percent of them are male. The majority of the respondents are female.
- Observed that 44.4 percent of the respondents are employed in private or in public sectors, 22.2 of them are student, 20 percent of the respondents are professions, remaining 13.4 percent of the respondents are homemakers. The majority of the respondents are employed either in the private sector or in the public sector.
- It is observed that the majority of the respondents are live in an urban area.
- It is inferred that the majority of 37.8 percent of the respondent's income is between 10,000 to 20,000.
- It is observed that there is no significant relationship between age and the satisfaction level towards TVS two-wheelers. Therefore, the significance level is more than 0.05, then the null hypothesis is accepted. Hence it is concluded that age has no influence on brand publicity and

quality, but age influences design and experience. Young

- It is observed that there is no significant relationship between gender and the satisfaction level towards TVS two-wheelers. Therefore, the significance level is more than 0.05, then the null hypothesis is accepted. Hence it is concluded that gender has no influence on brand value, design, and experience but gender influences publicity and quality. Gender plays a major influence on quality.
- It is observed that there is no significant relationship between educational qualification and the satisfaction level towards TVS two-wheelers. Therefore, the significance level is more than 0.05, then the null hypothesis is accepted. Hence it is concluded that educational qualification has no influence on satisfaction level except quality.
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- It is observed that there is no significant relationship between income and the satisfaction level towards TVS two-wheelers. Therefore, the significance level is more than 0.05, then the null hypothesis is accepted. Hence it is concluded that income has no influence on satisfaction level two-wheeler except publicity.

**Conclusion**

TVS is a brand that provides budget-friendly two-wheelers to middle-class people at maximum quality and provides the best quality of two-wheelers. In this study, it is concluded that females are the maximum users of TVs two-wheelers. Hence moppet is a bestselling product among various types of TWO wheelers available in TVs. Customers are delighted with the design brand and basic requirements from the TVS brand. Younger people satisfied with the experience and design and middle-class people satisfied with the price offered, and the male prefers

acceleration, female satisfied with design and quality and it is identified that TVS is a brand which satisfies their customers in every aspect of expectation.

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