

A
Project Report
on
**“A Study on Customer Perception Towards the Post Sale
Service Offered by TVS.”**

Submitted to
G. S. College of Commerce & Economics, Nagpur

Affiliated to
Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by
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Under the Guidance of
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G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23



G.S. College Of Commerce & Economics , Nagpur

Academic Year 2022 – 23



CERTIFICATE

This is to certify that **Bhargav D. Chilbule** has submitted the project report titled “**A Study on Customer Perception Towards The Post Sale Service Offered by TVS.**” towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Prof. Dr. Kamlesh Thote
(Project Guide)

Dr. Afsar Sheikh
(Co-ordinator BBA)

Place:

Date:

G.S. College Of Commerce & Economics, Nagpur

Academic Year 2022 – 23



DECLARATION

I here-by declare that the project with title A Study on Customer Perception Towards The Post Sale Service Offered by TVS has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Bhargav D. Chilbule

Place:

Date:

G.S. College Of Commerce & Economics , Nagpur

Academic Year 2022 – 23



ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. Swati S Kathaley Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Prof. Dr. Kamlesh Thote for his guideline throughout the project. I tender my sincere regards to Co-ordinator, Dr. Afsar Sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation. I would like to thank all those who helped me in making this project complete and successful.

Bhargav D. Chilbule

Place:

Date:

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CHAPTER 1 **INTRODUCTION**

INTRODUCTION:-



Today's companies are facing their toughest competition ever. Companies can outperform if they can move from a product and sales philosophy to a marketing building product. The success of companies lies in doing a better job of meeting and satisfying customer needs. Every company needs a better reach of their products they manufacture to have an organized approach one has to expand further to have effective customer satisfaction which in turn will help in increasing sale/visibility. If customer is fully satisfied by the product it not only rub the organization successfully but also fetch many benefits for the company.

REASON FOR SELECTING TOPIC:

Behind every research there is a reason. Research is finding the solution of relevant problems likewise in my project also have some reasons to select the topic “Consumer Perception towards the post sale service at AK GANDHI TVS, NAGPUR. In this topic I have conducted a research for the consumer’s thinking after purchasing vehicle.

In this research my aim is to find out how TVS can understand the requirements of the customers so as to increase the sale in this competitive age and changing pace of marketing and also how it can cover all the major places of sale and potential in the country.

So, because of this potential and fruitful reason I have selected this topic.

CONSUMER'S CONSIDERATION:

- To study various attributes customers prefer in a two-wheeler.
- To study the mindset of customers towards Two-wheeler.
- To find out difference in perception of customers moving towards other brands in comparison to TVS.

The project aims towards increasing the brand awareness since its one of the effective tool to effect the final purchase decision and the volume of sales. I had used the topic to find out or measure the brand awareness level among the customers and the ways to increase its awareness.

In this project, I went into a search for details regarding the brand awareness of TVS two-wheeler and its acceptance rate and the promotion effectiveness.

The analysis was done with the help of the data collected through questionnaire taking the sample size of 50+50(individual & retail customers) in AK GANDHI at Nagpur. As the brand awareness is directly associated with promotion strategy taken by the company its effectiveness is evaluated and the steps to increase the awareness level of the customers are considered.

Therefore, I have used various tools and techniques for the purpose of analysis of the data and have tried to throw a clear light towards the level of brand awareness of TVS two-wheeler and the measures to increase its awareness and to evaluate the best media of communication for the purpose.

Theoretical Background for the Project :-

The marketing is a process which starts with customer and ends with customer. The Customer has become the main focus and all the marketing strategies revolve around him. Previously the manufacture used to make a product and the self it to the customer without any importance to after sales-service. But the market has totally changed know and based on the customer wants the services are designed and provided and the best example for this is SAP.

In case of services industry also the scenario has totally changed. Till early 90's companies did not pay much attention to after sales service and they mainly concentrated only on the sale of the product. But later after LPG(Liberalization Privatization Globalization) there was a vast change in Indian economy as most of the foreign companies entered the Indian market and competition creped in and it was Do or Die situation for the Indian companies. It was a tough task for the Indian companies to compete with these global players. The Global players were more customer centric and believed that service is the only way to keep in close proximity with customers. The Indian companies also began to realize the importance of service industry contributes 52% to Indian economy according a latest survey. The after sales service plays a vital role in the customer choice of the vehicle.

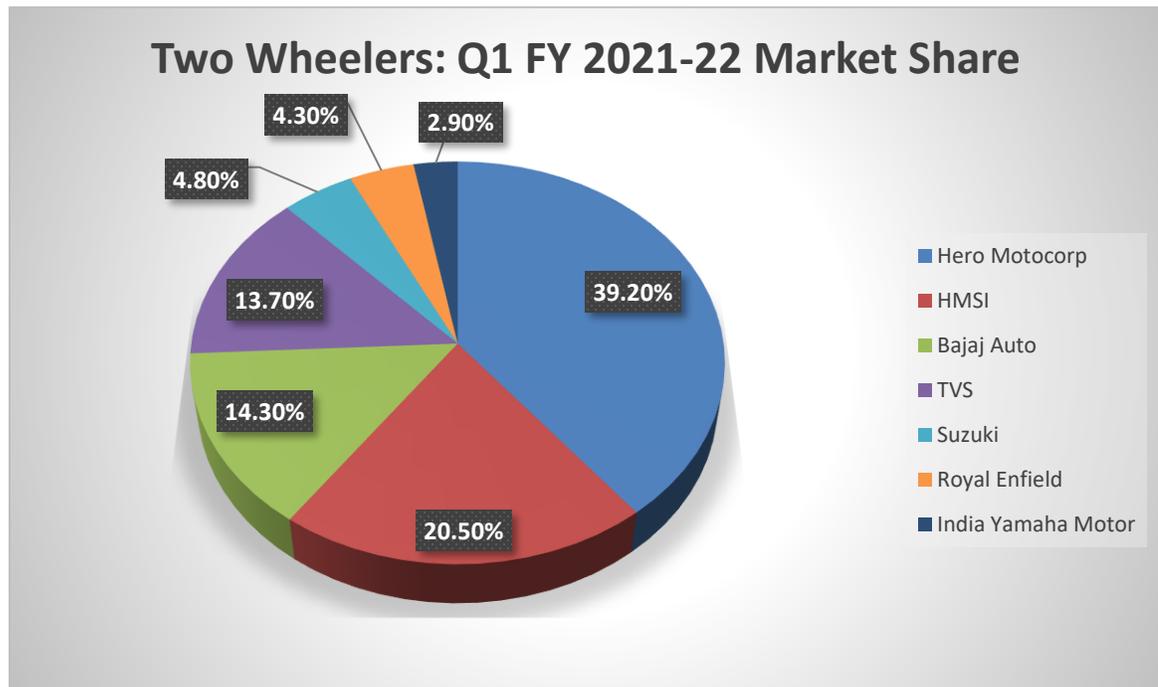
CHAPTER 2
COMPANY PROFILE



COMPANY PROFILE:

Type	<u>Public</u>
Traded as	<ul style="list-style-type: none"> • <u>BSE: 532343</u> • <u>NSE: TVSMOTOR</u>
Industry	<u>Automotive</u>
Founded	1978; 45 years ago
Founder	<u>T. V. Sundaram Iyengar</u>
Headquarters	<u>Chennai, Tamil Nadu, India</u>
Number of locations	4 two wheeler and 1 three wheeler plants
Area served	Worldwide
Key people	<ul style="list-style-type: none"> • <u>Venu Srinivasan</u> (Chairman Emeritus) • <u>Sudarshan Venu</u> (Managing Director)
Products	<ul style="list-style-type: none"> • <u>Two-wheeler</u> • <u>Three-wheeler</u> • <u>Automobile parts</u>
Services	<ul style="list-style-type: none"> • <u>Vehicle service</u>
Revenue	▲ ₹24,388 crore (US\$3.1 billion) (2022)
Operating income	▲ ₹1,064 crore (US\$130 million) (2022)
Net income	▲ ₹728 crore (US\$91 million) (2022)
Total assets	▲ ₹27,072 crore (US\$3.4 billion) (2022)
Total equity	▲ ₹4,399 crore (US\$550 million) (2022)
Number employees	of 5,133 (2020)
Parent	<u>Sundaram - Clayton Limited</u> (57.40%)
Subsidiaries	<u>Norton Motorcycle Company</u> 100%
Website	tvsmotor.com

TVS Motor Company Limited, which is part of TVS Group, manufactures motorcycles, scooters, mopeds and auto rickshaws in India.



TVS Motor Company Ltd., the flagship company of TVS Group is the third largest two-wheeler manufacturer in India. The company manufactures a wide range of two-wheelers from mopeds to racing inspired motorcycles. The company is having their manufacturing plants at Hosur in Tamil Nādu and Mysore in Karnataka. They are also having one unit located at Indonesia. Their subsidiaries include Sundaram Auto Components Ltd, TVS Motor Company (Europe) BV, TVS Motor (Singapore) Pvt. Ltd, PT TVS Motor Company, Indonesia, TVS Energy Ltd and TVS Housing Ltd. TVS Motor Company Ltd is a part of Sundaram Clayton group in TVS group of companies.

History

TVS was established by Thirukkurugudi Vengaram Sundaram Iyengar. He began with Madurai's first bus service in 1911 and founded T.V.Sundaram Iyengar and Sons Limited, a company that consolidated its presence in the transportation business with a large fleet of trucks and buses under the name of Southern Roadways Limited. When he died in 1955 his sons took the company ahead with several forays in the automobile sector, including finance, insurance, and manufacture of two-wheelers, tires and components. The group has managed to run 33 companies that account for a combined turnover of nearly \$3 billion.

In the year 1979, Sundaram-Clayton Ltd started Moped Division at Hosur to manufacture TVS 50 mopeds. In the year 1982, the company entered into a technical know-how and assistance agreement with Suzuki Motor Co Ltd of Japan.

In the year 1985, they incorporated a new company Lakshmi Auto Components Pvt. Ltd. for the manufacture of critical engines and transmission parts.

In the year 1986, the company acquired the assets of the moped division from Sundaram Clayton Ltd. Also, the name of the company was changed from Indo Suzuki Motorcycles Ltd to TVS Suzuki Ltd.

In the year 1992, company launched two modes of motor cycles namely, Samurai and Shogun and in the year 1993, they launched TVS Scooty.

In June 2008, the company entered into a contract with Mahabharat Motors Manufacturing Pvt. Ltd. Under which TVS motor cycles will be manufactured at the latter's two-wheeler manufacturing facility located on the outskirts of Kolkata. TVS

would help Mahabharat Motors to set up the factory and provides engineering support to them. The production would commence from June 2009.

During the year 2008-09, the company launched Scooty Streak, a tough and trendy variant of Scooty Pep+ and Apache RTR RD, premium segment motorcycle. Also, they launched their three-wheeler, TVS King in six states.

During the year 2009-10, the company launched TVS JIVE India's first clutch-free motorbike aimed at a stress-free rider experience and TVS Wego targeted at urban couples, featuring body-balance technology for easier handling.

In November 2010, the company launched TVS TRU4 Premium, a semi-synthetic 4T Engine Oil.

In February 2011, Indian Bank signed a MoU with the company for financing three wheelers manufactured by the company.

In March 2011, the company introduced ABS (Anti-lock Braking System) in their premium segment motorcycle TVS Apache RTR 180, giving the bike formidable stopping power and superior braking control that compliments its high performance capability.

Recent

On 1 June 2012, TVS Motors reported a dip of 5% in its total sales for May 2012.

In July 2012, TVS Motors and BMW Motorrad were reported to be in talks for technology sharing.

On 8 April 2013, BMW Motorrad and TVS Motor Company signed a cooperation agreement with the aim to develop and produce motorcycles in the segment below 500 cubic centimeters (cc).

Suzuki relationship

TVS and Suzuki shared a 19 year long relationship that was aimed at technology transfer to enable design and manufacture of two-wheelers specifically for the Indian market. Rechristened TVS-Suzuki, the company brought out several models such as the Suzuki Samurai, Suzuki Shogun and Suzuki Fiero. Differences in opinion on how to run the joint venture eventually led to the partners going their separate ways in 2001 with the company being renamed TVS Motor, relinquishing rights to use the Suzuki name. There was also a 30 month moratorium period during which Suzuki promised not to enter the Indian market with competing two-wheelers. The company also got over a period of labour unrest that required Chairman Venu Srinivasan to take tough measures to resurrect a company that was in a state of turmoil. He would go on to invest in new technology, nurture in-house design, and implement Toyota-style quality programs.

Awards

CII ITC Sustainability Awards 2012

TVS Motor Company Ltd is a winner of the CII ITC Sustainability Awards 2012, Certificate of Commendation for Significant Achievement.

The Ace Award 2007

TVS Motor Company Ltd has been awarded for most Innovative Net Weaver Implementation by technology major SAP AG.

Star Performer - Silver Shield

TVS Motor Company Ltd has been awarded for this award in two/three wheelers category, by EEPC India, for excellent export performance for year 2007-08.

Leadership

Star of Asia Award to Mr. Venu Srinivasan, CMD TVS Motor Company by Business Week International.

Mr. Venu Srinivasan was also honored with Doctorate in Science by University of Warwick, United Kingdom.

The Government of India honored Mr. Venu Srinivasan with The Padma Shri, one of India's highest civilian distinctions.

Mr. Venu Srinivasan was conferred with the prestigious JRD Tata Corporate Leadership Award for the year 2004.

Engineering

The Deming Prize 2002 - TVS Motor Company is the only two-wheeler company in the world to be awarded the world's most prestigious and coveted recognition in Total Quality Management.

Technology Award 2002 - TVS Motor the National Award for successful commercialization of indigenous technology from the Technology Development Board, Ministry of Science & Technology, and Government of India for the successful commercialization of indigenous technology for TVS Victor.

Outstanding Design Excellence Award- TVS Scooty Pep won the prestigious award from Business World and National Institute of Design, Ahmadabad.

Progressive Manufacturer 100 Award - TVS wins coveted 2009 Progressive Manufacturer 100 Award for end-to-end automation of the entire business process of its lubricant brand.

TPM Excellence Award 2008 -TVS Motor won the TPM Excellence Award given by the Japan Institute of Plant Maintenance (JiPm).

Management

Emerging Corporate Giant in the Private Sector awarded by The Economic Times and the Harvard Business School Association of India.

Business Today magazine awarded TVS Motor the Best Managed Company and the Most Investor Friendly Company.

Company's advertising practices won it The Good Advertising Award by Auto India Best Brand Awards 2009.

INDUSTRY PROFILE

History

The first practical automobile with a petrol engine was built by Karl Benz in 1885 in Mannheim, Germany. Benz was granted a patent for his automobile on 29 January 1886, and began the first production of automobiles in 1888, after Bertha Benz, his wife, had proved with the first long-distance trip in August 1888 (104 km (65 mi) from Mannheim to Pforzheim and back) that the horseless coach was absolutely suitable for daily use. Since 2008 a Bertha Benz Memorial Route commemorates this event.

The automotive industry began in the 1890s with hundreds of manufacturers that pioneered the horseless carriage. For many decades, the United States led the world in total automobile production. In 1929 before the Great Depression, the world had 32,028,500 automobiles in use, and the U.S. automobile industry produced over 90% of them. At that time the U.S. had one car per 4.87 persons. After WWII the U.S. produced about 75 percent of world's auto production. In 1980 the U.S. was overtaken by Japan and became world's leader again in 1994. In 2006, Japan narrowly passed the U.S. in production and held this rank until 2009, when China took the top spot with 13.8 million units. By producing 18.4 million units in 2011, China produced more than twice the number of automobiles made by the U.S. in second place with 8.7 million units, while Japan was in third place with 8.4 million units.

World Motor Vehicle Production

For many decades, the United States led the world in total automobile production. In 1929 before the Great Depression, the world had 32,028,500 automobiles in use, and the US automobile industry produced over 90% of them. At that time the U.S. had one car per 4.87 persons. After WWII the U.S. issued 3/4 of world's auto production. In 1980 the U.S. was overtaken by Japan and became world's leader again in 1994. In 2006, Japan narrowly passed the U.S. in production and held this rank until 2009, when China took the top spot with 13.8 million units. By producing 18.4 million units in 2011, China produced more than twice the number of automobiles made by the U.S. in second place with 8.7 million units, while Japan was in third place with 8.4 million units.

Today Indian Automotive Industry is one of the largest in the world and one of the fastest growing globally. The two-wheeler market has emerged as the most vibrant and transforming segment of the overall Indian automobile industry, witnessing an unprecedented growth. Rising rural demand and fuel efficiency are among the major factors boosting the growth in the market. Despite the economic slowdown, the Indian automobile industry has been performing consistently well, compared to other major markets of the world. The Indian two-wheeler market possesses a significant potential, and is anticipated to grow at a CAGR (compounded annual growth rate) of around 11% during FY 2011- 2015 to reach 17.8 Million Units by FY2015-end.

The supply chain of this industry in India is very similar to the supply chain of the automotive industry in Europe and America. This may present its own set of

opportunities and threats. The orders of the industry arise from the bottom of the supply chain i.e., from the consumers and goes through the automakers and climbs up until the third tier suppliers. However the products, as channelled in every traditional automotive industry, flow from the top of the supply chain to reach the consumers.

Interestingly, the level of trade exports in this sector in India has been medium and imports have been low. However, this is rapidly changing and both exports and imports are increasing. The demand determinants of the industry are factors like affordability, product innovation and price of fuel. Also, the basis of competition in the sector is high and increasing and the life cycle stage is growth. With a rapidly growing middle class, all the advantages of this sector in India are yet to be leveraged.

Note that, with a high cost of developing production facilities, limited accessibility to new technology and soaring competition, the barriers to enter the Indian Automotive sector are high and these barriers are study. On the other hand, India has a well-developed tax structure. The power to levy taxes and duties is distributed among the three tiers of Government. The cost structure of the industry is fairly traditional, but the profitability of motor vehicle manufacturers has been rising over the past five years.

There are many 2-wheeler manufacturers in India. The major players in the 2-wheeler industry are Hero Honda, Bajaj Auto Ltd (Bajaj Auto), TVS Motor Company Ltd (TVS) and Honda Motorcycle & Scooter India Private Limited accounting for over 93% of the sale in the domestic two wheeler market.

The key to success in the industry is to improve labour productivity, labour flexibility and capital efficiency. Having quality manpower, infrastructure improvements and raw

material availability also play a major role. Access to latest and most efficient technology and techniques will bring competitive advantage to the major players. Utilizing manufacturing plants to optimum level and understanding implications from the government policies are the essentials in the Automotive Industry of India.

Both, Industry and Indian Government are obligated to intervene the Indian Automotive industry. The Indian government should facilitate infrastructure creation, create favourable and predictable business environment, attract investment and promote research and development. The role of Industry will primarily be in designing and manufacturing products of world-class quality establishing cost competitiveness and improving productivity in labour and in capital. With a combined effort, the Indian Automotive industry will emerge as the destination of choice in the world for design and manufacturing of automobiles.

PRODUCT PROFILE



During the year 2020-21, the following new products and variants were launched.

TVS Jupiter:

TVS Jupiter, reached 4 Mn+ happy customers during FY'20-21.

To continue the journey of providing "Zyada ka Fayda" ZX Disc intelliGO and a sheet metal wheel variant was introduced in this period. TVS Jupiter ZX Disc intelliGO was launched in February 2021, making it the first 110cc scooter to have Stop-go technology (idle stop / start). TVS Jupiter ZX Disc intelliGO further enhances the Zyada philosophy by reinstating Zyada Convenience, Zyada Mileage and also enhancing technologically advanced imagery. The non alloy wheel variant was launched in October 2020, catering to more price sensitive customers who are looking for affordability and utility led features and has received positive response across markets.

To sustain the strong brand association and to establish Jupiter offers better features and higher value than others in the segment campaign named, 'Har Scooter se Zyada' was aired with high frequency during festive season and was again promoted in Q4 for sustained mind share.

TVS Apache:

TVS Apache Series has been a pioneer in race performance and introduced many industry firsts and best-in-class offering. As a brand, keeping in view of the evolving customer needs, it has proudly upheld the tradition this year as well. The Apache series achieved global sales milestone of 4 Million in the month of October 2020. The customer experience is further enhanced by the presence of exquisite brand experience program with Apache Owners Group (AOG), APP (Apache Pro Performance), Apache Riding Experience (ARE), TVS Racing Training School, Women's Training and Selection and One Make Championship, which continue to develop aspiration. The brand witnessed it's never seen before increase in customer experience program with 172 activities in just 4 active months. Leading the 200cc sports segment with its technological prowess, the TVS Apache RTR 200 4V was introduced with ride modes. This is not just an industry first but also a technology usually seen in 650cc and above motorcycles. The three ride modes are "Sport, Urban and Rain", with varying acceleration and ABS response; all from the same engine. Another development this year was upgrade of Apache RTR 160 4V with 17.63 PS of power, making it the most powerful 160cc motorcycle. Leading the two wheeler industry with another big breakthrough, was the launch of first ever Augmented Reality experience by a two wheeler OEM- TVS ARIVE.

This app allows customers to view the TVS Apache series motorcycles right before their eyes, from the place of their choice. Adding to that it offers detailed information about the machine with the options of booking a test ride and placing an order, instantly.

TVS XL100 HD i-TouchStart:



TVS XL100 HD i-TouchStart crossed a new milestone of 4 million customers since its launch in 2015. The year 2020 was the 40th anniversary year of TVS mopeds and a special edition variant - "Win Edition" was launched to mark this celebration. Win edition was launched with many appealing style features including a new color 'Delight Blue', chrome finish mirrors, metal shield for the platform, diamond pattern seats and chrome style elements. HeavyDuty series has been the most popular one among XL customers and the new edition would add more interesting style option for them to choose from. This variant comes with useful features like easy on-off combo switch and USB mobile charging. Also, the Company has introduced entry level variants with kick start to provide affordable option to the customers with BS VI technology benefits.

TVS iQUBE:

Launched in January 2020, TVS iQUBE marked the foray of Company into the Electric Vehicle segment. The TVS iQUBE is a smart mobility solution that promises to deliver a convenient, personalized, connected and future mobility experience. It comes equipped with SmartXconnect, advanced features like Geo-fencing, Ride Statistics, Telematics, Remote charge assist and Navigation assist along with 117 connected features. With a top speed of 78 kmph, a range of 75 Km in a single charge and features like Q-Park assist, the TVS iQUBE redefines style, comfort and riding experience. A dedicated public charging ecosystem spanning across 10 dealerships in Bengaluru further enhances customer ease and experience. With TVS iQUBE, the Company also leveraged digital channels for vehicles booking and sales. A digitally enabled purchase process allows seamless home charging unit installations providing a truly hassle-free experience to the customers. The product has seen extremely encouraging response from the customers. With the increased focus on Electric Vehicles, the TVS iQUBE is a strong contender in this space in the times to come.

TVS NTORQ:

TVS NTORQ was launched in February 2018 and it was Company's first 125cc product in the Scooter segment. Designed for Gen-Z, TVS NTORQ provides a revolutionary riding experience with cutting edge technology, style and performance.

Keeping the core customers in mind, this product has been provided with many technologically superior features like Bluetooth connectivity- the first ever scooter to have this feature. TVS NTORQ became one of the fastest growing scooters crossing 1 lakh sales within 6 months of launch. The product continues to delight customers and has garnered several accolades since its inception.

In October 2019, TVS NTORQ Race Edition was introduced in the market and it found exceptional resonance with customers. It is currently the only scooter with a Race Tuned Fuel Injection system with Best-in-class Performance in its category.

In FY 2020-21, TVS NTORQ introduced a special variant in the portfolio – Super Squad Edition, in association with Marvel Studios, inspired from the epic characters of the Marvel Avenger's series - a first of its kind association in the two wheeler industry in India. This resulted in significant growth of the brand (13% growth from July-March over LY) and the variant currently contributes to 30% of the overall portfolio in just 6 months of launch.

CHAPTER 3
RESEARCH STUDY

SCOPE OF WORK

The project was a learning experience to me in the marketing stream. Through this project I was able to learn a lot of things and co-relate them to theory with the practice on the field, following were some of the utilities to me from the project.

- Understanding of various attributes involved in case of a Two-Wheeler servicing and their importance to the customers.
- Customer perception regarding post-sales services provide by authorized service dealer.
- It helped me in getting practical exposure in the field of Services Marketing.
- It helped to understand what role Service plays when a customer purchases a Two-wheeler.
- It will help to understand what role service plays when a customer purchases a Two-Wheeler.

The Project will help the organization in the following ways :

- Perception of the customer regarding Post-Sales services for the motorbike.
- To get the strong attributes of the Organization services and areas of improvement in the service aspect.
- The strategies that the organization can adopt to attract the customers.
- To know the customer awareness level of various schemes launched.
- The utility of various schemes launched and their customer appreciation.
- The project is not only useful to the company but also the customers.

- Their opinions will help the company to tailor-make the services they desire at their feasible price.
- To Provide them a better service in the way they would prefer.
- To express their opinion to the company through my Questionnaire.

TOPIC OF STUDY:

Title of the Project: Customer Perception towards the Post-Sales Service provided by
AK GANDHI TVS, NAGPUR.

Area of Study: Marketing

Organization Name: AK GANDHI TVS, NAGPUR.

OBJECTIVES OF THE PROJECT

- To study various attributes customers prefer in a two-wheeler service.
- To analyze the extent of the customer satisfaction for a two wheeler service.
- To find out difference in perception of customers towards authorized service provider Vs unauthorized service providers in Nagpur City.
- To study the mindset of customers towards authorized services offered by AK GANDHI TVS, Nagpur.

About AK GANDHI TVS, NAGPUR :-



Vision

Customer Delight

We are looking out to reach more and more customers by growing our footprint but more importantly we want to grow in people's hearts.



Mission

Every Home, "An, A K Gandhi Home"

Our endeavor is to enrich people's lives, lifestyles and be the destination of choice for all lifestyle solutions.



Values

Customer is King

We ensure fair practices, along with friendly and knowledgeable sales advisors, so the customers can make a relaxed and informed decision and cherish owning the products.

AKG Trust Since 1975

Trust, that's built over time, can only make association happen. A K Gandhi Group was established in 1975. That's over 4 decades of dedicated service of offering the best products and services but more importantly, of building a family of over 100 thousand happy customers.

Ashok Gandhi, the owner of the A K Gandhi Group, fresh out of Engineering College started operations back in 1975, by selling Vijay Super, the iconic scooter that revolutionized transportation in India. With the success of selling two wheelers and creating hundreds of happy customers, He decided to foray into Electronic goods and consumer durable products and leverage the learnings and successful mantra of customer satisfaction gained in the two wheeler business. Slowly the business grew by adding powerful brands into its kitty and expanding geographically. In these years the group has exemplified the quest for excellence in the sales and after sales of Automobiles, Passenger Cars and Two Wheelers also Home Electronics and Appliances and Domestic as well as Industrial Refrigeration and Air Conditioning across Vidharbha.

With relentless commitment to quality, consistent dedication to customer satisfaction and unparalleled standards of service, A.K.Gandhi Goup is recognized as a benchmark for new age technology, superior quality, concepts and personalized service that has ensured loyal customers and a wide acclaim in the industry.

RESEARCH HYPOTHESIS:

1]

H0: Customers are not satisfied with the services offered by TVS Motors.

H1: Customers are satisfied with the services offered by TVS Motors.

2]

H0: Customers do not prefer TVS products due to post sales services provided by TVS.

H1: Customers do prefer TVS products due to good post sales services provided by TVS.

LIMITATIONS OF THE PROJECT

Limitations

Following were the some of the limitation encountered during the project tenure.

- All the practical experiences cannot be put on the paper.
- The units of TVS bikes is very large and the sample chosen may not represent the entire population.
- The research was conducted in NAGPUR City between 1st February 2023 and the findings are related to particular area and time only.
- The respondent's satisfaction for service of Two-wheeler is difficult to measure and the analysis of data is through personal experience.
- The given time span for study was very less to cover the topic of the study.
- There are many areas on which the project can be further worked upon.

CHAPTER 4
RESEARCH METHODOLOGY

MEANING OF RESEARCH

Research refers to a search for knowledge, also defined as a scientific search for potential information on a search topic. In fact it is an art of scientific investigation; it is the movement from known to unknown.

According to advance learners dictionary, “A careful investigation or enquiry especially for search of new facts in any branch of knowledge”.

According to Redman and Mory, “Systematized effort to gain new knowledge”.

METHODOLOGY

Every project work is based on certain methodology, which is a way to systematically solve the problem to attain its objective.

Objective: It is very important guideline and lead to the completion of any project work through observation, data collection and data analysis.

RESEARCH PROCESS

- Formulating the research problem.
- Extensive literature survey.
- Prepare research design.
- Collecting data.
- Sampling.
- Execution of the project.
- Analysis of the data.
- Generalization and interpretation.

- **RESEARCH PROBLEM**

Research problem is an unanswered question that a researcher might encounter in the context of either a theoretical or practical situation.

COMPONENTS

There should be more than one alternative means available to the researcher.

1. Literature Survey

A literature survey will be conducted by collecting related secondary information about their current brand awareness regarding TVS Wego amongst people. This information was acquired from different literature and company resources.

2. Hypothesis

The researcher tests the hypothesis of casual relationship between two or more variables. These studies require a bias attitude of the researcher. A hypothesis is a proposed explanation for an observable phenomenon.

3. Research Design

Descriptive research: It includes survey and fact-finding enquiries of different kinds. The major purpose of this research is description of the state of affairs as it exists at present. The main characteristics are that researcher has no control over the variables.

4. Sources of Data collection

The study is conducted empirically using both primary and secondary data.

Primary data

Primary data are the data that are collected to help solve a problem or taken advantage of an opportunity on which decision must be taken. The main method of collecting primary data is survey method, there are different types of survey techniques for example personal interview, mail survey, Internet survey and telephone survey.

Primary data is first hand information that has been collected by the researcher from the respondents of NAGPUR city through personal interview method with the help of questionnaire. Analysis, interpretation, summary of findings, conclusions and recommendations are completely based on primary data.

Secondary data

Secondary data are data that were developed for some purpose other than helping to solve the problem at hand. After identifying and defining the research problem and determining specific information required solving the problem, the researcher's task is to look for the type and sources of data, which may yield the desired results.

Secondary data in this research references made by the researcher with the other published sources. The present research will not be complete without the complete reference to the relevant secondary data.

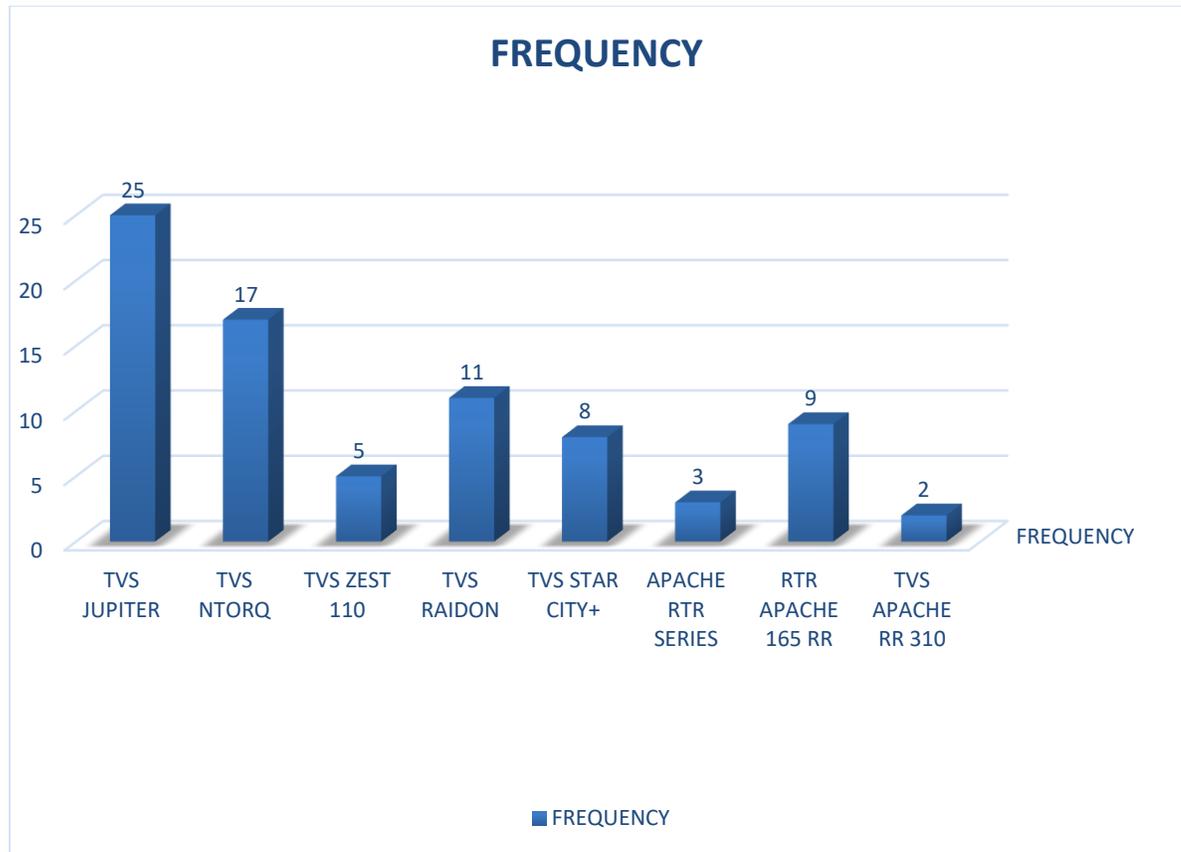
The sources of SECONDARY data including the following

- Internet
- www.Indiaautomobile.com
- www.Tvs motors.com
- www.Hero Honda motors .com
- www.indiabike.com
- www.acma.com
- <https://akgandhionline.com>
- Newspaper: Business line, Business Standard, Times of India.
- Magazines- Auto India, Overdrive, Hot Wheels

CHAPTER 5
DATA COLLECTION & DATA
ANALYSIS

1. Which TVS Bike you own?

TVS 2 WHEELERS	Frequency	Percent	Valid percent	Cumulative percent
TVS JUPITER	25	31.25	31.25	31.25
TVS NTORQ	17	21.25	21.25	52.5
TVS ZEST 110	5	6.25	6.25	58.75
TVS RAIDON	11	13.75	13.75	72.5
TVS STAR CITY+	08	10	10	82.5
APACHE RTR SERIES	03	3.75	3.75	86.5
RTR APACHE 165 RR	09	11.25	11.25	97.5
TVS APACHE RR 310	2	2.5	2.5	100
TOTAL	80	100	100	-

**Infrences:**

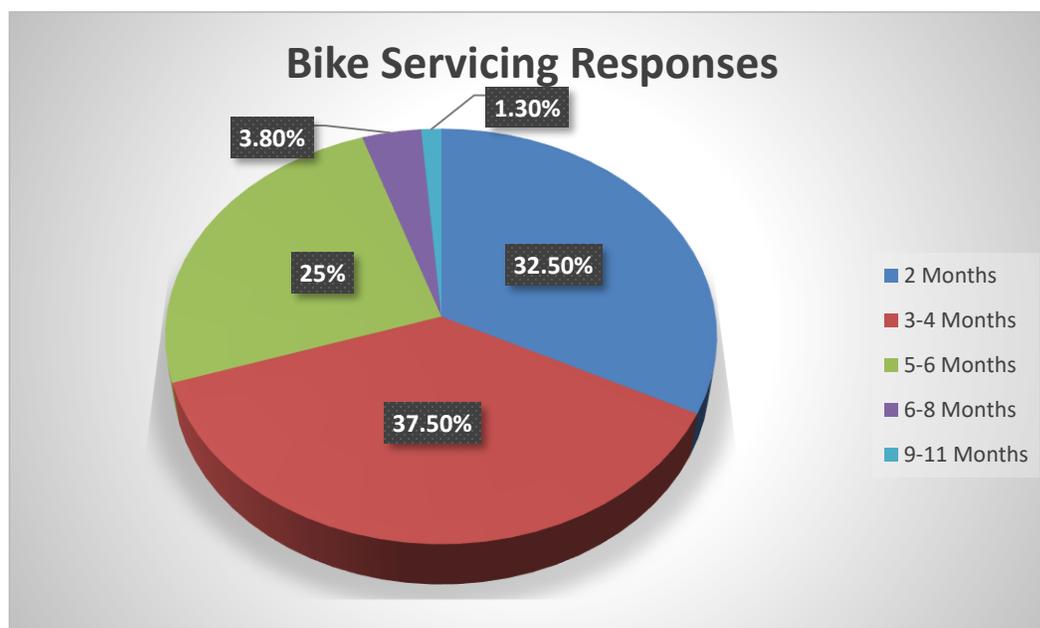
Among the 80 responded surveyed I found that 25 customers are have TVS JUPITER that shows 31% respondents preferred Tvs JUPITER as there Bike. NTORQ an Scooty NTORQ 21% and 12.5% customer having the two wheeler. That shows most of the customers prefer JUPITER And NTORQ bike as there Two Wheeler.

2. How frequently you get your bike serviced? Once in.

How frequently you get your bike serviced? once in

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 months	26	32.5	32.5	32.5
	3-4 months	30	37.5	37.5	70.0
	5-6 months	20	25.0	25.0	95.0
	6-8 months	3	3.8	3.8	98.8
	9-11 months	1	1.3	1.3	100.0
	Total	80	100.0	100.0	

Table – 2



Interpretation

Out of the 80 respondents surveyed

37% i.e. 30 got their vehicle serviced once in 3-4 months

32% i.e. 26 got their vehicle serviced once in 2 months

25% i.e. 20 got their vehicle serviced once in 5-6 month

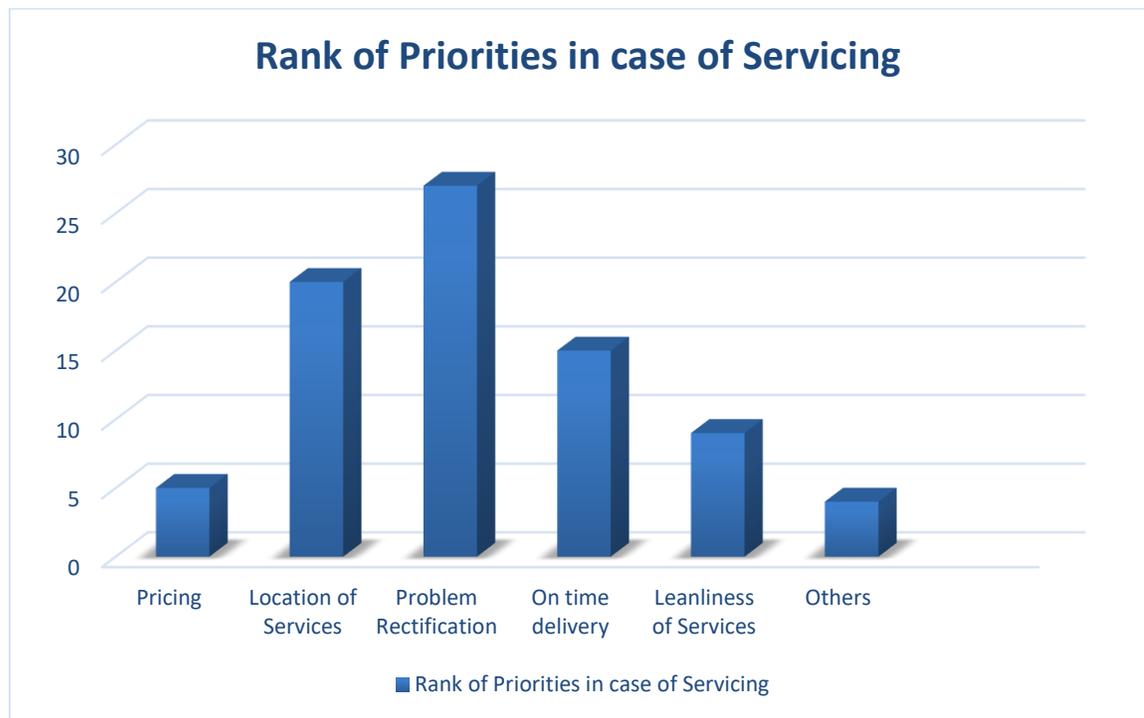
Rank your priorities in case of servicing of your bike

Basis	Frequency	Percent	Cumulative Frequency
Pricing	5	6.3%	6.3%
Location of Service	20	25.0%	31.3%
Problem Rectification	27	33.8%	65.0%
On Time Delivery	15	18.8%	83.8%
Cleanliness of Service Center	9	11.3%	95.0%
Others	4	5.0%	100.0%
Total	80	100.0%	-

By this survey we can found that most of the people prefer service after 3-4 months. there are 25% people who prefer service every 5-6 months company may convert them to turn as 3-4 month customers.

3. Rank your priorities in case of servicing of your bike?

Graph



Interpretation

27 of them gave problem rectification as 1st Priority this show that customer of AK Gandhi TVS auto agencies give more preference to problem ratification so company have to concentrate on problem rectification. Location of service center and on time delivery are equally important company must give preference to on time delivery it will help them to gain customer or maintain customers.

4. Was the problem of your vehicle rectified to your satisfaction during the last servicing?

was the problem of your vehicle rectified to your satisfaction during the last servicing?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid fully ractified	55	68.8	68.8	68.8
partly ractified	21	26.3	26.3	95.0
not ractified	4	5.0	5.0	100.0
Total	80	100.0	100.0	



Interpretation

Out the 80 respondents surveyed

69% respondents vehicle problem were Fully Rectified.

26% respondents vehicle problem were Partly Rectified.

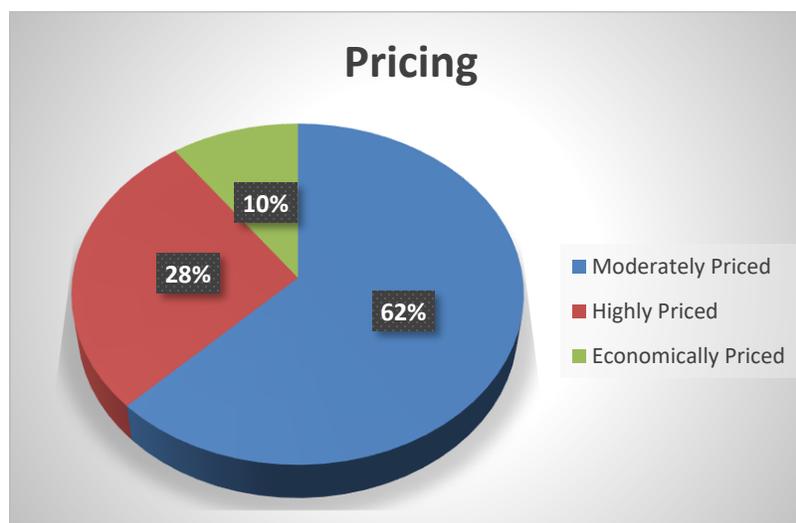
5% respondents vehicle problem were Not Rectified.

Most respondents problem were Fully Rectified but still there is Scope for improvement.

5. Your opinion regarding pricing of services by AK Gandhi TVS?

Your opinion regarding pricing of services by AK Gandhi TVS?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid high priced	22	27.5	27.5	27.5
moderaltely priced	50	62.5	62.5	90.0
economically priced	8	10.0	10.0	100.0
Total	80	100.0	100.0	

**Interpretation**

Out of 80 respondents surveyed

62% of respondents feel that pricing of service is moderate

27% of respondents feel that pricing of service as high

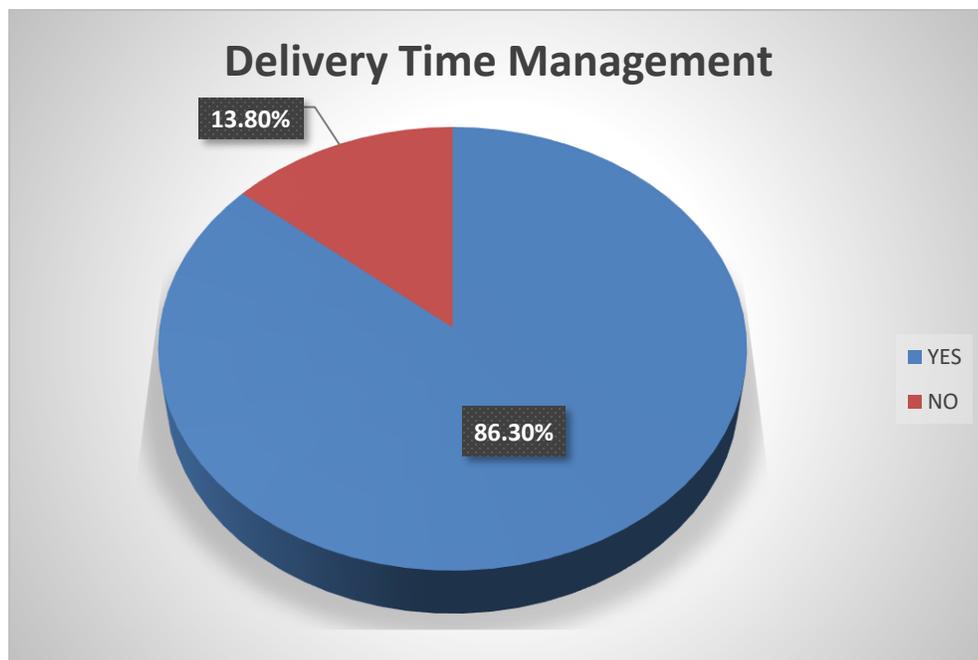
10% of respondents feel that pricing of service is economical.

Most of the respondents felt the pricing to be moderate but a certain number of respondents feel it to be highly priced.

6. Was the servicing/repair done in the bike explained to you at the time of delivery?

as the servicing/ repair done in the bike explained to you at the time delevery?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	69	86.3	86.3	86.3
no	11	13.8	13.8	100.0
Total	80	100.0	100.0	



Interpretation

Out of the 80 respondents surveyed

86% were explained about the repair/ servicing carried out

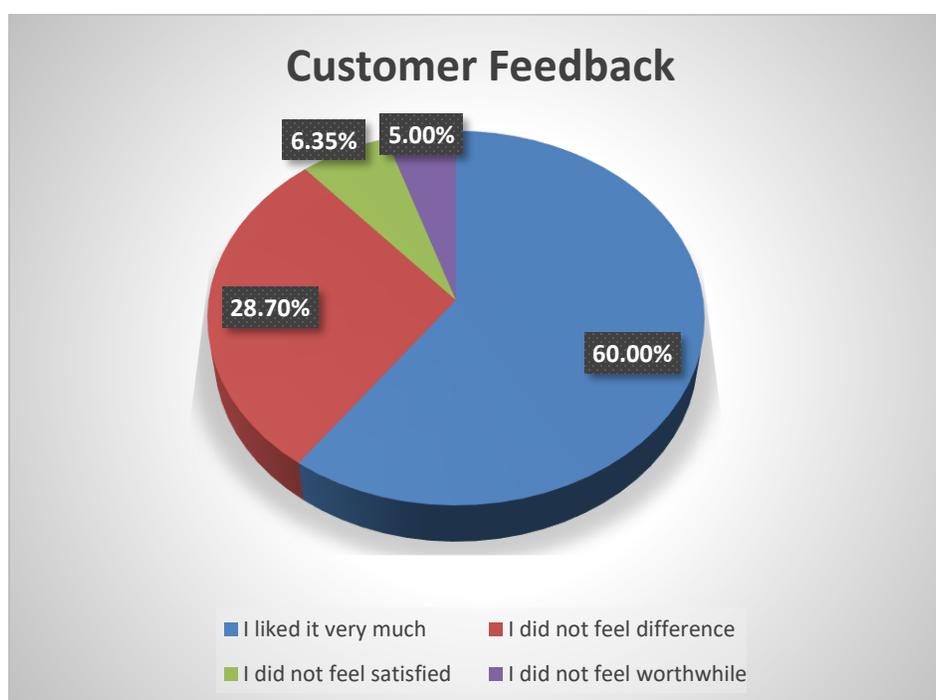
14% were not explained about the repair/ servicing carried out.

Most of the respondents were explained about the repair/ service carried out but still there is scope for improvement.

7. If yes how did you feel about the service carried out?

If yes how did you feel about the service carried out?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid i liked it very much	48	60.0	60.0	60.0
i did not feel the difference	23	28.8	28.8	88.8
i did not feel satisfied	5	6.3	6.3	95.0
i did not feel it worthwhile	4	5.0	5.0	100.0
Total	80	100.0	100.0	



Interpretation

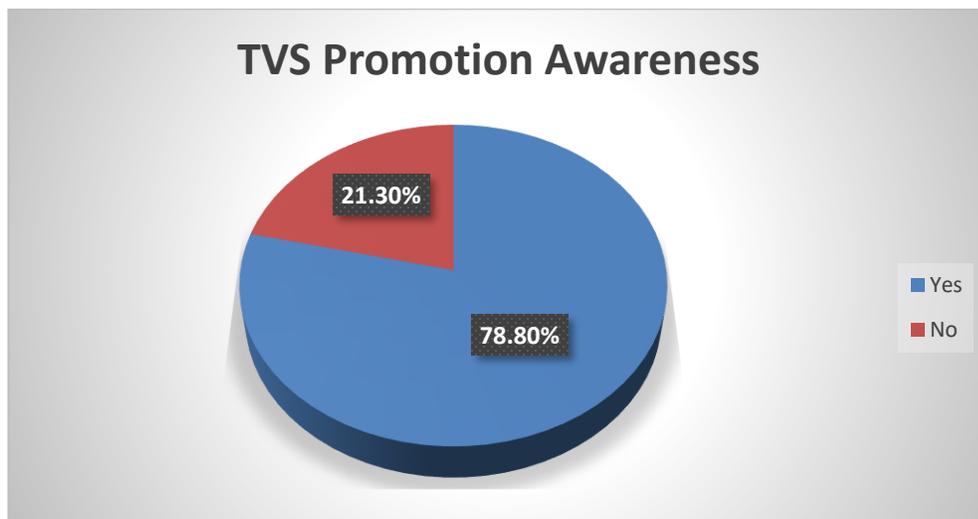
Out of the 69 respondents surveyed, 60% liked about the repair explanation. 29% did not feel the difference. 6% were not satisfied. 5% felt it was not worth while.

Most of the respondents liked the service explanation and still there is scope for improvement. Company also give preference to other 40% customer and try to convert them to feel as its worth while.

8. Are you aware of TVS promotional activity?

Are you aware of any TVS promotional activity?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	63	78.8	78.8	78.8
	no	17	21.3	21.3	100.0
Total		80	100.0	100.0	



Interpretation

out of the 80 respondents surveyed

79% are aware of TVS promotional activities

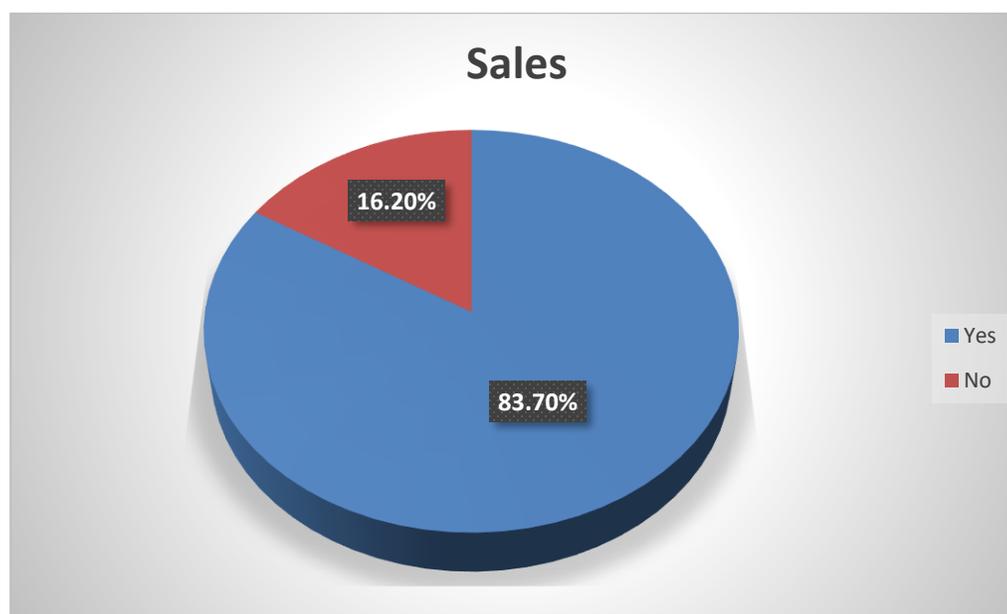
21% are not aware of TVS promotional activities.

Most of the respondent are aware TVS promotional activities. Still there are respondents who don't know about these activities company have to concentrate on these customers.

9. If yes do you think such a scheme will work in service aspect?

if yes do you think such a scheme will work in service aspect?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes i think it will work	67	83.8	83.8	83.8
	no i think it will not work	13	16.3	16.3	100.0
	Total	80	100.0	100.0	



Interpretation

Out of respondents surveyed

84% felt that the scheme will work

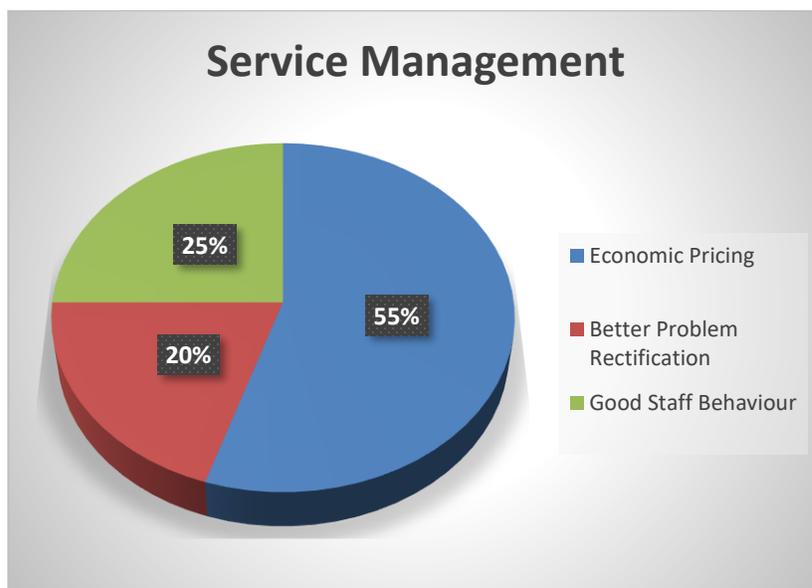
16% felt that scheme will not work

Most of the respondents felt that such scheme will work so company must offers such scheme in future also and such scheme should be encouraged.

10. You get bike serviced from any local service station. If yes why?

you get bike serviced from any local service station If yes why?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Economic Pricing	11	55.0	55.0	55.0
	Better Problem Rectification	4	20.0	20.0	75.0
	Good staff Behavior	5	25.0	25.0	100.0
	Total	20	100.0	100.0	



Interpretation

Out of 20 respondents surveyed

55% Shifted Because of Pricing

20% shifted Because Better Problem Rectification

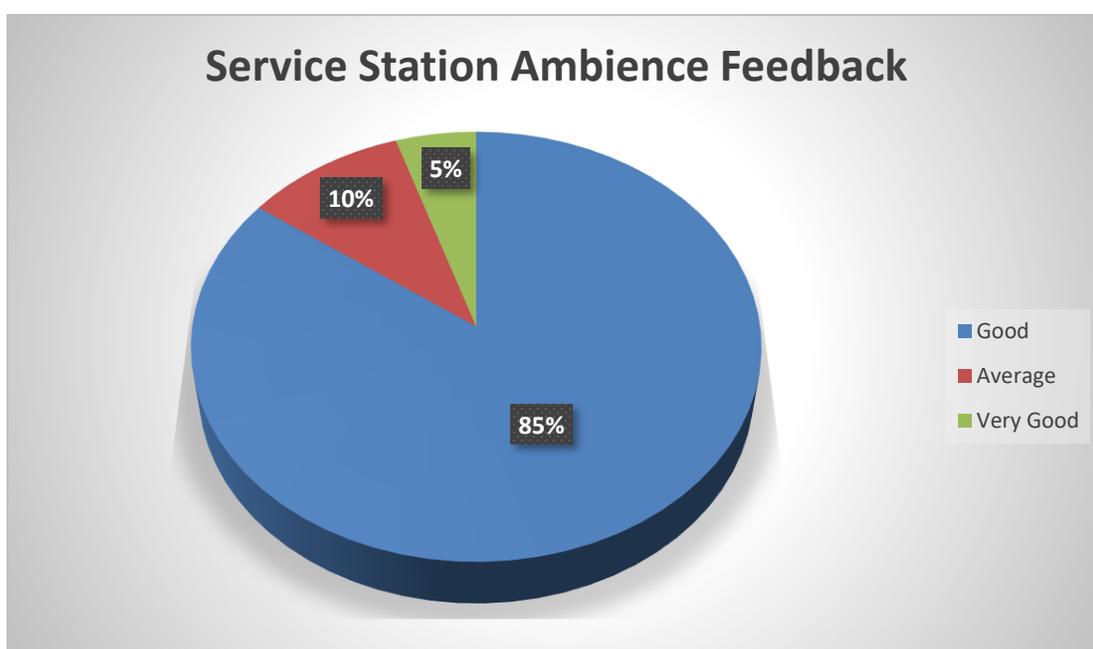
25% Shifted Because they Find Good Staff Behavior

Most of respondents Shifted due to pricing.

11. Please tick the attribute you feel appropriate in case of local service station in case of servicing your vehicle.

**Please tick the attribute you feel appropriate in case of Local Service Station
In case of servicing your Vehicle (Service Station Ambience)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Good	1	5.0	5.0	5.0
	Good	17	85.0	85.0	90.0
	Average	2	10.0	10.0	100.0
	Total	20	100.0	100.0	



Interpretation

Out of the 20 respondents surveyed

85% of respondents felt that local service station ambience as Good

10% of respondents felt that local service station ambience as Average

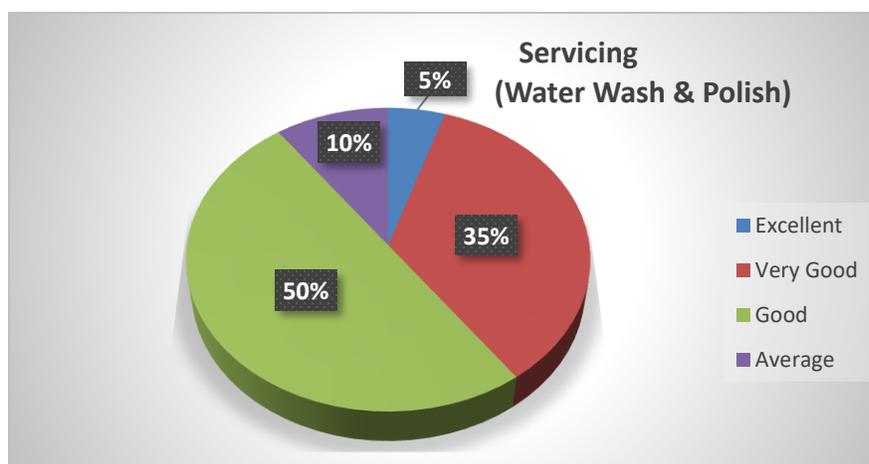
5% of respondents felt that local service station ambience as Very Good.

Most of the respondents liked the ambience.

12. Please tick the attribute you feel appropriate in case of local service station in case of servicing your vehicle.

**Please tick the attribute you feel appropriate in case of Local Service Station
In case of servicing your Vehicle(Water Wash & Polish)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	1	5.0	5.0	5.0
	Very Good	7	35.0	35.0	40.0
	Good	10	50.0	50.0	90.0
	Average	2	10.0	10.0	100.0
	Total	20	100.0	100.0	



Interpretation

Out of the 20 respondents surveyed

50% of respondents felt that Water Wash service Good

35% of respondents felt that Water Wash service to be Very Good

10% of respondents felt that Water Wash service Average

5% of respondents felt that Water Wash service Excellent.

Most of the respondents liked the Water Wash Service

CHAPTER 6
HYPOTHESIS TESTING

HYPOTHESIS :-

1]

H0: Customers are not satisfied with the services offered by TVS Motors.

H1: Customers are satisfied with the services offered by TVS Motors.

Hypothesis Testing :-

From the above Analysis, it is found that from the above given Hypothesis 1 the alternate Hypothesis i.e., H1 “Customers are satisfied with the services offered by TVS Motors” is found to be true. Hence, accepted whereas null hypothesis i.e., H0 “Customers are not satisfied with the services offered by TVS Motors” is rejected.

2]

H0: Customers do not prefer TVS products due to post sales services provided by TVS.

H1: Customers do prefer TVS products due to good post sales services provided by TVS.

Hypothesis Testing :-

From the above Analysis, it is found that from the above given Hypothesis 1 the alternate Hypothesis i.e., H1 “Customers do not prefer TVS products due to post sales services provided by TVS” is found to be true. Hence, accepted whereas null hypothesis i.e., H0 “Customers do prefer TVS products due to good post sales services provided by TVS” is rejected.

CHAPTER 7
FINDINGS & RECOMMENDATIONS

Following are some of the recommendations I would like to give based on analysis of data collected from respondents and also my personal observation during the visit to the service center

- ❖ Maintain Customer Database and follow-up the dropouts of the service.
- ❖ Get the regular feedback from the customer and improve on the areas suggested by the customer
- ❖ Personalize the service by maintaining a particular staff to a particular customer based on customer preference.
- ❖ Regularly communicate the customer regarding various schemes.
- ❖ Introduce various schemes for student segments like giving discounts on servicing
- ❖ Work upon the delivery time of the vehicle.
- ❖ Improve upon the Water Wash service, as it is the most important aspect in two-wheeler service.
- ❖ Get feedback from the customer regarding the Problem Rectification.
- ❖ Conduct regular customer satisfaction survey to keep a track of level of customer satisfaction.

CHAPTER 8
CONCLUSION

Accomplishing this project on consumer's consideration was an excellent and knowledge gaining experience for me. Despite small sample size for questionnaire this project helped me to know the view of customer and common people towards the awareness of TVS scooter

Brands are now a central feature of consumer marketing, they are important in building long-term relationships with the consumer, irrespective of the type of market. Their importance is now also being recognized in other markets including service and industrial. Investing in a brand builds consumer confidence and loyalty and allows for brand stretching. It requires a consistent and long-term strategy. Only a few brands have emerged as truly global.

In conclusion I would say that TVS scooter is quite known to people. It has built its brand awareness among a relatively large number of people in an around AK Gandhi, Nagpur. The consumers are aware largely of the product with the help of Newspapers & Magazines and the product still has a way to increase its advertising channels to reach the relatively large number of people.

At last I would like to thank *Mr.Yash Gandhi*, Territory Manager, Scooter Activation(Contact Person), TVS for their guidance and support.

I would also like to thank all the people who have been so co-operative throughout the survey.

CHAPTER 9
BIBLIOGRAPHY

BIBLIOGRAPHY

➤ Books

Services Marketing By Kenneth Clow & David Kurtz

➤ Magazines

Motoring, Auto India, Override, Hot Wheels

➤ Newspapers

Business Line, Business Standards, Times of India

➤ Websites

www.tvsindia.com

www.indiabike.com

www.icraindia.com

www.waytowealth.com

www.industry20.com

CHAPTER 10
ANNEXURE

RESPONDENTS DETAILS

Name : _____

Age : _____

Gender : _____

Occupation: _____

Address : _____

Contact No.: _____

Date : _____

Income (Per Annum Rs) _____

AK GANDHI TVS CUSTOMER QUESTIONNAIRE

Q1. Which TVS bike you own?

- TVS Jupiter TVS NTORQ TVS Raidon TVS Zest 110
 TVS Star City+ Apache RTR Series Apache 165 RR TVS Apache RR 310

Q2. Which is the model of bike you own?

Q3. How Frequently you get Your bike Serviced? Once in

- 2 months 3-4 months 5-6 months 6-8 months
 11 months A year or more

Q4. Rank your priorities in case of servicing of you bike? (Rank 1 for topmost Priority, 2 for next and so on)

Pricing _____

Location of service center _____

Problem Rectification _____

On Time Delivery _____

Cleanliness of service Center _____

Others _____

Q5. When is the last time you got your bike is serviced?

Q6. Was the problem of your vehicle rectified to your satisfaction during the last Servicing?

- Fully Rectified Partly Rectified Not Rectified

Q7. Your opinion regarding pricing of services by AK GANDHI TVS?

- High Priced Moderately Priced Economically Priced

Q8. Your opinion about the organization picking up your vehicle for servicing on a Phone call?

- I liked it and I am using this service of AK GANDHI TVS.
 I did not know about this service provided and will so for it if given details.
 I did not know about this service and will not prefer even if details are given.
 I knew about this service but did not prefer.

Q9. Was the servicing/repair done in the bike explained to you at the time of Delivery?

- Yes No

Q10. If YES, how did you feel about the service carried out?

- I liked it very much I did not feel the difference I did not feel satisfied
 I did not feel it worthwhile

Q11. Are you aware of any TVS promotional activity?

Yes

No

Q12. If YES, do you think such a scheme will work in service aspect?

Yes, I think it will work

No, I think it will not work

Q13. Please tick the attribute you feel appropriate in case of AK GANDHI TVS,
NAGPUR

In the process of servicing your vehicle.

Attributes	Excellent	Very Good	Good	Average	Poor
Service station Ambience					
Water Wash and Polish					
Promptness in Delivery					
Location of Service station					
Staff behaviour					
Understanding of repair requirement by concerned supervisor					
Problem rectification					

Space for Specific Feedback/ Suggestion for AK GANDHI TVS.
