



BRAND AWARENESS AND PERCEPTION OF CUSTOMER TOWARDS TVS MOTORS LTD WITH SPECIAL REFERENCE TO TWO WHEELER WITH REFERENCE TO COIMBATORE CITY

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ABSTRACT

This study was conducted in Coimbatore with a broad objective of Customer brand awareness and perception with special reference to two-wheelers in TVS Vehicles for this purpose 150 customers were selected and obtained the various responses based on the questionnaire method. The data was collected and consolidated using Graphic and charts, tables were used for representation to achieve the objective of the study. We understood the awareness level of TVS brand in different factors such as advertisement and awareness level different models in TVS Motors. The influencing factors such as price and mileage and others to choose the vehicle and the level of satisfaction after the purchase of different models, the purpose of purchase. The opinion of the customers towards promotional techniques of the company such as promotional offers and finance facility provided by company the perception of customer towards TVS Motors in overall performance and services by the vehicles.

INTRODUCTION TO TWO WHEELER INDUSTRY

Two-wheelers are one of the most versatile forms of transportation. The adaptive ability of a motorized two-wheeler can be characterized by its usage. Its use could vary from being used just for commute from point A to Point B. Quickly transport small packages of goods through the cramped bazaar streets. A fast ride to catch the school/college bus, or even a brief trip to purchase vegetables. The sheer pleasure of riding a motorbike with the wind blowing on your face, while on a pleasure ride is one of the most compelling reason to own a two-wheeler.

In India, the three top reasons for ownership of a two-wheeler are:

- Low cost of ownership and maintenance
- Compact size and
- Ease of learning and use

Under the provisions of the Motor Vehicle Act, 1988, the eligibility for a Learners' License for a motor vehicle of 50 cc of engine capacity without gear is 16 years, and Permanent License is 18 years and above. In India, one can witness commuters across all age groups using motorised two-wheelers. Owing to the growing population and ever increasing traffic congestion in the urban cities, two-wheelers are the most popular and convenient choice for transport.

Two Wheeler Industry in India

The Indian two-wheeler industry since its beginning has evolved many folds in technology and, in the numbers being manufactured and produced. It has seen tremendous growth in about half a century, in comparison to other countries where two-wheelers are a major component of transportation. The inception of the industry dates to 1955, when the first '350 cc Bullet' bikes were commissioned by the Indian army. The rough terrains and harsh conditions with narrow passage-ways needed strong motorcycles for the Western and Northernmost regions of India. These bikes were manufactured by the 'Royal Enfield' company of the United Kingdom and assembled in Chennai. The three segments of motorized two-wheelers are Motorcycles, Scooters and Mopeds. The journey of the Indian Two-wheeler industry can be described briefly based on the advancements in these segments. With such humble beginnings, during the decade that led up to 1970, the two wheeler industry received encouragement for foreign Collaborations. The production was controlled by the government with licensing, to meter the number of units being produced in the plants.

OBJECTIVES OF THE STUDY

- To identify the awareness level of TVS brand.
- To know the influencing factors of customer.
- To identify the opinion of the customer towards promotional techniques offered by the company.
- To study the perception of customer towards TVS brand.

Table 1: Table showing Sources of Awareness

S.NO	Source of awareness	No. of. Respondents	Percentage
a.	Advertisement	73	48.66
b.	Relatives	31	20.66
c.	Neighbors	31	20.66
d.	Banners	15	10
	TOTAL	150	100

The above table indicates that 48.66% of the respondents were aware about TVS motors from advertisement, 20.66% of the respondents were aware from relatives, 20.66% of the respondents source of awareness is neighbors, 10% of the respondents are aware through banners.

Table 2: Table Showing Satisfaction of the Respondents

S.No.	Satisfaction of the respondents	No. of. Respondents	Percentage
a.	Yes	115	75
b.	No	37	25
	TOTAL	150	100

It is described from the above table 75% of the respondents are satisfied, 25% of the respondents are not satisfied.

Table 3: Table Showing Factors not Satisfied by the Respondents

S.NO.	Factors not satisfied	No. Of. Respondents	Percentage
a.	Price	21	15.33
b.	Mileage	20	13.33
c.	Pick up	22	14.66
d.	Safety	14	9.33
e.	Brand reputation	18	12
f.	Comfortability	17	11.33
g.	Easy finance facility	25	16.66
h.	Color	13	8.66
	TOTAL	150	100

It is described from the above table 15.33% of the respondents not influenced with price, 13.33 of the respondents are not satisfied with mileage, 14.66 of the respondents are not satisfied with pick up factor, 9.33 % of the respondents are not satisfied with safety, 12 % of the respondents are not satisfied with brand reputation, 11.33% of the respondents are not satisfied with comfortability, 16.66% of the respondents are not satisfied with easy finance facility, 8.66% of the respondents are not satisfied with color.

Table 4: Table Showing the Purpose of Purchase

S.No.	Purpose of Purchase	No. Of. Respondents	Percentage
a.	New Fashion	25	16.4
b.	Status	19	12.5
c.	Spouse / Relatives	8	5.3
d.	Friends	18	11.8
e.	Personal use	80	53.9
	TOTAL	150	100

The above table clearly shows that 16.4% of the respondents purchased bike for new fashion, 12.5% of the respondents are purchased bike for status, 5.3% of the respondents are purchased bike for relatives/spouse, 11.8% of the respondents are purchased bike for friends, 53.9% of the respondents are purchased bike for personal use.

Table 5: Table Showing Suggestions to Others

S.No.	Suggested to others	No. of. respondents	Percentage
a.	Yes	97	64.7
b.	No	53	35.3
	TOTAL	150	100

It is described from the above table 64.7% of the respondents suggested to others, 35.3 of the respondents are not suggested to anyone.

Table 6: Table Showing Problems Faced by the Respondents

S.no.	Problems Faced	No.of. Respondents	Percentage
a.	Yes	61	40.7
b.	No	89	59.3
	TOTAL	150	100

The above table clearly shows that 40.7% of the respondents faced problems after purchase of a vehicle, 59.3% of the respondents did not face any problem in the vehicle

Table 7: Table Showing Opinion about Overall Performance of TVS Vehicles of the Respondents

S.No.	Opinion about Overall Performance of TVS Vehicle	No. of. Respondents	Percentage
a.	Excellent	31	20.66
b.	Good	92	60.5
c.	Need some improvement	27	17.8
d.	Poor	4	2.6
	TOTAL	150	100

Interpretation

The above table clearly shows that 20.66% of the respondent's opinion is excellent, 60.5% of the respondent's opinion is good, 17.8% of the respondent's opinion needs some more improvement, 2.6% of the respondent's opinion is poor.

FINDINGS, SUGGESTIONS & CONCLUSION

FINDINGS

- Majority (70.4%) of the respondents are from the age 18 - 25 years.
- Majority (62.7%) of the respondents are female.
- Majority (81.33%) of the respondents are unmarried.
- Majority (66.66%) of the respondents are students.
- Most (28.66%) of the respondents below Rs10,000 monthly incomes.
- Most (44%) (4 members in a family) and 31.33% (3 members in a family) of the respondents.
- Most (45.33%) of the respondents are aware and satisfied of scooters & scooterate,
- Most (48.66%) are aware of advertisement channels.
- Majority (62.2%) of the respondents are aware of television.
- Majority of the respondents are influenced by price over other factors.
- Majority (75%) of respondents were satisfied after purchasing a vehicle.
- Majority (16.66%) of the respondents are not satisfied with the price and easy finance facility.
- Majority (53.9%) of the respondents have purchased for personal use.
- Majority (53.3%) of the respondents have known the promotional offers provided by the company.
- The majority (34.7%) of the respondents are using the free service.
- Majority (31.8%) of the respondents used their own funds to purchase TVS bikes.
- Most (36.55%) of the respondents are highly satisfied with mopeds.
- Most (35.3%) of the respondents are suggested to others to purchase TVS bikes.
- Most (36.1%) of the respondents did not suggest it because of mileage problems.
- Most (31.6%) of the respondents are suggested RTR Series toothers.
- Majority (59.3%) of the respondents are not faced with any problem with vehicles.
- The majority (61.6%) of the respondents are not reported to the higher authorities.
- The majority (61.6%) of the respondents are not reported to the higher authorities.
- Majority (61.8%) of the respondents are solved their problem.
- Most (48%) of the respondents are highly satisfied with mileage towards service for various problems.
- Majority (39.2%) of the respondents are usually go for authorized service center.
- Majority (67.8%) of the respondents think the price of vehicles is compromised with performance.

- Majority (60.5%) of the respondents' opinion is good.

SUGGESTIONS

- Mileage and price are two controversies part of two wheelers. If we need mileage, then we compromise with price. Users should be clear about their necessity. Most 67% of the respondents are compromised with price and performance.
- It is suggested that the company may adopt fuel saving (performance 38%) techniques so that the vehicles can have long life and smooth running.
- 73 respondents are aware of advertisement more than other factors so increase in social media channels helps for higher influence in customers.
- Mileage can be improved to increase customer satisfaction as the price of petrol is high.
- To know the problems faced by the customers at the time of post-sale service should conduct free check up camp and collect the feedback of at the time of service.
- Offers & Discounts can be given by the dealers to delight the loyal customers, Helmet and its holder can be provided as a gift for the new customer.
- According to the survey 16.66% of the respondents are in the need of the improvement in easy finance facility, to fulfil the easy way service to customers. Showroom should must allow finance institutions for better services to customers.

CONCLUSION

We understood the awareness level of TVS brand indifferent factors such as advertisement and awareness level different models in TVS Motors. The influencing factors such as price and mileage and others to choose the vehicle and the level of satisfaction after the purchase of different models, the purpose of purchase. The opinion of the customers towards promotional techniques of the company such as promotional offers and finance facility provided by company the perception of customer towards TVS Motors in overall performance and services by the vehicles.

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