CHAPTER VI

FINDINGS, SUGGESTIONS AND CONCLUSION

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- Regarding the age of respondents, most of the respondents are below 30 years of age. The researcher finds that majority of the respondents belongs to the age group of “21-30” which leads to 61.11%.

- With regard to the marital status of respondents 53.79% are unmarried and this shows that TVS motorbikes are widely used by un-married people than married people.

- The occupation has significant influence over the mode of purchase of the vehicle. Of all the various classifications, pertaining to occupational status we find that the professional group seems to be quite attractive, making a percentage of 34.96%.

- Demand backed by purchasing power or economic factor i.e., income, is a major determining factor and is usually used as a measure of potential demand. The study shows that 43.09% of respondents earning Rs. 10,000- Rs. 15,000 own TVS motorbikes. Probably they may be purchasing the vehicle under installment system; they thereby conserve liquid cash facility to their benefit.

- Since Star family motorbikes pack a more powerful punch with increased power and higher fuel efficiency with YTi technology, 310 consumers
forming 42% own StaR City and StaR Sport. 163 consumers constitutes 22% own TVS Apache motorbikes for its best design and performance. Out of 738 respondents, 103 respondents forming 14% own TVS Victor and 52 respondents constitutes 7% own TVS Centra. 44 respondents forming 6% own TVS Fiero and 29 respondents forming 4% own TVS Flame, 22 respondents forming 3% own TVS Max 100 and the remaining 15 respondents which forms 2% own TVS Samurai.

- The study reveals that 43.49% respondents have placed the orders and are in possession of the TVS motorbikes during the year 2006-2007.

- It is inferred that classification based on the mode of purchase, 66.94% of the respondents availed themselves of financing schemes (loans) arranged through the dealer to buy their two-wheelers.

- It is found that nearly 87.40% of the total group has resorted to Non-banking Financial Institutions who are playing a comparatively significant role in the purchase of two-wheelers.

- The study shows that regarding the nature of ownership 79% of the respondents own the vehicle as the first owner.

- With respect to the usage of vehicle, it is found that in most cases the vehicle is handled only by a single individual. 86.99% respondents are said to be single users of TVS motorbikes. Hence the single individual may know the throttle, the chain, spark plug, and all the mechanisms of the vehicle and he may never permit even his friend to drive the vehicle for himself.
• The study reveals the influence of existing user on the respondents while procuring a two-wheeler. In the aggregate, existing user was found to be most important influence on the purchase decision of the consumers forming 37.94%.

• 12. It is found that the buying decision of TVS motor bike is influenced by the mode of the advertisement. Most of the respondents were exposed to advertisements for two-wheelers. 46.75% of the respondents reported having seen the advertisement through newspapers.

• It is inferred that the necessity is the most influential factor in deciding the purchase of the vehicle. Regarding the reasons for buying motorbikes 63.01% stated that they purchased motorbikes due to necessity.

• The analysis made convey that 50.54% of the respondents are influenced by the brand image to buy the TVS motorbikes. Hence there is relation between brand image and preference of the bike. It is found that most of the respondents preferred to buy TVS Star City due to its brand image.

• The study reveals that the consumers are highly influenced on fuel efficiency which is found to be the most important factor constituting 76.42% and thereby there is significant relation between fuel efficiency and preference of the bike.

• It is inferred that 50.95% of the consumers have stated that they are influenced by the color of the TVS motorbikes.
• It is found that 58.40% of the respondents opined that easy maintenance has influenced them to prefer TVS motorbikes.

• The study shows that 65.31% of the respondents have been highly influenced based on the price and price offer provided by the TVS motor company.

• With respect to daily travel, present day consumers have wide range of transportation needs and thus they travel to many places in order to fulfill their needs which are considered to be as a daily routine life. The study shows that 58.27% of the respondents cover a distance of 21-40km per day.

• Since mileage stands out as the most important reason for using a particular brand, this is not surprising that fuel efficiency is ranked the first among important parameters. Regarding, the mileage per litre, 72.09% of the respondents claim that a litre of petrol gives them 51-70km.

• A vehicle when handled carefully will gain momentum and will pickup speed and thereby provide maximum satisfaction to the consumer. The study reveals that 71.27% feel quite happy and very much satisfied with the pickup of the TVS motorbikes.

• It is found that regarding the minor problems faced by the consumers, 57.72% of the respondents opined that they could manage to repair the minor problems at times in their vehicle while 10.30% of the consumers have said that they could always manage the problems faced in their vehicles.
• It is inferred that 71.28% of the respondents have stated that attending problems regarding ignition trouble is low and hence there is significant relation between ignition trouble and preference of the bike.

• The study reveals that 59.34% of the users of TVS motorbikes consider that attending problems regarding brake level is low and thereby there is significant relation between brake level and preference of the bike.

• The analysis made convey that 55.28% of the respondents have said that attending problems pertaining to indicators is low and hence they feel satisfied with regard to indicators of the bikes.

• With respect to gear shift of the TVS motorbikes, 70.72% of the respondents have stated that attending problems regarding gear shift of the bikes is low and thereby feel highly satisfied with the gear shift of the TVS motorbikes.

• Regarding the cost-Benefit all the consumers are aware of their vehicle they owned. Of the positive assertion given by 79.53% of the respondents, they feel personally that they could get the cost-benefit for the price they pay.

• It is inferred that 82.79% of the respondents own only one vehicle and may use the perfectly well maintained vehicle of their own.

• With respect to frequency of changing the bike, some high-time-cost individuals are likely to be more sensitive to the convenience aspect of purchasing new models. 46.48% of the respondents declare that they change their vehicles between 2-4 years of time.
• It is inferred that nearly 46.21% of the respondents have declared as a probability measure of replacement of their vehicle. Since, increase in the number of models and the entry of new players, in turn, shortened the product life cycle. Consumer financing can lead to reduction in the lifecycle of a two-wheeler, hence increased replacement demand.

• It is found that there is great amount of dependence of level satisfaction and these identified variables viz., road grip, tight turning, taking bumps, fuel efficiency, seat comfort, aesthetic look, clutch wires, etc. These variables have high influence on the level of satisfaction.

• The analysis made convey that 18.02% of the respondents feel that they are highly contented pertaining to road grip of their vehicles while using their bikes whereas 30.76% of the respondents are satisfied with regard to road grip of their vehicles.

• The study shows that 18.70% respondents are highly satisfied with tight turning of their vehicle while using whereas 50.95% respondents have expressed that they are contented with regard to tight turning of their bikes. Hence there is significant relation between tight turning and level of satisfaction.

• It is found that with regard to negotiating potholes, 20.19% of the respondents have stated highly satisfied while using their bikes and 38.21% of persons have opined that they are satisfied considering negotiating potholes.
• The study reveals that 20.05% of the respondents have expressed that they are highly satisfied regarding taking bumps while using their bikes and 38.08% of the respondents feel satisfied with regard to taking bumps. Thus there is significant relation between taking bumps and level of satisfaction while using the bike.

• With respect to seat comfort, 16.39% of the respondents have stated that they are highly satisfied while using their bikes and 46.34% of the respondents have expressed that they are satisfied pertaining to seat comfort and thereby there is significant relation between seat comfort and level of satisfaction while using the bike.

• The analysis made convey that 49.46% of the respondents are satisfied with regard to silencer control while using their bikes. Hence there is significant relation between silencer control and level of satisfaction.

• It is inferred that 25.34% of the respondents are highly satisfied with regard to aesthetic look and 39.70% of people have stated satisfied considering aesthetic look of their bikes. Hence there is relation between aesthetic look and level of satisfaction while using the bike.

• The study shows that 18.56% of the respondents have expressed highly satisfied pertaining to clutch wires and 46.61% of people have opined that they are satisfied with regard to clutch wires while using their bikes. Therefore there is significant relation between clutch wires and level of satisfaction while using the bike.
- It is found that 25.34% of the respondents are highly satisfied with regard to brand while 46.48% of the respondents have stated satisfied considering the brand of their bikes and thereby there is relation between brand and level of satisfaction.

- It is inferred that all the identified factors viz., cost of service, timely delivery, trained mechanics, infrastructure, ISO certification, etc. are highly influencing the level of satisfaction of the users on authorized service centres. Hence, these factors and level of satisfaction are dependent and there is a close association between these identified factors and the level of satisfaction exists predominantly.

- With respect to the level of satisfaction on authorized service centres, 11.79% of people have opined that they are highly satisfied regarding cost of service and 52.58% of the respondents have stated satisfied pertaining cost of service.

- The study reveals that 10.57% of people are highly satisfied with timely delivery of authorized service centres and 58.40% of the respondents have stated that they are satisfied regarding timely delivery.

- The analysis made convey that infrastructure provided by the TVS authorized service centres is highly influencing the users of TVS motorbikes. 7.59% of people have opined that they are highly satisfied with regard to infrastructure while 52.58% of the respondents have stated satisfied pertaining infrastructure provided by the TVS authorized service centres.
• It is found that 25.07% of the respondents are highly satisfied with regard to trained and experienced mechanics of TVS authorized service centres while 49.86% of people have stated satisfied regarding trained / experienced mechanics.

• It is inferred that 22.49% of people are highly satisfied with regard to customer support and satisfaction whereas 39.84% of the respondents feel satisfied regarding customer support and satisfaction.

• The study shows that 26.29% of the respondents are highly satisfied with free services and warranty provided by the TVS authorized service centres and 51.49% of people have opined that they are satisfied with authorized service centres regarding free services and warranty provided to them.

• With respect to vehicle specialization (model and variant) 17.48% of the respondents are highly satisfied while 35.37% of people have mentioned that they are satisfied regarding vehicle specialization provided by the authorized service centres of TVS motorbikes.

• It is found that 61.11% of the respondents have stated as keep it up with regard to the expectation on cost of service provided by TVS authorized service centres and thus users of TVS motorbikes have great level of satisfaction on cost of service.

• It is inferred that 65.58% of people have stated as keep it up with regard to expectation on timely delivery of TVS authorized service centres. Hence, the users of TVS motorbikes have high level of satisfaction on timely delivery.
• The study made convey that 57.18% of the respondents have stated as keep it up with regard to expectation on infrastructure provided by the authorized service centres of TVS motorbikes and thereby customers have high level of satisfaction on infrastructure.

• With respect to expectation on trained / experienced mechanics provided by the TVS authorized service centres, 71.13% of the respondents have stated as keep it up. Hence it is concluded that the customers have great level of satisfaction on trained and experienced mechanics.

• The study shows that 59.21% of the respondents have stated as keep it up pertaining to expectation on customer support and satisfaction. Thus it is clearly known that the users of TVS motorbikes have high level of satisfaction on customer support.

• It is inferred that 73.85% of the respondents have stated as keep it up with regard to expectation on free services and extended warranty and thus it is concluded that the customers have great level of satisfaction on free services and extended warranty.

• It is found that 50.27% of the respondents have stated as keep it up with regard to expectation on vehicle specialization (model and variant). Hence it is inferred that the users of TVS motorbikes have high level of satisfaction on vehicle specialization.

• It is inferred that each and every factor identified in this study highly influences the level of expectation. Therefore, there is strong association between the said variables and level of expectation.
• As far as the life span of the vehicle it depends on the various factors such as quality of driving, amount of usage, maintenance, frequent change of hands, etc. 47.15% of the respondents view that their vehicle last only 4-5 years 31.98% of the respondents stated that they could keep their vehicles for 0-3 years and there after they would like to go for a new one. Consumer financing can lead to reduction in the lifecycle of a two-wheeler, hence increased replacement demand.

• It is found in the consumer's survey that they looked at five criteria: Fuel efficiency, reliability, price, style and power. The higher ranking given to fuel efficiency than power explains the increasing shift towards four-stroke vehicles in the motorcycle category.

• It is inferred that satisfaction positively affects loyalty, willingness to recommend, and both the amount and the tone of word of-mouth. There is considerable evidence that satisfaction affects future choice. Thus satisfaction leads to improved customer retention and service quality satisfaction leads to higher re-purchase intent, as well as willingness to recommend and willingness to talk positively about a product.

• Conceptually, satisfaction depends upon how experience matches pre-purchase expectation. Higher level of satisfaction should result in increasing loyalty, and consequently increasing revenues and decreasing marketing costs.
6.2 Suggestions

In spite of the limitations, the study can act as a stepping stone of a study with more detail and rigor. After analyzing the findings, the following suggestions have been prepared. Great care has been taken in making these suggestions for the improvement of consumers' opinion.

- Consumer satisfaction is a central element in the marketing exchange process, because it undoubtedly contributes to provider's success. Further more, satisfaction is one of the essential factors in more specifically, purchase repetition. Therefore all the business activities of TVS motor company should be carried out in ways which are directed towards the satisfaction of the consumer needs.

- The TVS Motor Company should also consider the impact of the products on the public and society at large, other than its target consumers.

- The company has to understand the tastes and preferences of the consumers and produce goods which help them satisfy their needs.

- Customers differ in their purchase preferences. Consumers buy products for different reasons, they buy in different ways and use their purchases differently. Since there is enormous variability among consumers, TVS Motor Company needs to understand their requirements to be able to cater to them effectively.

- A brand is expected to offer more than the basic value offered by the product. This is generally done through positioning of the brand and the values that are
associated with brand. However, mere brand positioning is not enough in today's competitive milieu. Therefore, the company has to redefine the brand value in order to gain competitive advantage over the competing brands.

- The findings suggest that the TVS motor company should concentrate on fuel efficiency as that is most important to any consumer.

- Then it should focus on the safety aspect as there is an increasing awareness about safety and people want safer vehicles.

- Some of the respondents feel that speed / power of TVS motorbikes need to be increased which seems to be a riding force as the younger sections also look for power and pleasure of riding a two-wheeler.

- A considerable number of respondents feel that the style of the bike need to be tuned in accordance with the taste and preference of the customers, which may attract different age group of people.

- Some of the respondents have suggested that there is a need to improve the mileage of TVS bikes.

- A considerable number of respondents opined that there is a need to improve the technology of TVS bikes.

- A vast majority of the respondents feel that the design or aesthetic look of TVS motorbikes should be changed so as to attract the customers.

- The bikes recently introduced by TVS are mostly concerned about youth. So, they should also consider middle aged people while manufacturing.
- Profit is the ultimate aim of any business. But marketers must set a price, which is reasonable and affordable by the consumers. Price should not be kept very high just in order to earn more profits. Some of the respondents feel that the price of TVS motorbikes is high and it should be decreased so as to attract more customers.

- Some of the respondents suggest that the TVS Company should maintain quality standards (i.e) ISO certification. Hence it is advisable to adhere to standards like the ISO 9001-2000 which helps maintaining quality standards and level of social responsibility and environmental friendliness.

- Most of the respondents feel that digital Speedo meter need to be introduced in other TVS motorbikes as it is only found in TVS Apache bike.

- Customer care has become so important that organizations simply cannot do without it. Improved performance in service delivery and responsiveness to the customer has become a source of competitive advantage in both manufacturing and service sectors. In this era of global competition, the TVS Company needs to reinvent and re-engineer them to address their present customers, acquire new ones and, at the same time, initiate procedures to win back the lost customers.

- It is very essential to demonstrate to the customers that the company understands the customer's problem and the brand stands for something they value, in other words, the brand should resonate the customer values.
• The findings suggest that instead of being candidates for divestment, some customers may merely need to be taught how to use the company’s products and services better and to interact with company representatives effectively.

• There is a need to revamp the shape, size, color and structure of the two-wheeler indicators which is very essential factor and expectation of the consumers that may minimize the accidents while riding the motorbikes.

• The findings also suggest that the TVS Motor Company now needs to focus on building up customer relationship in view of increasing competition, wider choice, higher disposable incomes, and easy consumer finance.

• Some of the respondents suggest that the TVS Company has to cater to all diverse customer segments, with an exciting array of new products, incorporating the latest global technology into its products.

• Majority of the respondents feel that the company should provide good after-sales service at reasonable cost, maintenance affordability and availability of spare parts at economical prices.

• There is a need to strengthen the quality and standard of the head light bulbs of the TVS motorbikes so that the bulbs may not get fused at the time of riding two-wheelers for long distance.

• A satisfied customer can be retained for long by way of repurchase coupons, loyalty bonus or referral incentives. Most of the respondents suggest that the company should offer discount, gifts, free service coupons, price offer etc.
- Some of the respondents suggest that the company should use the appropriate channel of communication and make it more convenient for the customer to respond by giving a nearest contact point, internet or SMS channels.

- There is a need to concentrate on spark plug, since majority of the respondents are unable to attend the minor problems regarding the dust formation in spark plug. Hence the company could pay attention with regard to spark plug.

- With regard to the availability of spare parts, some of the respondents consider that the authorized service centres must ensure that adequate stocks of spare parts are retained in the service centres. So that it could avoid the unnecessary problems in searching for the required spare parts which the consumers are in need of their motorbikes.

- There is a need to modify the size of the seat, since the motorbikes are used as the family vehicle special attention could be given towards the expansion of the seat of the two-wheelers which may cause comfort and convenience to the riders. And also the basic purpose of buying the two-wheeler may match the expectations of the consumers.

- The findings suggest that reliability, modern styling and economy are demanded by most of the users of TVS motorbikes.
6.3 Conclusion

In a developing country like India, where a sizeable proportion of the population comprises of the middle class, and where 70% live in rural areas, a two-wheeler (particularly, a motorbike) is really a common man’s vehicle offering an affordable solution for personal mobility.

We have hither to worked on the TVS motorbikes and have been following the procedural experimentation and have ultimately come to the most important aspect of conclusion. We have hither to adopt the systematic procedures ear marked for this purpose. Through several obvious understanding as well as problems we have surmounted all the difficulties we have come across. The 738 respondents have been more or less selected from the middle class families; some of them have been Students cum part time earner, Government Officials, Professional, Private Employees, Self Employed and Business people. Actually the researcher had to contact these people to ascertain their positive and or a negative reply.

The many whom the researcher has contacted, sung in praise of the TVS motorbikes. Many of them have unequivocally persisted that the TVS motor bike is really accommodative and really helpful to them. It also indicates that there is a favorable understanding that many are quite in favor of the TVS motorbikes. The persons whom the researcher has contacted always aim at TVS motorbikes. There is a carefully planned approach to conclude the decision as well as understanding the perfect symphony that any individual who happens to use the vehicle is really pleased to utilize only the TVS motorbikes.
There are several in the opposite camp that means they are all not ready to acquiesce. We have ourselves tried to project further the results of our finding, which could not preferably project the conclusion. Since, there were lots of peculiarities which have driven us to the end. Therefore we could not take an earnest decision to conclude in the perfect manner.

The researcher has arranged for lot of statistical analysis. For instance he had experimented upon and derived the ranking between price as well as maintenance, price as well as style, price as well as fuel efficiency, and price as well as gaiety of the vehicle.

After a prolonged procedure with too many changes and modifications the researcher arrives at last the conclusion chapter. The conclusion being, that the 738 respondents have unequivocally persisted that the TVS motorbike is excellently accommodative and quite helpful to them. Any aberration from the above view have been mathematically attempted and conclusion given favorably indicating therein a hypothetical reasoning also.

In India, we have a number of companies, which are really concerned about the societal well-being and are conforming to the principles of Quality-of-life marketing. Companies like Sundaram Fasteners, TVS Motors Etc. are a few examples, which have achieved the highest distinction in quality, i.e., the Deming Prize. This definitely proves their commitment to quality, customers, society and humanity at large.

Thus IPSO facto the summary result indicates that every TVS motorbike owner really feels happiness about the vehicle he possesses.
6.4 Scope for Further Research

- A comparative study could be done between urban and rural people who are using TVS motor bikes.
- The researcher can also concentrate on doing a study at the state level.
- Researcher could do a comparative study between the various leading brands among the Two-wheelers.
- The researcher can study the competitive advantages among the leading brand of Two-wheelers.
- The researcher can also do a comparative study between two states of users of TVS motorbikes.