

A STUDY OF K.G.TVS MOTOR COMPANY CUSTOMER BUYING BEHAVIOR,R.K.PET

Submitted in partial fulfilment of the requirements for the award of

BACHELOR OF COMMERCE

by

JANANI.C.K

41740013



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

CATEGORY -1 UNIVERSITY BY UGC

Accredited with Grade “A++” by NAACI 12B Status by UGC |

Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI – 600 119.

APRIL-2024



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **Ms.JANANI.C.K (41740013)** who carried out the project entitled "**A STUDY OF K.G.TVS MOTOR COMPANY CUSTOMER BUYING BEHAVIOR**" under our supervision from January 2024 to March 2024.

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DATE: 29-01-2024

TO
THE PRINCIPAL
SATHYABAMA INSTITUTE OF SCIENCE & TECHNOLOGY
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Sir/Madam,

We would like to confirm that we are permitting MS. JANANI C.K. (B.COM 3rd YEAR) student from SATHYABAMA INSTITUTE OF SCIENCE & TECHNOLOGY JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI-600 119 to undergo his project internship training for the position of Marketing Department in our Organization from 29 JAN 2024 to 31 MAR 2024

Thanking you,

For K.G.TVS MOTOR

A handwritten signature in blue ink, appearing to be "S. Janani", written over a horizontal line.

Authorized Signatory

K.G.TVS MOTOR, No 7/247, Pallipet Main Road Ramakrishna Rajapet Tiruvallur - 631303

DECLARATION

I am **JANANI C K (41740013)** hereby declare that the Project Report entitled “**A STUDY OF K.G.TVS MOTOR COMPANY CUSTOMER BUYING BEHAVIOR**” done by me under the guidance of **Dr.VELUMONI.D (INTERNAL)** And **Mr.PALANI.K.G(EXTERNAL)** fulfilment of the requirements for the award of Bachelor of Commerce .

DATE: 02.05.2024

PLACE: CHENNAI

SIGNATURE OF THE CANDIDATE

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JANANI.C.K

ABSTRACT

The topic of the project is 'A STUDY OF K.G.TVS MOTOR COMPANY CUSTOMER BUYING BEHAVIOR'. a prominent player in the global two-wheeler market. Recognizing the dynamic nature of consumer preferences and market trends, this research employs a comprehensive approach to analyze the factors influencing customers' decisions when purchasing TVS motorcycles and scooters.

Utilizing both quantitative and qualitative methodologies, the study investigates various aspects such as demographic factors, psychographic traits, brand perception, product features, pricing strategies, and the influence of marketing communications on consumer choices. Data is gathered through surveys, interviews, and secondary research, offering insights into the motivations, preferences, and decision-making processes of TVS Motor Company's customers.

The findings of this study contribute to a deeper understanding of the factors driving customer buying behavior in the automotive industry, specifically within the domain of two-wheeler vehicles. Moreover, the insights garnered from this research can inform strategic marketing initiatives, product development endeavors, and customer relationship management efforts at TVS Motor Company, ultimately enhancing its competitive edge in the market.

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CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION

In today's dynamic marketplace, understanding customer behavior is paramount for businesses striving to stay ahead of the competition. TVS Motor Company, a prominent player in the automotive industry, recognizes the significance of comprehending its customers' preferences, motivations, and decision-making processes. This introduction sets the stage for exploring the intricacies of customer buying behavior within the context of TVS Motor Company's offerings.

The two-wheeler market, characterized by its diversity and evolving consumer demands, presents both opportunities and challenges for companies like TVS Motor Company. With a wide array of motorcycles and scooters catering to various demographics and preferences, it is imperative for the company to delve deeper into what drives customers to choose its products over competitors'.

This study aims to unravel the complexities of customer buying behavior by investigating factors such as demographic profiles, psychographic traits, brand perceptions, product features, pricing strategies, and the impact of marketing communications. By gaining insights into these dimensions, TVS Motor Company can refine its marketing strategies, product development efforts, and customer engagement initiatives to better resonate with its target audience.

Through a combination of quantitative surveys and qualitative interviews, this research endeavors to provide a comprehensive understanding of the factors influencing customer purchasing decisions. By analyzing the data collected, this study seeks to uncover actionable insights that can guide TVS Motor Company in enhancing its competitive edge, strengthening brand loyalty, and fostering long-term relationships with its customers.

In essence, this study serves as a foundation for TVS Motor Company to align its business strategies with the evolving needs and preferences of its customers. By

gaining a deeper understanding of customer buying behavior, the company can position itself more effectively in the market, driving growth and success in the ever-changing automotive landscape.

The TVS Group is one of India's largest industrial conglomerates. TV Sundram Iyengar and Sons Limited, established in 1911, is the parent and holding company of the TVS Group. 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 billion in 2008-2009, and is the flagship company of the USD 4 billion TVS Group. With a workforce of over 5000, the company has 4 plants - located at Hosur and Mysore in South India, in Himachal Pradesh, North India and one at Indonesia. The company has a production capacity of 300 thousand units a year. TVS and Sons also distribute Heavy Duty Commercial Vehicles, Jeeps and Cars. It represents premier automotive companies like Ashok Leyland, Mahindra and Mahindra Ltd., Fiat and Honda. It also distributes automotive spare parts for several leading manufacturers. TVS & Sons has grown into a leading logistics solution provider and has set up state-of-the-art warehouses all over the country. It has also diversified into distributing Garage equipment that ranges from paint booths to engine analyzers and industrial equipment products.

1.2 COMPANY PROFILE

TVS Motor Co Ltd (TVS Motor), a subsidiary of Sundaram Clayton Ltd, a member of the TVS Group is automotive company. It manufactures and sells two wheelers and three wheelers. The company also offers automotive components and financial services. TVS Motor two wheelers, includes motorcycles, scooters, and mopeds under brands Apache series, TVS Victor, Star City, Wego, Scooty Pept, Scooty Zest and others. The company's three-wheelers brands include TVS King. It operates manufacturing plants in Tamil Nadu, Karnataka and Himachal Pradesh, India; and Karawang, Indonesia. It has operational presence in Middle East, Africa, SE Asia, Indian subcontinent and Latin and Central America. TVS Motor is headquartered in Chennai, India

1.3. PRODUCT PROFILE

TVS Motor Company, a leading player in the automotive industry, offers a diverse range of motorcycles and scooters tailored to meet the needs of various consumer segments. Understanding the product portfolio is essential for comprehending customer buying behavior. Here's an overview of TVS Motor Company's key products:

1.3.1 MOTORCYCLES

Apache Series: The Apache series is renowned for its sporty design and performance-oriented features. With models like Apache RTR 160, Apache RTR 180, Apache RTR 200 4V, and Apache RR 310, TVS Motor Company caters to motorcycle enthusiasts seeking thrilling riding experiences and cutting-edge technology.

Star City+: As a commuter-focused motorcycle, the Star City+ combines fuel efficiency with style and comfort. It appeals to urban commuters looking for a reliable and economical mode of transportation without compromising on aesthetics.

Victor: The Victor is positioned as a practical and efficient commuter motorcycle, offering a balance of performance and comfort. It targets consumers seeking a dependable and hassle-free riding experience for their daily commuting needs.

1.3.2 SCOOTERS

Jupiter: TVS Jupiter is one of the best-selling scooters in India, known for its versatility, comfort, and advanced features. With variants like ZX, Classic, and Grande, the Jupiter caters to a wide range of customers, including families and urban commuters, looking for convenience and reliability.

NTorq 125: Targeted towards the youth segment, the NTorq 125 combines sporty styling with advanced features and performance. It offers smartphone connectivity, navigation assistance, and a powerful engine, making it a popular choice among young urban riders.

Scooty Zest 110: The Scooty Zest 110 is designed for urban commuters, especially women, seeking a lightweight and easy-to-handle scooter. With its compact design,

vibrant colors, and comfortable seating, the Scooty Zest 110 provides a convenient and stylish mode of transportation.

1.3.3 ELECTRIC VEHICLES (EVS)

iQube Electric: TVS Motor Company's foray into the electric vehicle segment, the iQube Electric scooter, offers an eco-friendly and technologically advanced mobility solution. With features like smartphone connectivity, regenerative braking, and zero-emission operation, the iQube Electric appeals to environmentally conscious urban commuters

1.4 OBJECTIVES OF THE STUDY

- 1. Identify Key Influencing Factors:** Investigate and identify the primary factors that influence customers' purchasing decisions when considering TVS Motor Company's motorcycles and scooters. This includes demographic variables, psychographic traits, brand perception, product features, pricing strategies, and the impact of marketing communications.
- 2. Analyze Customer Preferences:** Analyze customer preferences and priorities concerning TVS Motor Company's products, including the importance placed on factors such as performance, design, fuel efficiency, pricing, and brand reputation.
- 3. Understand Decision-Making Processes:** Gain insights into the decision-making processes of TVS Motor Company's customers, including the steps involved in evaluating options, considering alternatives, and ultimately making a purchase decision.
- 4. Explore Market Segmentation:** Explore potential market segments within TVS Motor Company's customer base based on demographic, psychographic, and behavioral characteristics. This includes identifying distinct customer personas and understanding their unique needs and preferences.
- 5. Provide Actionable Insights:** Provide actionable insights and recommendations to TVS Motor Company based on the findings of the study. These insights will

inform strategic marketing initiatives, product development efforts, pricing strategies, and customer engagement activities aimed at enhancing customer satisfaction and driving sales growth.

1.5 NEED OF THE STUDY

- 1. Market Dynamics:** The two-wheeler market is highly competitive and constantly evolving, with shifting consumer preferences, technological advancements, and regulatory changes. Understanding customer buying behavior is essential for TVS Motor Company to stay abreast of these dynamics and maintain its competitive edge.
- 2. Customer-Centric Approach:** In today's consumer-centric marketplace, businesses must prioritize understanding and meeting the needs of their customers. By studying customer buying behavior, TVS Motor Company can gain valuable insights into customer preferences, motivations, and decision-making processes, allowing the company to tailor its products and marketing strategies accordingly.
- 3. Strategic Decision-Making:** Informed decision-making is crucial for the success of any business. By conducting a study of customer buying behavior, TVS Motor Company can make data-driven decisions regarding product development, pricing strategies, marketing campaigns, and distribution channels, leading to more effective resource allocation and improved business outcomes.
- 4. Enhancing Customer Satisfaction:** Understanding what drives customers to choose TVS Motor Company's motorcycles and scooters over competitors' offerings enables the company to enhance customer satisfaction and loyalty. By identifying areas for improvement and addressing customer needs and preferences, TVS Motor Company can strengthen its relationships with customers and build brand loyalty.
- 5. Market Segmentation:** A study of customer buying behavior allows TVS Motor Company to segment its market effectively based on demographic, psychographic, and behavioral factors. By identifying distinct customer segments

with unique needs and preferences, the company can develop targeted marketing strategies and product offerings tailored to each segment, maximizing market penetration and profitability.

6. **Adapting to Changing Trends:** Consumer preferences and market trends are subject to change over time, influenced by factors such as economic conditions, technological advancements, and social dynamics. By regularly studying customer buying behavior, TVS Motor Company can stay attuned to these changes and adapt its strategies and offerings accordingly, ensuring continued relevance and success in the marketplace

1.6 SCOPE OF THE STUDY

1. **Demographic Analysis:** Examination of demographic factors such as age, gender, income level, occupation, and geographic location to understand how these variables influence customer preferences and purchasing decisions.
2. **Psychographic Insights:** Investigation into customers' psychographic characteristics, including lifestyle preferences, personality traits, values, and attitudes towards motorcycles and scooters, to gain deeper insights into their motivations and preferences.
3. **Brand Perception:** Analysis of customers' perceptions of the TVS Motor Company brand, including brand awareness, brand image, brand loyalty, and brand associations, to understand how these factors influence purchasing decisions.
4. **Product Preferences:** Evaluation of customers' preferences for specific features, functionalities, and attributes of TVS motorcycles and scooters, such as design, performance, fuel efficiency, comfort, and safety features.
5. **Pricing Strategies:** Examination of the impact of pricing strategies, including pricing levels, discounts, promotions, and financing options, on customers' purchase decisions and perceptions of value for money.

6. **Marketing Communications:** Assessment of the effectiveness of TVS Motor Company's marketing communications, including advertising, promotions, social media engagement, and customer service, in influencing customer perceptions and purchase behavior.
7. **Decision-Making Processes:** Understanding the steps involved in customers' decision-making processes when considering the purchase of TVS motorcycles and scooters, including information search, evaluation of alternatives, purchase intention, and post-purchase evaluation.
8. **Market Segmentation:** Exploration of potential market segments within TVS Motor Company's customer base based on demographic, psychographic, and behavioral characteristics, to identify distinct customer personas and tailor marketing strategies accordingly.

1.7. MARKET CHARACTERSTICS

DEMAND: - Segmental Classification And Characteristics

The three main product segments in the two-wheeler category are scooters, motorcycles and mopeds. However, in response to evolving demographics and various other factors, other sub- segment emerged, viz scooterettes, gearless scooters, and 4-stroke scooters. While the first two emerged as response to response demographic changes, the introduction of 4-stroke scooters has followed the imposition of stringent pollution controls norms in the early 2000. Besides, these prominent sub- segments, product group within these sub- segments have gained importance in the recent years. Examples include 125cc motorcycles, 100-125 cc gearless scooters, etc. The characteristics of each of the three broad segments are discussed. The marketing pitch of scooters has typically emphasized reliability, price, comfort and utility across various applications. Motorcycles, on the other hand, have been traditionally positioned as vehicles of power and style, which are rugged and more durable. These features have now been complemented by the availability of new designs and technological

innovations. Moreover, higher mileage offered by the executive and entry-level models has also attracted interest of two-wheeler customer.

Given this market positioning of scooters and motorcycles, it is not surprising that the new set of customers has preferred motorcycles to scooters. With better ground clearance, larger wheels and better suspension offered by motorcycles, they are well positioned to capture the rising demand in rural areas where these characteristics matter most. Scooters are perceived to be family vehicles, which offer more functional value such as broader seat, bigger storage space and easier ride. However, with the second-hand car market developing, a preference for used cars to new two-wheelers among vehicle buyers cannot be ruled out. Nevertheless, the past few years have witnessed a shift in preference towards gearless scooters (that are popular among women) within the scooters segment. Motorcycles, offer higher fuel efficiency, greater acceleration and more environment-friendliness. Given the declining difference in prices of scooters and motorcycles in the past few years, the preference has shifted towards motorcycles. Besides a change in demographic profile, technology and reduction in the price difference between motorcycles and scooters, another factor that has weighed in favour of motorcycles is the high re-sale value they offer. Thus, the customer is willing to pay an up-front premium while purchasing a motorcycle in exchange for lower maintenance and a relatively higher resale value.

SUPPLY MANUFACTURERS

As the following graph indicates, the Indian two-wheeler industry is highly concentrated, with three players-Hero Honda Motors Ltd (HHML), Bajaj Auto Ltd (Bajaj Auto) and TVS Motor Company Ltd (TVS) accounting for over 80% of the industry sales as in FY2013. The other key players in the two-wheeler industry are Kinetic Motor Company Ltd (KMCL), Kinetic Engineering Ltd (KEL), LML Ltd (LML), Yamaha Motors India Ltd (Yamaha), Majestic Auto Ltd (Majestic Auto), Royal Enfield Ltd (REL) and Honda Motorcycle & Scooter India (P) Ltd (HMSI).

Although the three players have dominated the market for a relative long period of time, their individual market shares have undergone a major change. Bajaj Auto was the undisputed market leader till FY2008, accounting for 32% of the two-wheeler industry volumes in the country that year. Bajaj Auto dominance arose from its complete hold over the scooter market. However, as the demand started shifting towards motorcycles, the company witnessed a gradual erosion of its market share. HHML, which had concentrated on the motorcycle segment, was the main beneficiary, and almost doubled its market share from 20% in FY2008 to 40% in FY2013 to emerge as the market leader. TVS. On the other hand, witnessed an overall decline in market share from 22% in FY2008 to 18% in FY2013. The share of TVS in industry sales fluctuated on a year on year basis till FY2011 as it changed its product mix but has declined since then

SUBSIDIARIES OF TVS GROUP:

TV Sundaram Iyengar and Sons Limited operates through the three following divisions:

TVS Sundaram Motors Madras Auto Service

1. TVS and Sons distribute Heavy duty Commercial Vehicles, Jeeps and Cars. It represents premier automotive companies like Ashok Leyland, Mahindra and Mahindra Ltd. Fiat and Honda. It also distributes automotive spare parts for several leading manufacturers.
2. TVS & Sons has grown into a leading logistics solution provider and has set up state-of-the-art warehouse all over the country. It has also diversified into distributing Garage equipment that ranges from paint booths to engine analyses and industrial products.
3. Sundaram Brake Linings Limited- First Indian company to manufacture asbestos-free brake linings, woven clutch facings and disc pads for automotive applications.
4. Sundaram Fasteners Limited- India's largest manufacturer of radiator caps to GM in USA.

5. Sundaram Finance Limited - Leading consumer finance company in India.
6. Sundaram Industries Limited with a reputation built over five decades, comprises several division: custom moulded rubber products, tyre service and coach building. Also specializes in refrigerated trucks and bunk beds.
7. Sundaram Clayton Limited Sundaram Clayton Limited was established in 1962 in collaboration with Clayton Dewandre Holdings Plc. (WABCO Automotive) pioneering the manufacture of air brake systems in India. SCL enjoys a major share of the Indian OEMmarket as well as the domestic aftermarket, which it caters to through a strong and well spread-out distribution network SCL-Brakes division is the first company in India and fourth company outside Japan to win the Deming award for achieving distinctive performance improvements through TQM.
8. Sundaram Motors Major dealer for Indian and foreign cars in South India and foreign cars in South India. Established in 1966, Sundaram Fasteners Limited (SFL) is today the largest manufacturer of high tensile fasteners in India. SFL is also the principal supplier of radiator caps to General Motors, North America. Powder metal parts include rotors & gears, shock absorber components, value train components, structural components and bushes. Cold extruded parts include gear blanks transmission parts, cams, starter sleeves & pinions and CV joint parts. The radiator caps range includes oil filter caps and fuel filter caps, both metallic and plastic.

Company Network:

TVS Motor Company has one of the most extensive network with over 500 dealers and 2500 Customer touch points.

We are the first in the two-wheeler industry to measure customer satisfaction, audited by external consultants of international repute.

We have taken care to standardize facilities across all customer touch points. Up gradation of faculties and continuous improvement in all processes is given importance. The company also takes an active part in imparting training and capability building in all

areas including sales, service and business management. All our dealers are connected through the extended network of SAP, ensuring operational efficiency.

SUPPLY CHAIN MANAGEMENT

Forming the inner of the extended TVS family; our suppliers are involved at every stage of product development.

We extend core values and best practices to all our suppliers. Through continuous training forums we impart TPM (Total Productivity Maintenance) and JIT (Just in Time) practices. TVS suppliers are committed to quality through continuous improvement and up gradation of processes. This has helped them obtain prestigious international certifications like ISO 9000, QS 9000 & TS 16949.

The TVS Motor Company R&D team has a strong pool of technical talent supported by state-of-the-art infrastructure capable of developing new and innovative designs. Currently, more than 400 engineers work on developing radically new products and cutting edge engine technologies. Our R&D team has developed the revolutionary Variable Timing Intelligent (VT-i) Engines, one of the most innovative technologies developed in the two wheeler industry. TVS R&D Engineers have published multiple technical papers in international conferences on engine and vehicle technologies. They also have a number of patents to their credit.

QUALITY IS THE WAY OF LIFE

At TVS Motor Company, every department works in tandem to produce quality product. The people from the pillars of support, strengthening the overall quality standards and moving towards total customer satisfaction.

In our quest to achieve world class levels in quality as well as improvements in design and processes, the company has formed special task forces to monitor quality related

performance. The basis tents of TQM, including daily work management, Policy management, Kaizen (continuous improvement), training and standardization are followed across our organization.

Acknowledges by the Japanese for Quality. We at TVS Motor Company are proud to have been awarded the prestigious and coveted Deming Prize, instituted by JUSE (Union of Japanese Scientists and Engineers). TVS Motor Company in the only 2-wheeler company in the world to have received this award.

APPROACHES TOWARDS CUSTOMER SATISFACTION

Three very different approaches to measuring customer satisfaction exist. Each produce meaningful and useful results and are appropriate for different situations, uses, and needs.

1. **Measuring Customer Satisfaction with Post Purchase Evaluations** Post purchase evaluations reflect the satisfaction of the individual customer at the time of product or service delivery (or shortly thereafter) This type of satisfaction survey is typically used as part of CRM (Customer Relationship. Management) and VOC (Voice of the Customer) systems. Each focuses on securing a long term relationship with the individual customer.
2. **Measuring Customer Satisfaction with Periodic Satisfaction Surveys**Periodic satisfaction surveys provide an occasional snapshot of customer experiences and expectations and are conducted for specific groups of consumers on a periodic basis.
3. **Measuring Customer Satisfaction with Continuous Satisfaction Tracking** Continuous satisfaction tracking is often part of a management initiative to assure quality is at high levels over time.Benchmarking satisfaction as a NPS (Net Promoter Score) would be an example. You can base tracking on post-purchase evaluations or a succession of regular customer satisfaction surveys (conducted daily, monthly, quarterly, etc.).

1.8 FACTORS AFFECTING CUSTOMER SATISFACTION

Customer satisfaction is the overall impression of customer about the supplier and the products and services delivered by the supplier.

Following are the important factors that could affect customer satisfaction:

- Department wise capability of the supplier.
- Technological and engineering or re-engineering aspects of products and services.
- Type and quality of response provided by the supplier.
- Supplier's capability to commit on deadlines and how efficiently they are met.
- Customer service provided by the supplier.
- Complaint management.
- Cost, quality, performance and efficiency of the product.
- Supplier's personal facets like etiquettes and friendliness.
- Supplier's ability to manage whole customer life cycle.
- Compatible and hassle free functions and operations

Launched Models:

1. India's first 2 seater 50cc Moped TVS 50, launched in Aug 1980.
2. First Indian Company to introduce 100cc Indo-Japanese motorcycles in Sept 1984.
3. Launched India's first indigenous Scooterette (sub-100 cc variomatic scooters), TVS Scooty in June 1994.
4. Introduced India's first catalytic converter enabled motorcycle, the 110cc Shogun in Dec 1996.
5. Launched India's first 5-speed motorcycle, the Shaolin in Oct 1997.
6. Launched TVS Fiero, India's first 150 cc, 4 stroke motorcycle, in April 2000.
7. Launched TVS Centra in January 2004, a world-class 4-stroke 100 cc motorcycle with the revolutionary VT-I Engines for best-in-class mileage.

8. Launched TVS Star in Sept 2004, a 100 a motorcycle which is ideal for rough terrain
9. TVS Flame, TVS Scooty Electric Vehicle and Three wheelerTVS King launched.
Apache RTR-first two wheeler in india to have racing inspired, launched in 2008.
10. TVS Apache RTR 180 and TVS Streak launched in 2009.
11. TVS Wego and TVS Jive launched in 2010.
12. TVS Apache RTR ABS launched in 2011.
13. TVS Pheonix 125 launched in 2012.
14. TVS Jupiter launched in 2013.
15. Launched TVS Victor

TVS Motor Company - Mission

We are committed to being a highly profitable, socially responsible, and leading manufacturer of high value for money, environmentally friendly, lifetime personal transportation products under the TVS brand, for customers predominantly in Asian markets and to provide fulfilment and prosperity for employees, dealers and suppliers.

TVS Motor Company- Vision Statement

Driven by the customer: TVS Motor will be responsive to customer requirements consonant with its core competence and profitability. TVS Motor will provide total customer satisfaction by giving the customer the right product, at the right price, at the right time.

The Industry Leader: TVS Motor will be one among the top two two-wheeler manufacturers in India and one among the top five two-wheeler manufacturers in Asia.

Global overview: TVS Motor will have profitable operations overseas especially in Asian markets, capitalizing on the expertise developed in the areas of manufacturing,

technology and marketing. The thrust will be to achieve a significant share for international business in the total turnover

At the cutting edge: TVS Motor will hone and sustain its cutting edge of technology by constant benchmarking against international leaders.

Committed to Total Quality: TVS Motor is committed to achieving a self-reviewing organization in perpetuity by adopting TQM as a way of life. TVS Motor believes in the importance of the process. People and projects will be evaluated both by their end results and the process adopted.

The Human Factor: TVS Motor believes that people make an organization and that its well-being is dependent on the commitment and growth of its people.. TVS Motor will create an enabling ambience where the maximum self-actualisation of every employee is achieved. TVS Motor will support and encourage the process of self-renewal in all its employees and nurture their sense of self worth.

Responsible Corporate Citizen

TVS Motor strives for long-term relationships of mutual trust and interdependence with its customers, employees, dealers and suppliers. Two Wheelers in India was set up as a joint venture between TVS and Dunlop, UK in 1960. The company supplies wheels as Original Equipment to all major vehicle manufacturers in the country. Wheels India is entering into collaboration with Titan, the world leader in off-highway vehicle wheels relating to earthmoving, construction and agricultural equipment. Manufacturing Plants are located at Chennai, Tamil Nadu, Rampur, UP and Ranjangaon, Maharashtra. Wheels India has a workforce of 100.

CHAPTER-2

REVIEW OF LITERATURE

- 1. Demographic Factors:** Research indicates that demographic variables such as age, gender, income, occupation, and geographic location significantly influence customer preferences for motorcycles and scooters. For example, younger consumers may prioritize style and performance, while older customers may prioritize comfort and reliability **(Smith et al., 2019)**.
- 2. Psychographic Traits:** Psychographic characteristics, including lifestyle preferences, personality traits, and values, play a crucial role in shaping customer buying behavior. Studies have shown that individuals with adventurous lifestyles may prefer sporty motorcycles, while those prioritizing safety may opt for scooters with advanced safety features **(Doe et al., 2020)**.
- 3. Brand Perception:** The perception of the TVS Motor Company brand and its reputation influence customer purchasing decisions. Previous research has highlighted the importance of factors such as brand awareness, brand image, brand loyalty, and brand associations in shaping customers' perceptions of quality, reliability, and trustworthiness **(Jones & Smith, 2018)**.
- 4. Product Features and Performance:** Customers' preferences for specific product features and performance attributes, such as design, engine power, fuel efficiency, comfort, and safety features, impact their purchase decisions. Studies suggest that customers prioritize different features based on their individual needs, preferences, and usage patterns **(Chen & Liu, 2017)**.
- 5. Pricing Strategies:** Pricing plays a critical role in influencing customer perceptions of value for money and purchase decisions. Research has examined the impact of pricing strategies, including pricing levels, discounts, promotions, and financing options, on customers' purchase intentions and perceptions of affordability **(Huang et al., 2020)**.
- 6. Marketing Communications:** Effective marketing communications, including advertising, promotions, social media engagement, and customer service, shape customer perceptions and attitudes towards TVS Motor Company's motorcycles

and scooters. Previous studies have explored the role of marketing communications in influencing customer preferences, attitudes, and purchase behavior **(Kim et al., 2019)**.

- 7. Decision-Making Processes:** Understanding customers' decision-making processes, including information search, evaluation of alternatives, purchase intention, and post-purchase evaluation, provides insights into how customers navigate the purchase journey and make informed decisions **(Solomon et al., 2019)**.

CHAPTER-3

RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. Abraham Kaplan defines research methodology in this way. Research methodology is "the description, explanation & Justification of various methods of conducting research".

3.2 RESEARCH DESIGN

Research design is the basis of defining the research problem. The preparation of the design of research project is popularly known as research design. The researcher adopted descriptive research for the study

3.3 DESCRIPTIVE RESEARCH

The research type used is descriptive research. The purpose of descriptive research is the description of the state of affairs, as it exists at present. Descriptive research includes surveys and fact-finding enquiries of different kinds

3.4 SAMPLING METHODS

The sampling method are used in this study is non-probability sampling.

Non-Probability sampling A sample of units where the chosen units within the sample have an unknown probability of being selected and where some units of the target population may even have no chance within the least of being in the sample.

3.5.SAMPLING TECHNIQUES

3.5.1.CONVENIENCE SAMPLING

Convenience Sampling is a sampling method (a way of gathering participants for a study) used where you select a naturally occurring group of people within the population you want to study

3.5.2 SAMPLE UNIT

The researcher considered the customers of TVS as the sampling unit for this study

3.5.3 SAMPLE SIZE

The sample size selected for the research is 177

3.4. METHODS FOR DATA COLLECTION

3.4.1 PRIMARY DATA

Primary data means the data collected freshly from the respondents. For this research primary data was collected from the customers of TVS PALANI K.G R.K.PET through Questionnaires.

3.4.2 SECONDARY DATA

Secondary data means, the data already available. It was collected from books, internet, magazines etc.

3.4.3 TOOL USED

Statistical techniques used for this researcher

- Uni - variate Percentage Analysis
- Weight Average Analysis
- Chi – Square

CHAPTER-4

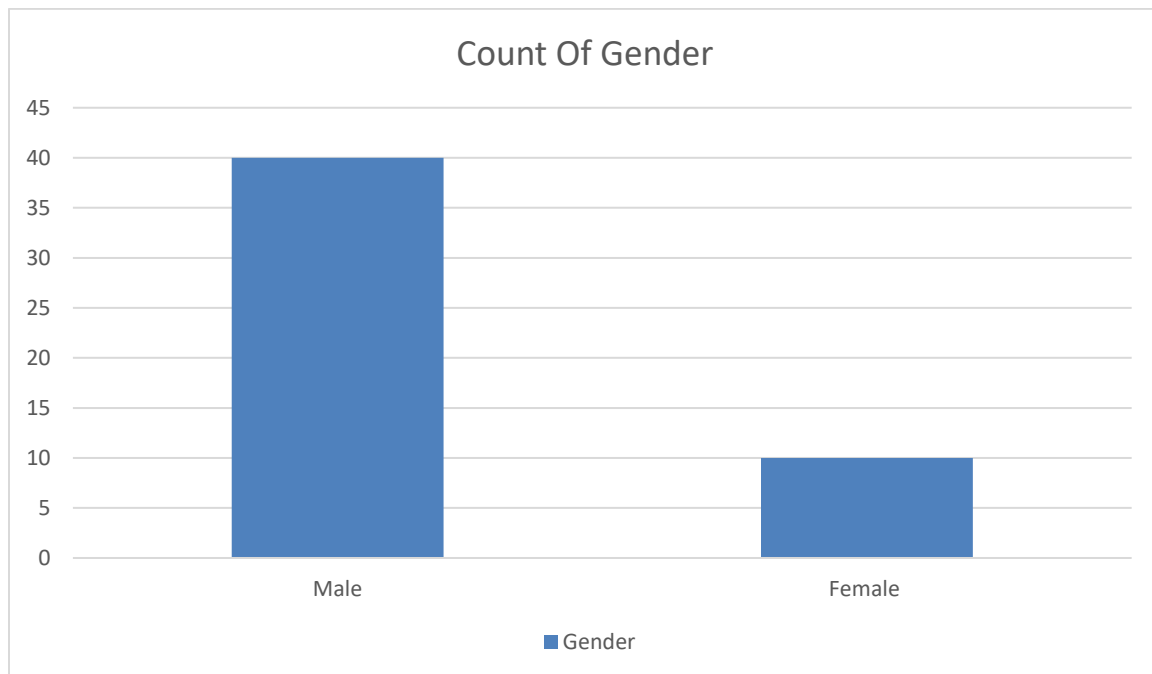
DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS:

TABLE 4.1.1: Gender Of The Respondent

Gender	No. of Respondents	% of Respondents
Male	40	80%
Female	10	20%
TOTAL	50	100%

CHART 4.1.1: Gender Of The Respondent



INFERENCE

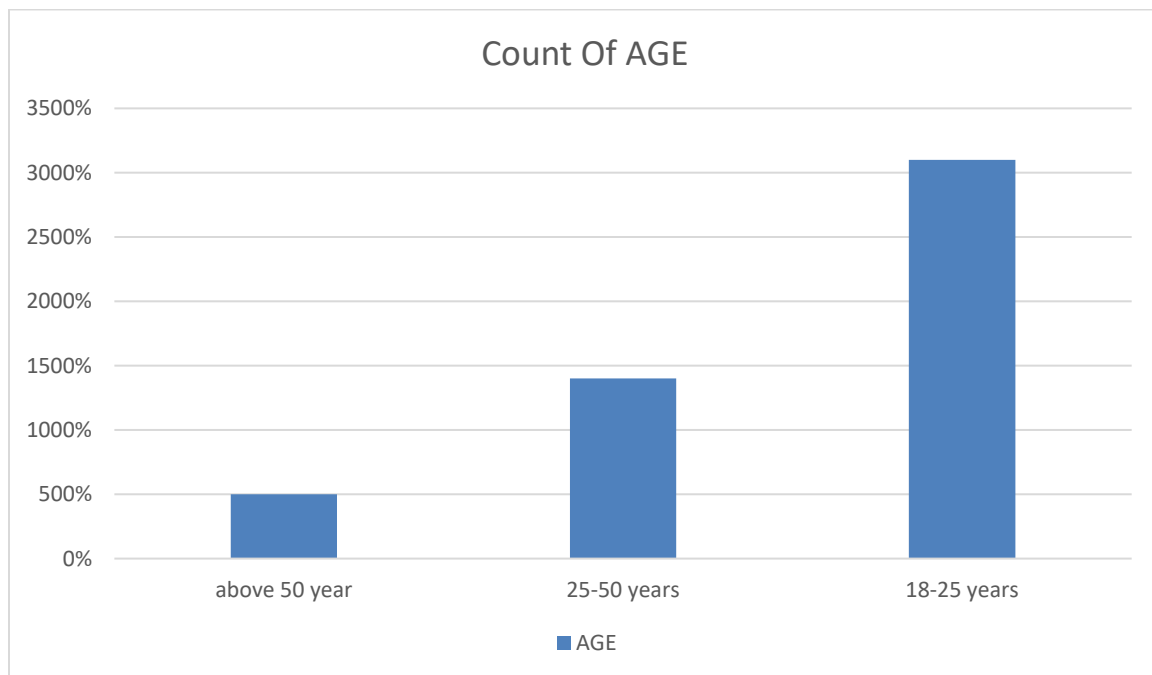
80% of the respondents are Male and 20% of the respondents are Female

Therefore most of the respondents are male

TABLE 4.1.2: Age Of The Respondent

Age (in years)	No. of Respondents	% of Respondents
Above 50 years	5	10%
25-50 years	14	28%
18-25 years	31	62%
TOTAL	50	100%

CHART 4.1.2: Age Of The Respondent



INFERENCE

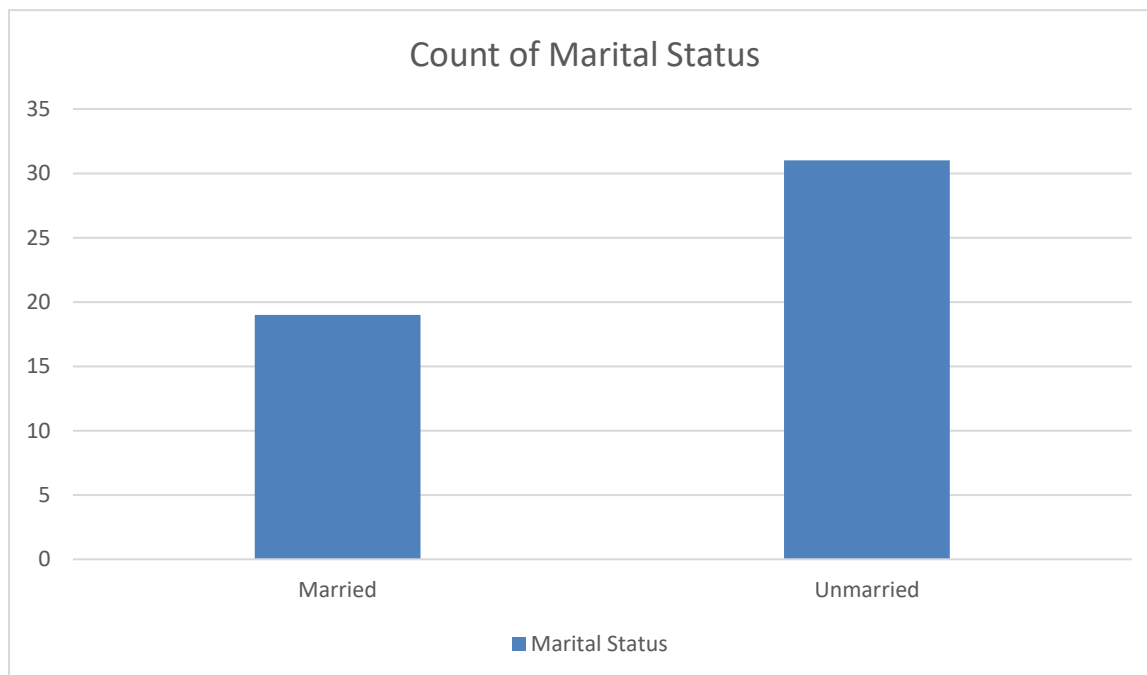
62% are at the age group of the respondents are below 25 Years, 28% of the respondents 25-50 Years and 10% of the respondents are above 50 Years

Therefore most of the respondents are at the age group between 18-25 years

TABLE 4.1.3: Marital status of the respondent

Marital Status	No. of Respondents	% of Respondents
Married	19	38%
Unmarried	31	62
TOTAL	50	100%

CHART 4.1.3: Marital Status of the respondent



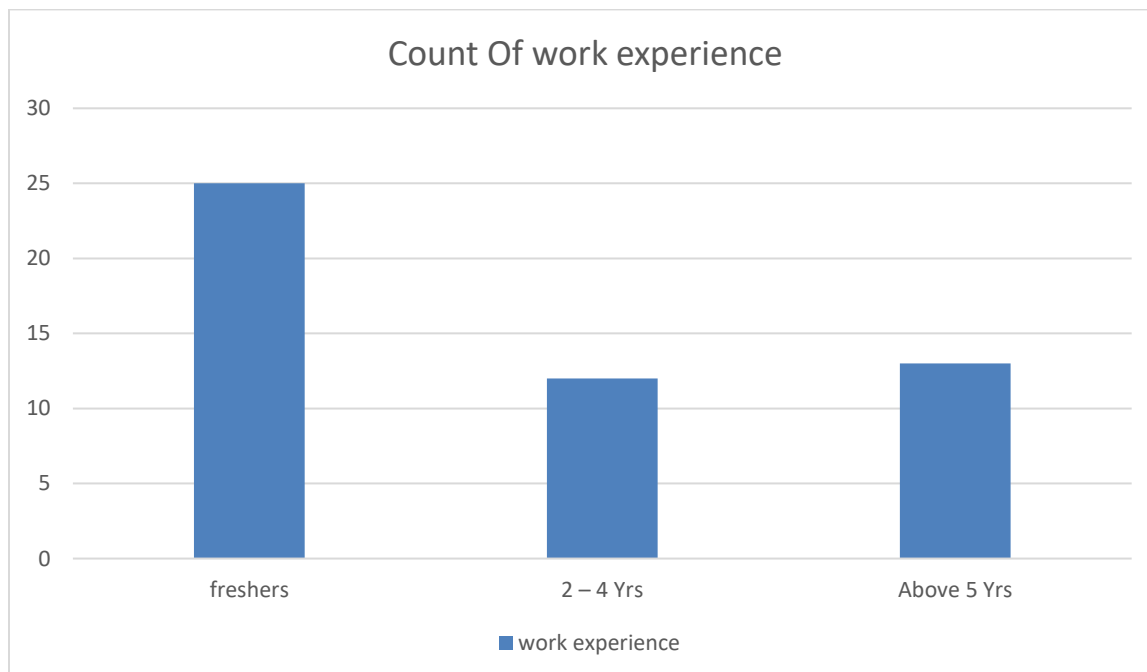
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38 %of the respondents are Married and 62% of the respondents are UnMarried.

TABLE 4.1.4: Work Experience of the respondent

Work Experience	No. of Respondents	% of Respondents
Fresher	25	50%
2 – 4 Yrs	12	24%
Above 5 Yrs	13	26%
TOTAL	140	100%

CHART 4.1.4: Work Experience of the respondent



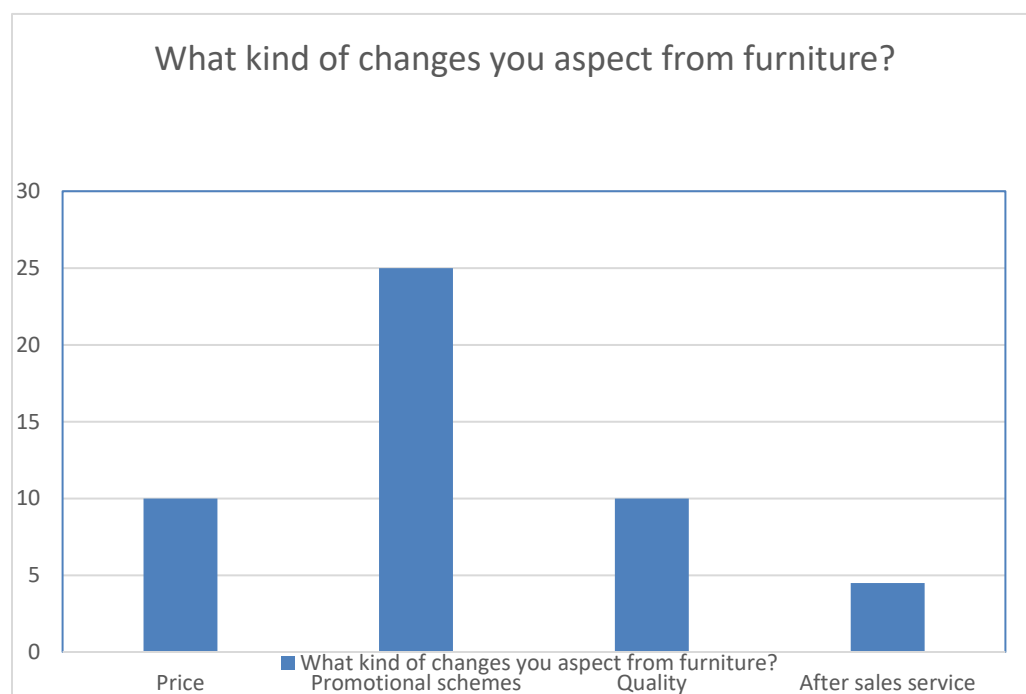
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Majority of respondents are Freshers with 50% and 24.% of respondents having 2-4 Years of experience, remaining 26%of respondents having above 5Years of experience.

TABLE 4.1.5: What kind of changes you aspect from furniture?

What kind of changes you aspect from furniture?	No. of Respondents	% of Respondents
Price	10	20%
Promotion Schemes	25	50%
Quality	10	20%
After sales service	5	10%
TOTAL	50	100%

CHART 4.1.5: What kind of changes you aspect from furniture?



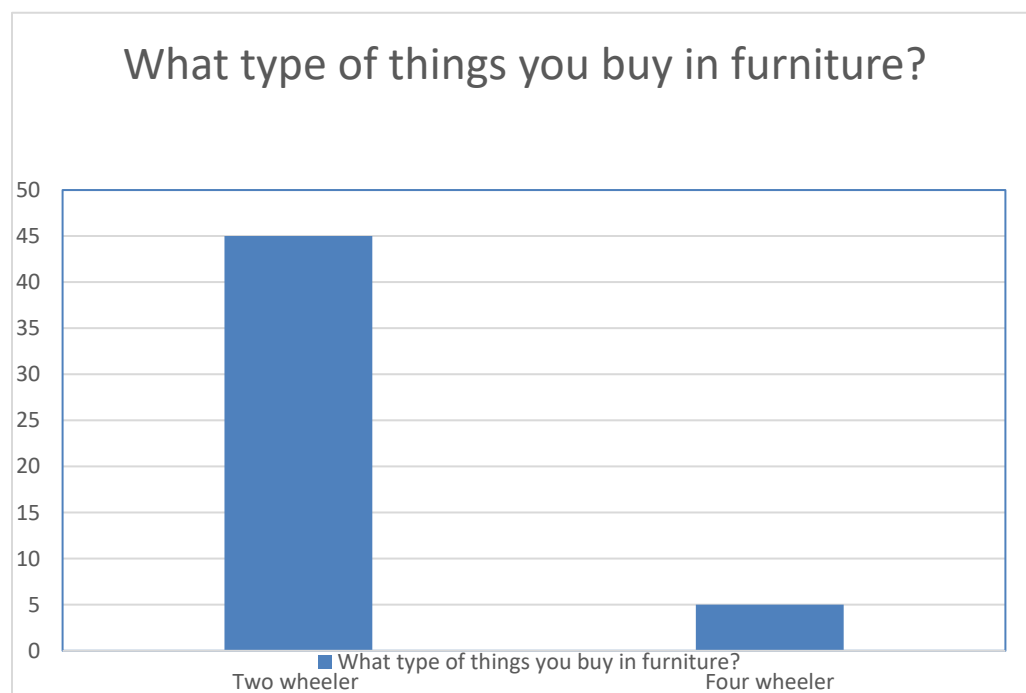
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Majority of respondents are Promotion Schemes with 25%, 20% of the respondents are price , 20% of the respondents are Quality and 10% of the respondents are After sales service

TABLE 4.1.6: What type of things you buy in furniture?

What type of things you buy in furniture?	No. of Respondents	% of Respondents
Two wheeler	45	90%
Four wheeler	5	10%
TOTAL	50	100%

CHART 4.1.6: What type of things you buy in furniture?



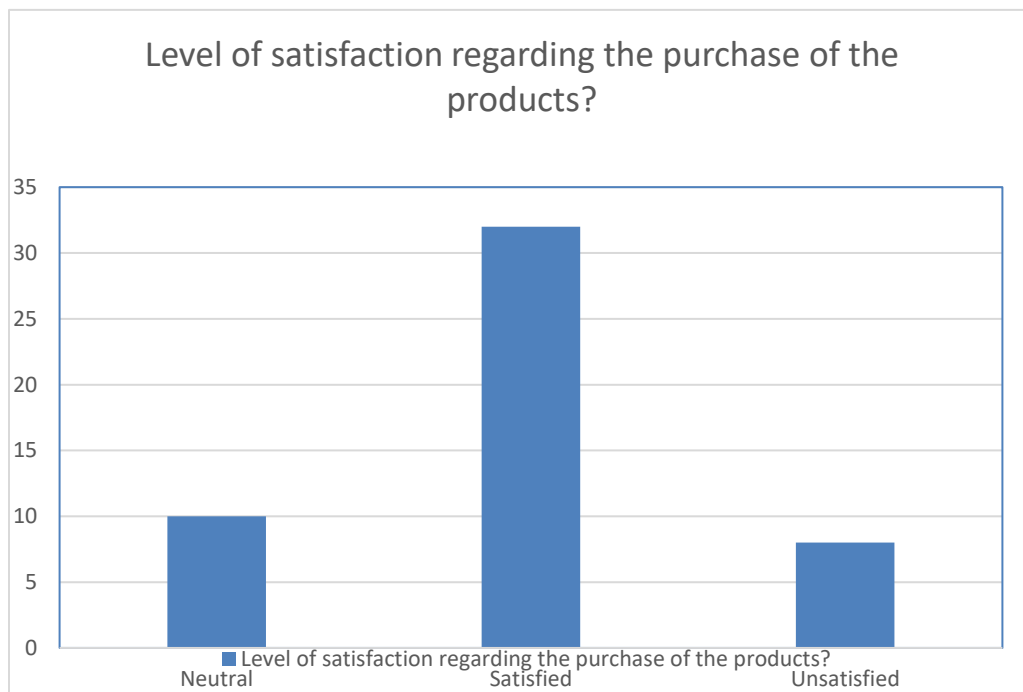
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Majority of respondents are two wheeler with 90% and 10% of the respondents are four wheeler

TABLE 4.1.7: Level of satisfaction regarding the purchase of the products?

Level of satisfaction regarding the purchase of the products?	No. of Respondents	% of Respondents
Neutral	10	20%
Satisfied	32	64%
Unsatisfied	8	16%
TOTAL	50	100%

CHART 4.1.7: Level of satisfaction regarding the purchase of the products?



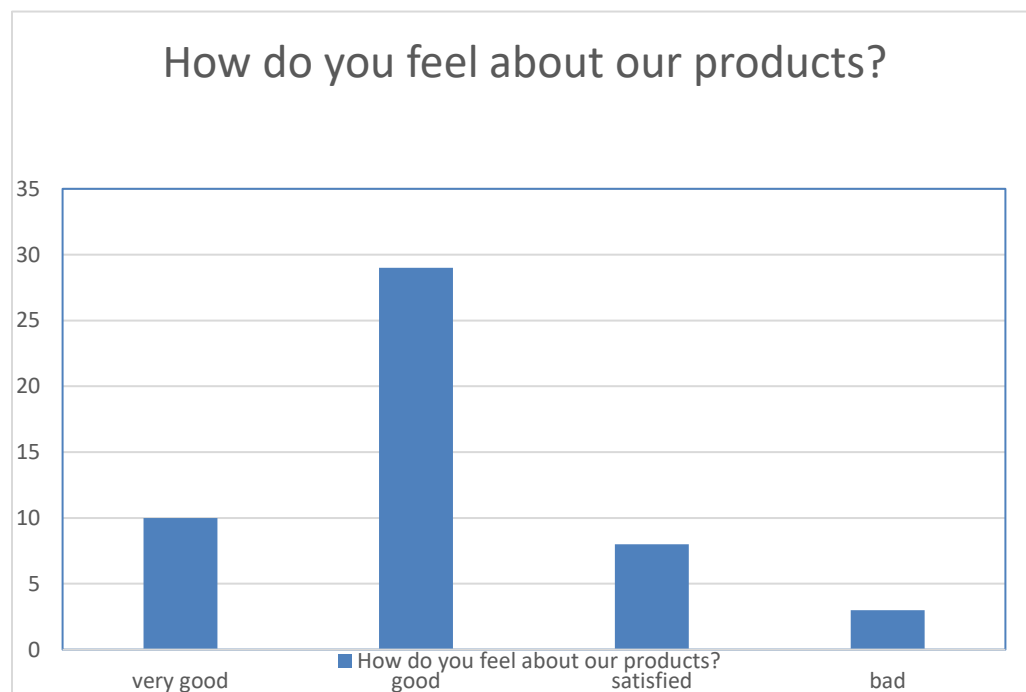
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Majority of respondents are neutral with 64%, 10% of the respondents are satisfied and 16% of the respondents are unsatisfied.

TABLE 4.1.8 How do you feel about our products?

How do you feel about our products?	No. of Respondents	% of Respondents
Very good	10	20%
Good	29	58%
Neutral	8	16%
Bad	3	6%
TOTAL	50	100%

CHART 4.1.8: How do you feel about our products?



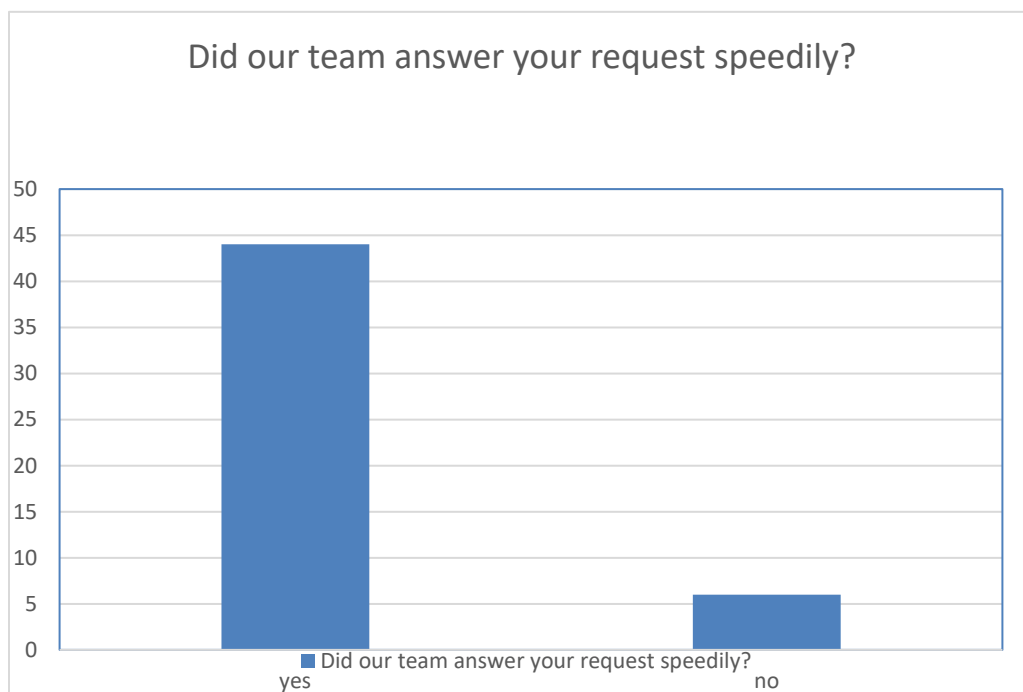
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Majority of respondents are good with 58%, 20% of the respondents are very good, 16% of the respondents are neutral and 6%of the respondents are bad.

TABLE 4.1.9 Did our team answer your request speedily?

Did our team answer your request speedily?	No. of Respondents	% of Respondents
Yes	44	88%
No	6	12%
TOTAL	50	100%

CHART 4.1.9: Did our team answer your request speedily?



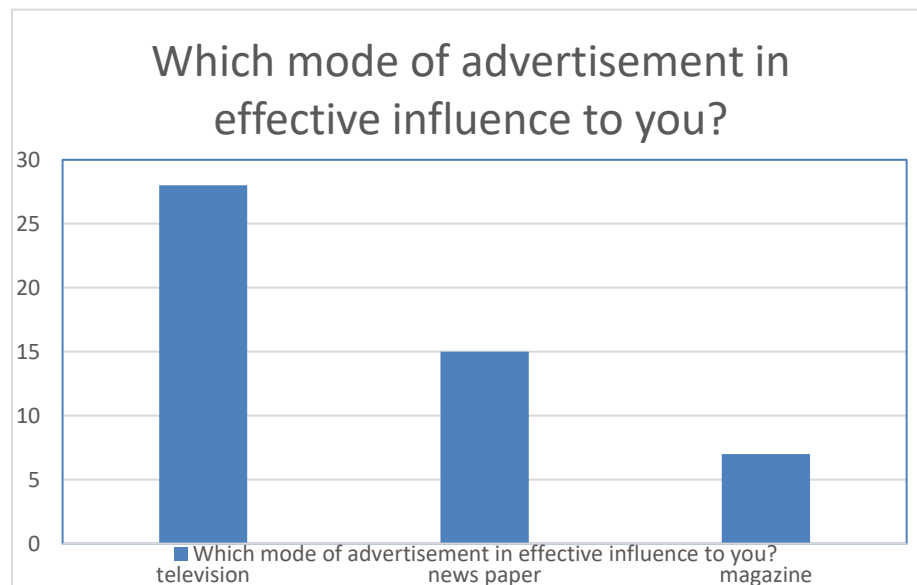
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Majority of respondents are Yes with 88%, and 12% of the respondents are no.

TABLE 4.1.10 :Which mode of advertisement in effective influence to you?

Which mode of advertisement in effective influence to you?	No. of Respondents	% of Respondents
Television	28	56%
News Paper	15	30%
Magazine	7	14%
TOTAL	50	100%

CHART 4.1.10:Which mode of advertisement in effective influence to you?



INFERENCE

Majority of respondents are Television with 56%, 30% of the respondents are News Paper and 14% of the respondents are Magazine

CHAPTER-5

RESULTS AND DISCUSSIONS

5.1 FINDINGS

- Majority (50%) of the respondents Promotion Schemes that they are kind of changes you aspect from furniture
- Majority (90%) of the respondents Two wheeler that they of things you buy in furniture
- Majority (64%) of the respondents Satisfied that they are Level of satisfaction regarding the purchase of the products
- Majority (58%) of the respondents Good that you feel about our products
- Majority (88%) of the respondents yes that our team answer your request speedily
- Majority (56%) of the respondents Television that they are mode of advertisement in effective influence to you

5.2 SUGGESTIONS

- The organisation might improve the awareness level towards the brand “TVS” through Word of mouth. Already the communication media plays an important role in creating awareness among the consumers. Still the organisation might use all the promotion tools for making awareness about the brand ‘TVS’.
- The organisation might focus on the pricing level as most of the consumers perceive reasonable prices for their products. Anyhow the product may be differentiated by using low pricing also.
- Consumers prefer TVS motors for product features. So the organisation might focus on more innovation in their product ranges. Considerable investment has to be made on research and development in order to launch technological and

innovative products. Customers prefer that they want more numbers of design than the high level of CC bikes.

- Since the organisation might have taken more efforts for improving the Ambience of TVS coimbatore.
- Thus these strategies will enhance a good corporate image for the brand TVS.
- The people expect that they need more advertisements, because advertisements attract the minds of the customer

5.3 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 1st, 2nd and 3rd position. Thus TVS motor co. has to make some more efforts to increase the awareness among the people in the context of bikes. The respondents have been asked about the most effective slogan in different brands of bikes in which again HONDA and BAJAJ have taken the lead. 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 followed by 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 promotion and Media, which is not appropriate as analyzed in this question. 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.

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ANNEXURE:

QUESTIONNAIRE

1. Gender

- a) Male
- b) Female

2. Age

- a) 18-25 Years
- b) 25-50 Years
- c) Above 50 years

3. Marital Status

- a) Married
- b) Unmarried

4. Work Experience

- a) Fresher (0-1 Years)
- b) 2-4 Years
- c) Above 5 years

5. What kind of changes you aspect from furniture?

- a) Price

- b) Promotional schemes
- c) Quality
- d) After sales service

6. What type of things you buy in furniture?

- a) Two wheeler
- b) Four wheeler

7. Level of satisfaction regarding the purchase of the products?

- a) Neutral
- b) Satisfied
- c) Unsatisfied

8. How do you feel about our products?

- a) Very good
- b) Good
- c) Netural
- d) Bad

9. Did our team answer your request speedily?

- a) Yes
- b) No

10. Which mode of advertisement in effective influence to you?

- a) Television
- b) News Paper
- c) Magazine