

## CUSTOMER SATISFACTION TOWARDS TVS BIKES IN MADURAI CITY

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### **Abstract**

*In today's competitive marketplace where companies compete for customers, customer satisfaction is seen as a key success factor and is considered as a vital point of overall business strategy. There is a substantial body of empirical literature that establishes the benefits of customer satisfaction for firms. In today's competitive world, any organization needs to have a greater focus on a major aspect called "Customer Satisfaction" which decides the future of the business as well as the organisation.*

*Recent interpretations in the consumer domain now couch satisfaction as a fulfilment response. Fulfilment implies that a consumption goal is known, as in basic motives of hunger, thirst, and safety. However, observers of human behavior understand that these and other goals can be and frequently are modified and updated in various ways. Thus, consumer researchers have moved away from the literal meaning of satisfaction and now pursue this concept as the consumer experiences and describe it.*

*Satisfaction is the consumer's fulfilment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfilment, including levels of under- or over-fulfilment.*

**Keywords:** marketplace, business strategy, consumer, Satisfaction, TVS Motor, Customer Satisfaction

### **About the Company**

TVS Motor Company is the third largest two-wheeler manufacturer in India and one among the top ten in the world, with annual turnover of more than USD 1.4 billion in 2011-2012, and is the flagship company of the, USD 7.29 billion, TVS Group.

The business ranges across automobile component manufacturing, components distribution, manufacturing of powered two-wheelers, computer peripherals, financial services, contract manufacturing services and software development.

TVS Motor Company Ltd, the flagship company of TVS Group is the third largest two-wheeler manufacturer in India. The company manufactures a wide range of two-wheelers from mopeds to racing inspired motorcycles. The company is having their manufacturing plants at Hosur in Tamilnadu, Mysore in Karnataka and Solan in Himachal Pradesh. They are also having one unit located at Indonesia. Their subsidiaries include Sundaram Auto Components Ltd, TVS Motor Company (Europe) BV, TVS Motor (Singapore) Pte Ltd, PT TVS Motor Company, Indonesia,

### **Methodology**

There was conducted among a convenient sample of 100 respondents from Madurai city. The research design used for the study is Descriptive research design. This research

design concerned with the research studies with a focus on the portrayal of the characteristics of a group of individual or a situation.

### Objectives

1. To study the age, gender, occupation and age of the respondents
2. To study the most preferred brand of two wheeler for the respondents
3. To study the satisfaction level of respondents towards various aspects of TVS Bikes in Madurai City

### Findings

1. 100% of the respondents are male.
2. 55% of the respondents have completed high school and 30% of the respondents have completed higher secondary school.
3. 18% of the respondents are in government service, 29% of the respondents are businessman and 34% of the respondents are private employee.
4. Brand name gets first rank with average score of 4.21 and mileage gets second rank with average score of 3.94.
5. 82% of the respondents are willing to recommend TVS bikes and 18% are not willing to recommend TVS bikes to others.
6. 28 % of the respondents are highly satisfied with the brand name and 55% are satisfied with brand name.
7. 58% of the respondents are highly satisfied with the pickup and 22 % are satisfied with pickup.
8. 51% of the respondents are highly satisfied with the after sales service and 19% are satisfied with after sales service.
9. Majority of the respondents are satisfied with various attributes of TVS bikes.

### Conclusion

Majority of the respondents are willing to recommend TVS bikes to their friends and relatives and most of the respondents are satisfied with various aspects of TVS bikes.

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