

# CUSTOMER SATISFACTION TOWARDS VARIOUS MODELS OF TVS MOTORCYCLES WITH SPECIAL REFERENCE TO “SRI TVS MOTORS” AT MANNARGUDI TOWN

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## ABSTRACT

This study examines customer satisfaction towards various models of TVS motorcycles, focusing on factors influencing purchasing decisions, brand loyalty, and post-purchase experiences. TVS Motor Company, a leading two-wheeler manufacturer in India, offers a wide range of motorcycles catering to diverse consumer segments. The research aims to evaluate how product attributes—such as design, performance, mileage, comfort, pricing, and after-sales service—impact overall customer satisfaction. Primary data was collected through surveys and interviews with TVS motorcycle owners, supported by secondary data from company reports and industry analyses. Statistical tools such as percentage analysis and Likert scale ratings were employed to measure satisfaction levels and identify key drivers and gaps in customer expectations. The findings highlight that while factors like mileage and affordability remain critical, emerging preferences for modern features, style, and service quality significantly shape customer perceptions. The study concludes with recommendations to enhance product offerings and customer relationship strategies, thereby improving brand loyalty and market competitiveness.

**Keywords:** After-sales service; Customer satisfaction; Mileage; Purchase decision; TVS motorcycles

## INTRODUCTION

Customer satisfaction—conceptualized as the post-purchase evaluation of performance against expectations—is a central determinant of repeat purchase and advocacy in consumer markets [Oliver, 1997]. In India's two-wheeler sector, commuter motorcycles are essential for daily mobility, especially in semi-urban and rural settings. Within this context, TVS Motor Company competes on fuel efficiency, practical features, and accessible pricing. Localized evidence is critical because satisfaction drivers and constraints vary with usage conditions, income, and service access. This article, modeled after the structure and tone of the journal's

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template, synthesizes findings from a dealership-level survey in Mannargudi to illuminate the drivers of TVS owners' satisfaction and the practical levers for improvement [Belshiya, 2024]. Prior studies in urban and semi-urban contexts support the influence of demographic factors and localized preferences on satisfaction [Khan & Rao, 2018; Raj & Kannan, 2022].

## OBJECTIVES

To assess customer satisfaction towards various TVS motorcycle models sold by Sri TVS Motors in Mannargudi Town; to identify key selection drivers; and to evaluate satisfaction with core attributes (price, fuel efficiency, maintenance cost, pickup/starting) and dealer service.

## METHODOLOGY

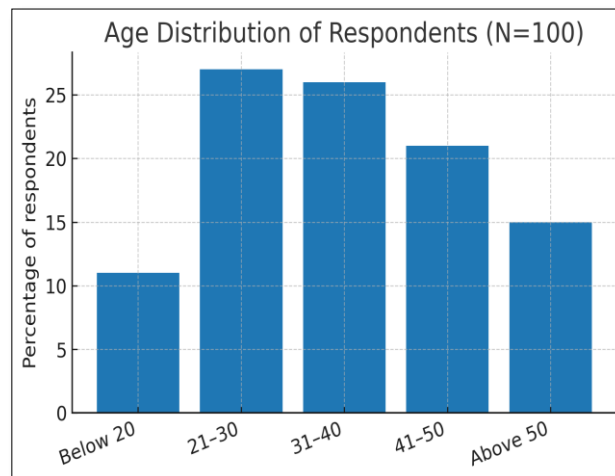
**Design and sample:** A descriptive survey was administered to N=100 owners of TVS motorcycles visiting or associated with Sri TVS Motors, Mannargudi. A structured questionnaire captured demographics, ownership details, purchase drivers, and satisfaction with key attributes and dealer service. Convenience sampling was used due to time and access constraints [Belshiya, 2024].

**Measures and analysis:** Items covered model owned, years of use, selection factors, media influence, payment mode, usage purpose, perceived price and maintenance cost, fuel-efficiency satisfaction, pickup/starting experience, free-service satisfaction, dealer service satisfaction, and recommendation intention. Given N=100, percentage analysis offered direct interpretability (1 percentage point  $\approx$  1 respondent). We recreate simplified, clean charts in the journal's style to report key distributions [Belshiya, 2024].

## RESULTS AND DISCUSSION

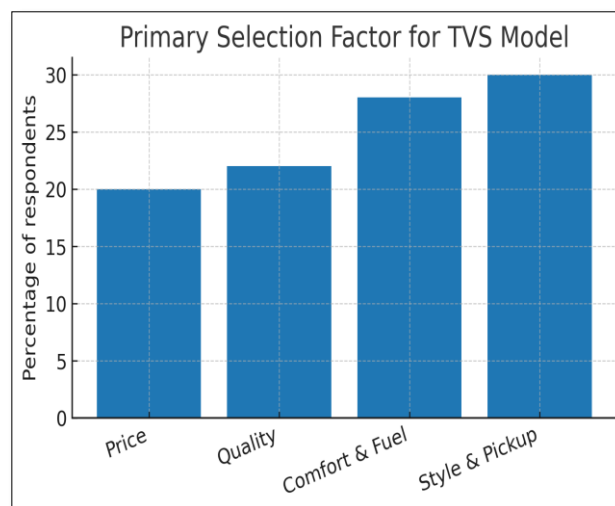
Figure 1 shows the age distribution, with the largest cohorts being 21–30 years (27%) and 31–40

years (26%), reflecting working-age owners [Belshiya, 2024].



**Figure 1. Age distribution of respondents (N=100)**

Selection drivers favored style/pickup (30%) and comfort/fuel (28%) over quality (22%) and price (20%), underscoring a value-plus-performance lens [Belshiya, 2024].



**Figure 2. Primary factor influencing model selection**

Television advertising (46%) dominated influence, followed by showrooms (23%) and friends/relatives (22%); magazines played a minor role (9%) [Belshiya, 2024].

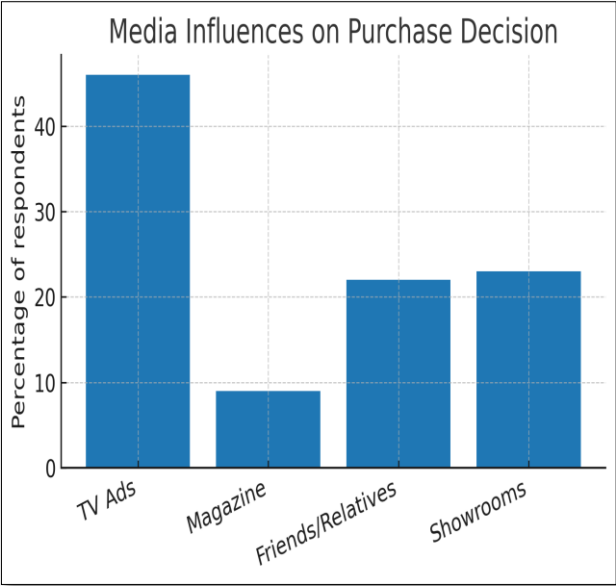


Figure 3. Media influences on purchase decision

Most owners viewed price as low/moderate (84%), with 16% rating it high—indicating perceived value at purchase [Belshiya, 2024].

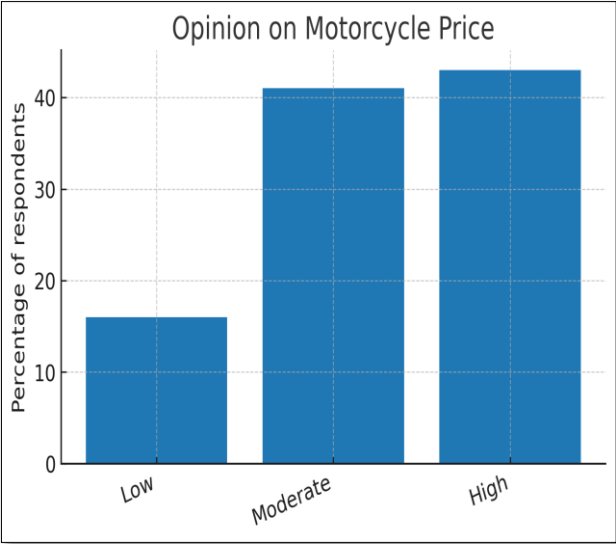


Figure 4. Opinion on motorcycle price

In contrast, 61% perceived maintenance cost as high, making cost-of-ownership the principal pain point [Belshiya, 2024].

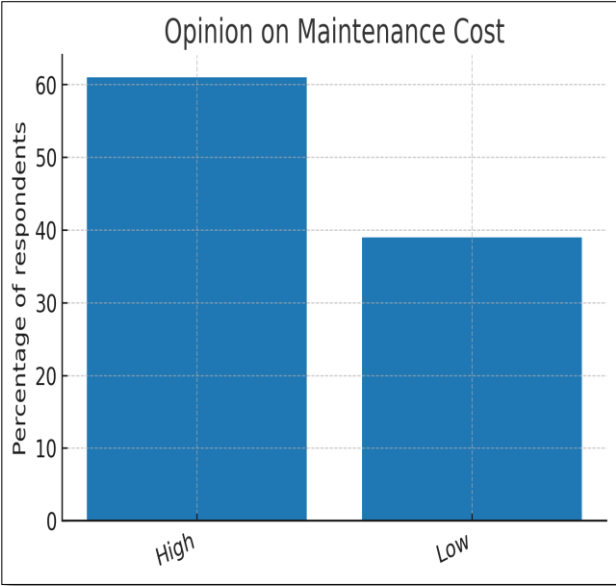


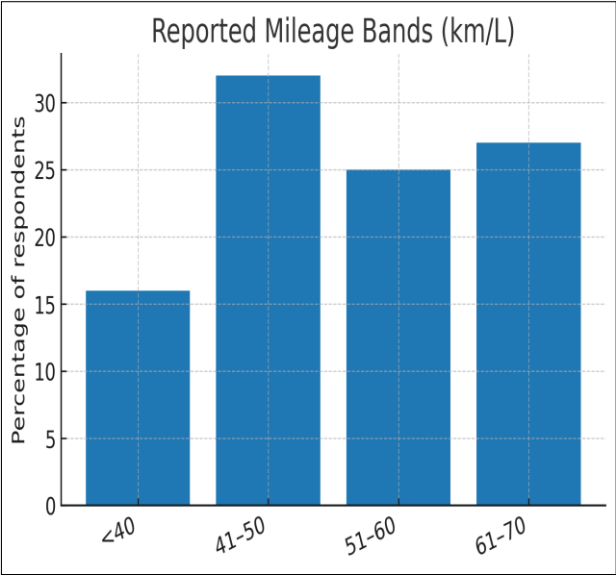
Figure 5. Opinion on maintenance cost

Dealer sales/service satisfaction was positive (74%), suggesting effective after-sales support at the dealership level [Belshiya, 2024].



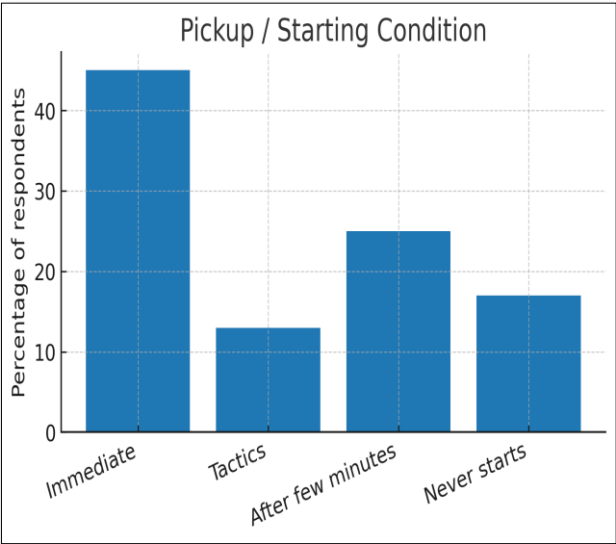
Figure 6. Satisfaction with dealer sales/service

Reported mileage clustered between 41–70 km/L (59% of owners), aligning with commuter-segment expectations [Belshiya, 2024].



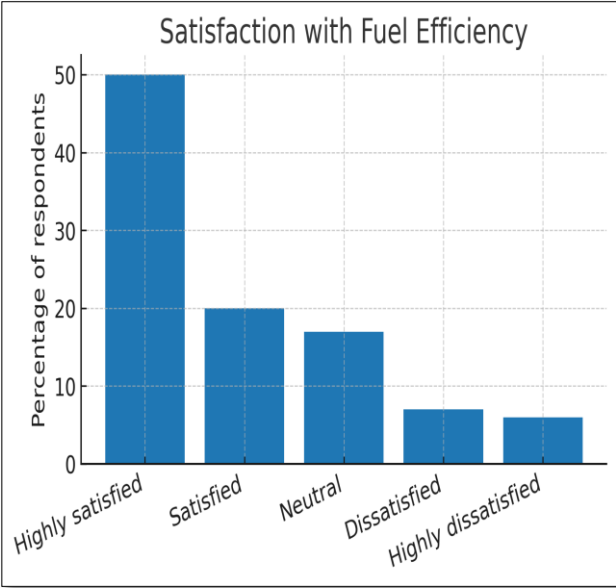
**Figure 7. Reported mileage bands (km/L)**

Only 45% experienced immediate pickup/starts; 25% required a brief run-in, and 30% reported tactics or delays – an area for technical refinement [Belshiya, 2024].



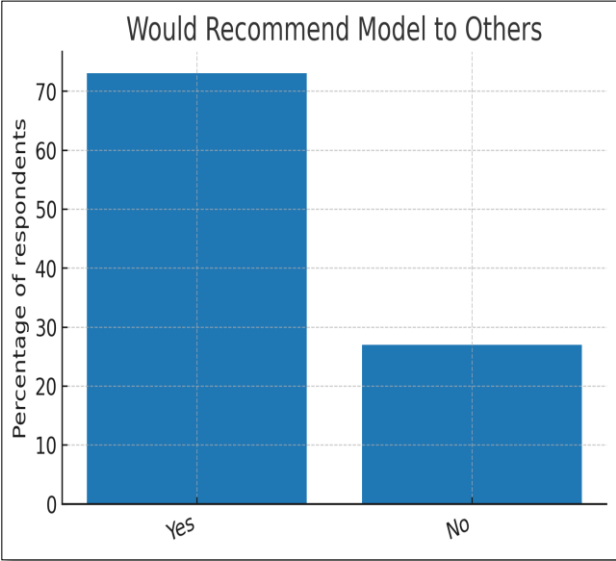
**Figure 8. Pickup/starting condition reported by owners**

Fuel-efficiency satisfaction was strong (70% satisfied/highly satisfied), confirming mileage as a delivered strength [Belshiya, 2024].



**Figure 9. Satisfaction with fuel efficiency**

Recommendation intent was high (73% would recommend), reflecting holistic satisfaction despite maintenance cost concerns [Belshiya, 2024].



**Figure 10. Willingness to recommend the model to others**

**Synthesis:** Customers credit value (price), mileage, and dealer support for their satisfaction, translating into strong advocacy. The key detractors – maintenance cost and

pickup/starting reliability—temper but do not overturn positive sentiment. Managerially, sustaining service quality and fuel-efficiency leadership while reducing upkeep costs (e.g., durable consumables, fair-priced spares) and improving cold-start/low-end response (e.g., ignition/fuel-delivery refinements, service protocols) should yield measurable gains [Belshiya, 2024]. These findings are consistent with broader perceptual studies of two-wheeler owners, where value and functional reliability remain core satisfaction drivers [Khan & Rao, 2018; Raj & Kannan, 2022].

## CONCLUSION

In Mannargudi's semi-urban context, TVS motorcycles deliver on core expectations of affordability, mileage, and dependable dealer service—the triad most predictive of positive word-of-mouth. Addressing perceived maintenance cost and pickup/starting issues represents the clearest path to elevate already favorable satisfaction levels. Actions include pricing and durability of wear parts, proactive service communication, and incremental technical upgrades that preserve mileage while enhancing starting reliability and low-end response. These dealership-level insights are actionable both locally and as input to product and service strategy [Belshiya, 2024; Oliver, 1997].

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