



## A STUDY ON CONSUMER PREFERENCE TOWARDS TVS WEGO

R. Deepa<sup>1</sup> and T. Ramesh Kumar<sup>2</sup>

<sup>1</sup>PG Scholar , Dr.SNS Rajalakshmi College of Arts and Science(Autonomous)  
Coimbatore.

<sup>2</sup>Assistant Professor , Dr.SNS Rajalakshmi College of Arts and Science(Autonomous)  
Coimbatore.

### ABSTRACT

The marketing concept is consumer oriented and the emphasis is more on the consumer rather than on the product. The essence of modern marketing lies in building of profit along with creating meaningful value satisfaction for the customers, whose needs and desires have to be coordinated with the set of products and production programmes. Therefore, marketing success of an enterprise depends on its ability to create a community of satisfied consumers. All the business activities should be carried out in ways which are directed towards the satisfaction of the consumer needs.

So a study had been conducted on "Consumer preference of TVS Wego" with a sample of 112 consumers by selecting two wheeler Wego and data had been collected through structured questionnaire.

**KEYWORDS:** marketing concept , set of products and production programmes.

### INTRODUCTION

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.

TVS Motor currently manufactures a wide range of two-wheelers from mopeds to racing inspired motorcycles. Motorcycles (Apache RTR 180, Flame DS 125, Flame, TVS Jive, Star City, Sports) Variomatic Scooters (TVS Wego) Mopeds (TVS XL Super, TVS XL Heavy Duty, TVS XL 100)

### REVIEW OF LITERATURE

**Arumugasamy G, Apr 2012,** In their study, they have taken about the present investigation an attempt was made to explore the influencing effect of two-wheeler is a blessing to middle class consumers. Demand under ordinary circumstance is the function of price. Demand does not confine to price alone, but also too many economic and non-economic factors like income, price of substitutes, price of complementary goods and taste of the consumers. Present study has examined the theory of demand in the light of such factors and a significant determinant. It examines the demand factor which relates to the demand for two-wheelers in kanyakumari district.

**Chandrasekaran Kathiravanaa, Natarajan Panchanathamaa and Sivasundaram Anushan, 2010,** The purpose of the study is to test empirically the conceptualization of consumer evaluation of brand image, brand attitude and perceived quality of a two-wheeler, which is considered as a durable product. Results of the study might be useful to academicians, manufacturers, and other applied researchers.



**Faiz Ahmed Shaikh, Aug 2012**, India is the second largest producer of two wheelers vehicle in the world. In the last two years, the Indian two wheeler industry has seen spectacular growth as majority of Indians especially youngsters prefer these as most convenient means of transport. The objective of two wheeler industry is to sustain market share through satisfying customer needs and expectations. The manufacturers therefore, have to understand the real needs, wants, belief and attitude of customer towards the product and after sales service. A strong understanding of consumer buying behavior is required for sustenance and growth of the business. To get a first hand input I have taken response of customers (actual & potential two wheeler buyers) in the questionnaire. The analysis of data was done using chi-square test. I am hopeful the present study will positively contribute to two wheeler industry to understand the attributes of the product that customer expect from the company.

**Ranjit Mundu, Herat Trivedi, Yuvraj Kurade, 2010**, This study tells about two-wheeler industry in India has been in existence since 1955. It consists of three segments viz., scooters, motorcycles, and mopeds. Rising disposable income levels and greater penetration of personal credit schemes have resulted in higher demand for two-wheelers, especially motorcycles. However, with so many models to choose from, competition has become intense. The advent of fuel efficient motorcycles in the Indian two-wheelers industry led to decline of scooters. However, over the last five years, it has made a recovery and is emerging as a niche segment targeted towards women commuters. One of the reasons for this is the increasing need of mobility for the women commuters especially in the urban areas is due to higher number of college going girls and greater participation of women in urban work force. The product itself has gone for a complete revamp and now this category mainly consists of gearless products. This segment is now dominated by Japanese manufacturers.

### RESEARCH METHODOLOGY

The research methodology is nothing but a systematic and critical investigation in to a phenomenon.

Acc Redman & Mory, "Research is defined as a systematized effort to gain new knowledge. This thesis is a preliminary effort to identify promotional technique for sales promotion for TVS Product consumers.

### STATEMENT OF THE PROBLEM

Today automobile two wheeler sales is too good at the same time marketing is very tough to compete with others. Also lot of attractive models from various model has been launching day by day. Due to this while comparing previous year sales of TVS Wego, it has dramatically decreased. Also satisfying the customer knowing their pulse is very essential to increase market share. So this study is essential to know the real feedback of the customer.

### SCOPE OF THE STUDY

The scope of the present study confines to the factors influencing the buying behavior of the TVS Wego.

The importance of understanding consumer preference is so great to companies which innovate ways and means to get close to the consumers and hear "The Voice of Consumer". The need to satisfy consumer for success commercial enterprise is very obvious. The income of all commercial enterprises is derived from the payment received, for the products and services supplied to its external consumers. If there are no consumers, there is no income and there is no business. In other words, consumer is a pivotal point for the existence of commercial establishment. Hence the study is conducted on the consumer preference of TVS Wego.

### OBJECTIVES OF THE STUDY

- To study the behavioral factors of consumers in TVS Wego.
- To find the level of satisfaction of TVS Wego.
- To analyze the purchase experience of the respondents.

- To analyze the dealer’s service
- To analyze the level of satisfaction after sales service.

**NEED FOR THE STUDY**

- To analyse about TVS Product used by the respondents
- To analyse various factors of the products with respect to competitors
- To analyse about TVS Wego market share.
- To analyze the merits and improving factors of the product.
- To increase the sales by referral customers

**DATA COLLECTION METHODS:**

Data collection methods are an integral part of research design. The task of the data collection begins after a research problem has been defined and research design checkout. While deciding about the method of data collection to be used for the study the researches should keep in mind two types of data viz, primary data and secondary data.

**Primary data:**

The primary data are those data which are collected for the first time and they are original in character. In our study, the structured questionnaire has prepared. Among the customers in Coimbatore who have purchased TVS product, randomly 112 respondents has selected and their feedback has been collected with the help of questionnaire.

**Secondary data:**

The secondary data are those which have been already collected by someone else and which have already got through the statistical process. Thus data was collected from the files of the company, documents, reports and company magazines.

**TOOLS USED FOR THE STUDY**

Questionnaire was collected on the basis of the various factors affecting industrial relation statistical tools used for analysis of data. The data collected were analyzed using the Percentage method .

**ANALYSIS AND INTERPRETATIONS**

**PERCENTAGE ANALYSIS:**

Percentage analysis is mainly used to determine the distribution of respondents coming under different categories. It is expressed in percentages mainly facilitate standardization and comparison between two or more series of data. Percentages are used to describe the relationship.

**Table showing age group of the respondents**

Age	No of Respondents	Percentage of Respondents
20 - 30	48	43
31 – 40	39	35
41 – 50	16	14
> 50	9	8
<b>Total</b>	<b>112</b>	<b>100</b>

**INTERPRETATION:**

From the above table it is clear that, 343 of the respondents belongs to 20 - 30 years age group, 35% of them belongs to 31 – 40 years age group, 14% of them belongs to below 41 - 50 years age group and the rest of 8% of them belongs to above 50 years age group.

**4.2 Table showing occupation of the respondents**

Occupation	No of Respondents	Percentage of Respondents
Business	29	26
Student	33	29
Employee	30	27
House Wife	20	18
<b>TOTAL</b>	<b>112</b>	<b>100</b>

**INTERPRETATION:**

From the above table it is clear that, 29% of the respondents are student, 27% of the respondents are employee, 26% of them are business people and the rest of 18% of them are house wife.

**Table showing marital status of the respondents**

Marital Status	No of Respondents	Percentage of Respondents
Married	30	27
Unmarried	82	73
<b>TOTAL</b>	<b>112</b>	<b>100</b>

**INTERPRETATION:**

From the above table it is clear that out of 112 respondents taken for study, 73% of the respondents are unmarried and the remaining 27% of them are married.

**Table showing Residential status of the respondents**

Residential Status	No of Respondents	Percentage of Respondents
Own House	36	32
Rented	55	49
Lease	17	15
Others	4	4
<b>TOTAL</b>	<b>112</b>	<b>100</b>

**INTERPRETATION:**

In the residential status of the respondents, 49% of the respondents are in rented house. 32% of the respondents have own house, 15% of the are in lease deed and the rest of 4% of the respondents are with other facts.

**Table showing monthly income of the respondents**

Monthly Income	No of Respondents	Percentage of Respondents
Less than ₹ 25000	35	31
₹ 25000 - ₹ 50000	50	45
₹ 50000- ₹ 1 Lakh	20	18

Above ₹ 1 Lakh	7	6
<b>TOTAL</b>	<b>112</b>	<b>100</b>

**INTERPRETATION:**

From the above table it is clear that in the monthly income of the respondents, 45% of the respondents' income level is between 25,000 – 50,000. 31% of the respondents' income level is less than 25,000. 18% of the respondents' income level is between 50,000 - 1 Lakhs and the rest of 6% of the respondents' income level is Above 1 Lakh.

**Table showing awareness about TVS Wego**

Sources of Awareness	No of Respondents	Percentage of Respondents
TV/Internet	59	53
Friends & Relatives	35	31
News Paper Others	18	16
<b>TOTAL</b>	<b>112</b>	<b>100</b>

**INTERPRETATION:**

Towards the awareness about TVS Wego, 53% of the respondents said they came to know about TV/Internet, 31% of the respondents said they came to know by their friends & relatives and the rest of 16% of them said the source news paper & others.

**Table showing about TVS Product purchased**

Product Purchased	No of Respondents	Percentage of Respondents
Wego	70	63
Jupiter	35	31
Others < 100 CC	7	6
<b>TOTAL</b>	<b>112</b>	<b>100</b>

**INTERPRETATION:**

63% of the respondents purchased Wego, 31% of them purchased Jupiter and the rest of 6% the respondents purchased others < 100 CC.

**Percentage of Respondents****Table showing mode of vehicle purchased**

Mode of Purchase	No of Respondents	Percentage of Respondents
Additional	80	71
Replacement	32	29
<b>TOTAL</b>	<b>112</b>	<b>100</b>

**INTERPRETATION:**

Towards mode of vehicle purchased, 71% of the respondents purchased the vehicle as additional and the remaining 29% of them purchase in replacement mode.

**Table showing duration of respondents using TVS Product**

Duration of Using	No of Respondents	Percentage of Respondents
Below 1 Year	21	19
2 - 5 Years	52	46
More than 5 Years	39	35
<b>Total</b>	<b>112</b>	<b>100</b>

**INTERPRETATION:**

In the duration of respondents using TVS Product, 46% of the respondents said they are using 2 – 5 years, 35% of the respondents said they are using more than 5 years and the rest of 19% of them said they are using only below 1 year.

**Table showing about reason for preferring the model**

Reason for Preferring the Model	No of Respondents	Percentage of Respondents
Event	8	7
Reference	21	19
Loyalty of the Product	46	41
Loyalty of the company	37	33
<b>Total</b>	<b>112</b>	<b>100</b>

**INTERPRETATION:**

Towards the reason for preferring the model, 41% of the respondents said the reason Loyalty of the Product, 33% of them said Loyalty of the company, 19% of them said reference and rest of 7% of them said event.

**Table showing level of satisfaction with the stylish of the vehicle**

Satisfaction Level	No of Respondents	Percentage of Respondents
Highly satisfied	50	45
Satisfied	32	29
Normal	17	15
Dissatisfied	8	7
Highly dissatisfied	5	4
<b>Total</b>	<b>112</b>	<b>100</b>

**INTERPRETATION:**

Towards the level of satisfaction with the stylish of the vehicle, 45% of the respondents are highly satisfied, 29% of them are satisfied, 15% of them are normal, 7% of them are dissatisfied and the rest of 4% of them are highly dissatisfied.

**Table showing level of satisfaction with the price of the vehicle**

Satisfaction Level	No of Respondents	Percentage of Respondents
Highly satisfied	35	31
Satisfied	41	37
Normal	25	22
Dissatisfied	7	6

Highly dissatisfied	4	4
<b>Total</b>	<b>112</b>	<b>100</b>

**INTERPRETATION:**

Towards the level of satisfaction with the price of the vehicle, 37% of the respondents are satisfied, 31% of them are highly satisfied, 22% of them are normal, 6% of them are dissatisfied and the rest of 4% of them are highly dissatisfied.

**Table showing opinion about associate about TVS**

Opinion	No of Respondents	Percentage of Respondents
Very Good	34	30
Good	20	18
Neither	28	25
Poor	21	19
Very Poor	9	8
<b>Total</b>	<b>112</b>	<b>100</b>

**INTERPRETATION:**

Towards the respondent's opinion with associate about TVS, 30% of the respondents said very good, 25% of them are said neither, 19% of them said poor, 18% of them said good and the rest of 8% of them said very poor.

**FINDINGS, SUGGESTIONS AND CONCLUSION****FINDINGS**

- Majority of 34% respondents belongs to 20 - 30 years age group and only 8% of them belongs to above 50 years age group.
- Majority of 29% respondents are student and only 18% of them are house wife.
- Majority of 73% respondents are unmarried and only 27% of them are married.
- Majority of 49% respondents are in rented house. and only 4% of the respondents are with other facts.
- Majority of 45% respondents' income level is between 25,000 – 50,000 and only 6% of the respondents' income level is Above 1 Lakh.
- Majority of 53% respondents said they came to know about TV/Internet and only 16% of them said the source news paper & others.
- Majority of 63% respondents purchased Wego and only 6% the respondents purchased others < 100 CC.
- Majority of 71% respondents purchased the vehicle as additional and only 29% of them purchase in replacement mode.

**SUGGESTIONS**

- Towards the awareness about TVS Wego majority of the respondents said they came to know about TV/Internet, so the company will increase the advertising frequency in TV to increase sales. In the same way referring customer (friends & relatives) occupies more percentage, so it is very essential to increase customer relationship to increase the referral sales.
- 29% of the vehicle sales is through replacement mode, so the company will conduct exchange mela monthly once or twice to make easier purchase by exchanging their vehicle.
- The mileage of the vehicle should be increased.
- The commitment made during delivery should be at promised level.
- The show room appearance should be changed to attract all type of customers

- The show room comfortableness should be increased by collecting the feedback from the loyal customers.
- Overall dealer performance should be increased

### CONCLUSION

The study focused on measuring the learning process of TVS Wego. The structured questionnaire was prepared with respect to current market situation and competitor vehicles. TVS Wego customer details has been collected from the dealers in Coimbatore. The feedback has been collected from 112 respondents. Most of the respondents has given their feedback in the questionnaire without hesitating. After collecting their feedback, the findings has been derived with the help of tables. Here percentage analysis was used to measure the quality of feedback. Based on the findings of the customers it was found majority of the customers believe TVS Product very much. There is a heavy demand for TVS motorcycles in the market, as well as their supply has also drastically improved so as to meet the demand of the customer. Some of the respondents are suggested to improve the mileage of the vehicle. A considerable number of respondents opined that there is a need to improve the service quality.

Thus the study in consumer preference of TVS Wego helped me to gain both practical and theoretical knowledge.

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