

# A Study on Customer Buying Behavior Taking TVS for Comparison

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**Abstract** – TVS motor company is one of the leading bike manufacturers in India. The analysis of the paper was based on customer's point of view. For the study, both primary data and secondary data were required. The primary data was collected based on a survey research, using a structured questionnaire with both open ended and closed-ended questions. The sampling procedure used was random sampling for the 1st objective i.e. to understand consumer needs on motorbikes. For the 2nd objective i.e. to understand the awareness levels of TVS. The mode of survey was of personal interview, where the respondents filled up the questionnaires. The secondary data was collected from business newspapers, magazines, Company brochures, journals and the Internet. The major conclusion from this study was that TVS has to improve itself to gain the 1st position in the market as it is doing well to maintain its 3rd position. TVS has a lot of work to do if it has to take lead and remain the leading manufacturer in India.

**Keywords:** Trends in Sales of TVS Motors, Customer Behavior, After Sales Services.

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## INTRODUCTION

In India, TVS Motor Company is the third largest two-wheeler manufacturer among the world's top ten. TVS Motor Company has an annual turnover of more than USD 1 billion in 2008-2009.

TVS and Sons also distribute Heavy Duty Commercial Vehicles, Jeeps and Cars. TVS & Sons has grown into a leading logistics solution provider and has set up state-of-the-art warehouses all over the country. TVS Motor traces its origins back to the entrepreneurial spirit of Trichur Venkagaruswamy Sundaram Iyengar. The following are the group companies:

Lakshmi Auto Components Limited

Lucas Indian Service Limited ([www.lucasindia.com](http://www.lucasindia.com))

Axles India Limited

## PRESENT & FUTURE OF THE COMPANY

- The company is suffering a decline in volumes due to poor response of its two strokes Max motorcycles.
- Actively looking to set up manufacturing unit in Indonesia or Vietnam.
- Strong focus on R&D and product development.

## REVIEW OF LITERATURE

In 2002, TVS Motor won the Deming Prize and became the first two-wheeler company to win the award given to companies that do outstanding work in the field of Quality Management. It is considered to be one of the world's most prestigious quality awards.

TVS Scooty Pep won the 'Excellence Design Award' in 2004 from BusinessWorld magazine and the National Institute of Design, Ahmedabad.

The University of Warwick, United Kingdom gave him an honorary Doctorate of Science degree while the Government of India has accompanied him with the Padma Shri, one of India's highest civilian distinctions.

## OBJECTIVE OF THE STUDY

- The objective of the study is to analyze the customer buying behavior of in motorbikes of different brands.
- To know the trends in sales of TVS motors.
- To know the after sales services quality of TVS motors.

## RESEARCH METHODOLOGY

### SCOPE OF THE STUDY

The scope of the study is to study the customer buying behavior of the respondents in Haryana and attain the awareness level of the customers. The scope is that the services of the dealer, advertising media as well as celebrity has made an effect on the customer or not and how much. This study also allows knowing the future prospects of the company and where it is at present in the market.

### SIZE OF SAMPLE

The data has been collected through questionnaires from Haryana. Rest of the information has been collected through internet surveys and social networking communities on websites. The questionnaire was filled up by 50 respondents scattered at different places and many more respondents provided valuable information through the internet.

### RESEARCH AND DATA TYPES

In order to carry out a well researched analysis efforts were taken to collect enough information from the respondents. For this purpose various primary and secondary sources were used.

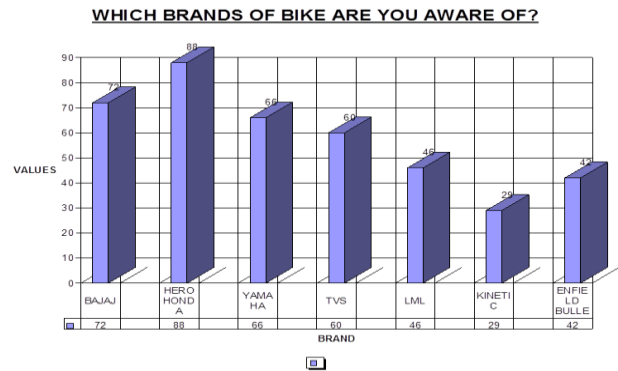
**PRIMARY DATA** - Primary data is that kind of data that is collected by the investigator himself for the purpose of the specific study. The data such collected is original in character. The method of sampling was the Random.

**SECONDARY DATA** - The secondary data has been taken from websites, books, Journals, papers, and various publications.

### RESEARCH DESIGN

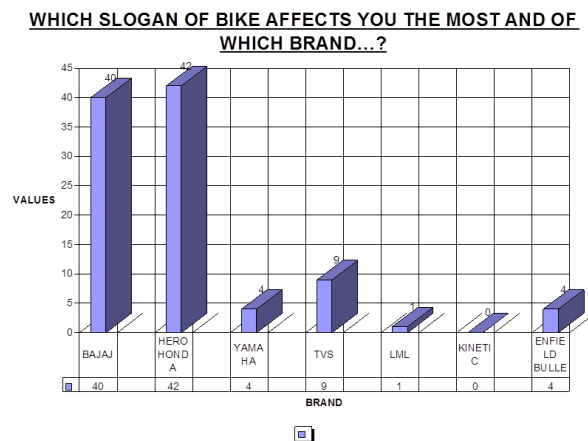
The research design undertaken for the study was Descriptive one. The reason for using a descriptive research method was to obtain qualitative data and also since the nature of study is as such that it required the exploration of various aspects within and outside the company.

## ANALYSIS OF CUSTOMER BUYING BEHAVIOUR



### INTERPRETATION

It has been found from the above bar-graph that the brand awareness of bikes among the respondents. It shows that HERO HONDA is the most popular brand in New whereas BAJAJ and YAMAHA follow 2<sup>nd</sup> and 3<sup>rd</sup> place. TVS comes at 4<sup>th</sup> place taking lead from LML, KINETIC and ENFIELD BULLET.



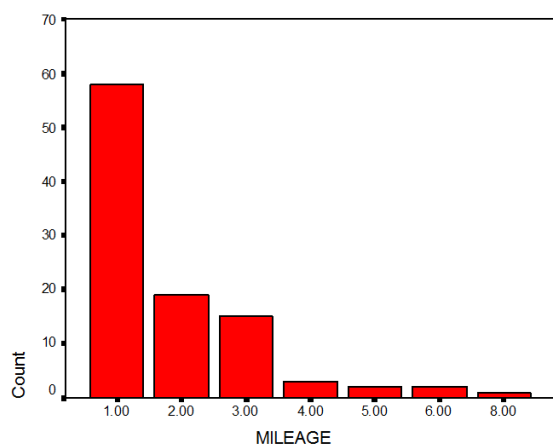
### INTERPRETATION

From the above Bar-Graph, it is found that in Haryana area HERO HONDA has scored the maximum number of points with BAJAJ and TVS on 2<sup>nd</sup> and 3<sup>rd</sup> spot. TVS has scored 9 points out of the sample size of hundred and has taken lead from LML, KINETIC and ENFIELD BULLET.

### FACTORS WHICH CUSTOMER CONSIDER WHILE PURCHASING A BIKE

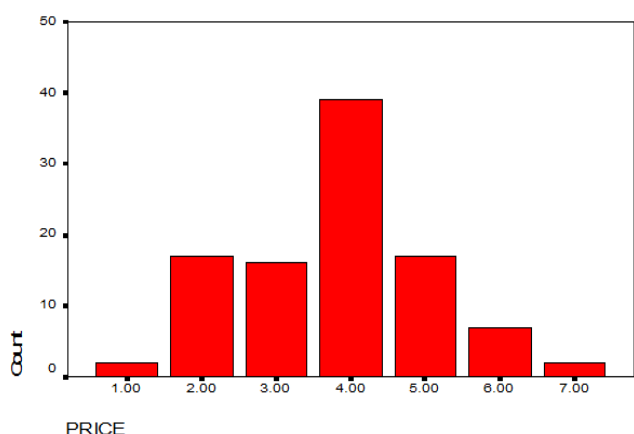
MILEAGE				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	58	58.0	58.0	58.0
2.00	19	19.0	19.0	77.0
3.00	15	15.0	15.0	92.0
4.00	3	3.0	3.0	95.0
5.00	2	2.0	2.0	97.0
6.00	2	2.0	2.0	99.0
8.00	1	1.0	1.0	100.0
Total	100	100.0	100.0	

### Graphical Representation



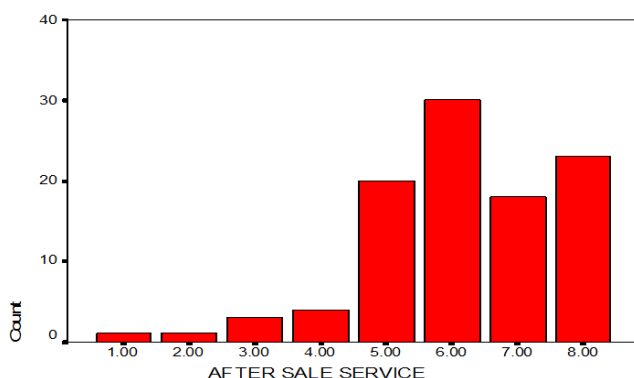
PRICE				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	2	2.0	2.0	2.0
2.00	17	17.0	17.0	19.0
3.00	16	16.0	16.0	35.0
4.00	39	39.0	39.0	74.0
5.00	17	17.0	17.0	91.0
6.00	7	7.0	7.0	98.0
7.00	2	2.0	2.0	100.0
Total	100	100.0	100.0	

### Graphical Representation



### Graphical Representation

AFTER SALE SERVICE				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.0	1.0	1.0
2.00	1	1.0	1.0	2.0
3.00	3	3.0	3.0	5.0
4.00	4	4.0	4.0	9.0
5.00	20	20.0	20.0	29.0
6.00	30	30.0	30.0	59.0
7.00	18	18.0	18.0	77.0
8.00	23	23.0	23.0	100.0
Total	100	100.0	100.0	



## CONCLUSION

The facts and figures shown in the analysis is correct and the survey has been done in a good faith and responsibility. As HERO HONDA, BAJAJ and YAMAHA have taken the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> position. Thus TVS motor co. has to make some more efforts to increase the awareness among the people in the context of bikes.

TVS motor co. has emphasized only on VICTOR and not on other bikes, thus people only know about VICTOR and not other bikes. Print media and different types of media should be used to make people know about the slogan.

The respondents in the factors, which they consider while purchasing a bike, have done the ranking. MILEAGE is the first factor following with POWER and STYLE and also with an adaptable PRICE. The company has to make efforts for making a product that should have all these three factors with considerable price.

The most influencing factor in purchasing decision of the bike is FAMILY and after that FRIENDS which is not at all linked with the company investment. The company generally invests in Dealer promotion and Media, which is not appropriate as analyzed in this question. Awareness level through Media and dealer should be increased.

When asked about the experience at the TVS dealership most of the respondents had a good and average experience with a small number having bad experience. The small number of bad experience can be avoided by giving warm welcome and good behavior by the staff. In this matter the dealer should increase the *road shows* as well as arrange regular *customers meeting* which will create interests in other prospects.

The respondents have liked the service facility and the staff but the important factor is the lack of space. The dealership in Haryana has to improve the staff as well as the after sales services and the customer relations. Celebrity endorsement does not affect most of the respondents whereas only 34% of the respondents have an affect over the purchasing decision of bike. Company should give more importance to the product so as to give the best in quality to the customer.

## SUGGESTIONS

The study found that the respondents consider TVS motor company after HERO HONDA and BAJAJ. TVS motor company has to make some arrangements to increase the awareness level among the prospects through media. The company should focus on other bikes because some of the

bikes in TVS like Apache RTR are more popular than these bikes in the surveyed area. The respondents who visited the dealership are not satisfied with the service facilities which can be improved by regular visit of the service managers as well as providing regular training to the staff as well as the owner.

## LIMITATIONS

This paper is bound to be limitations which the researcher faced and within which he had to work. The data used in most part of the paper is secondary data, it has inherent discrepancy.

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