A Study on Customer Satisfaction of TVS Scooty

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ABSTRACT - This research paper is based on the "customer satisfaction of TVs scooty''. Now a days scooty is become a very popular brand in consumers. This study is undertaken to know about the customer satisfaction. For the purpose of this study data was collected using Questionnaire methods and for the sample size is 50. Frequency distribution, chi-square test analysis and percentage analysis was used as statistical tools.

KEY WORDS: Customer satisfaction, TVs scooty.

I. INTRODUCTION

Customer satisfaction is a measure of how product and service supply by a company meet or surplus. Customer satisfaction is very important to the marketers as well as the business owners because with that only they will or they can improve and manage their business.

In 1996 scooty went through a repositioning exercise to target women's. The scooty pep plus is launched in 2005, scooty pep plus features a light weight body, with a choice of 99 colours. No other scooter in the segment offers such a choice. Pink is the largest selling colour. The scooty pep plus top speed is 70kmph, mileage 68kmpl.TVs motor in 2016 has launched new model scooty plus priced at Rs. 42,513(ex-show room Mumbai) and Rs. 43,534(ex-show room Delhi). With advance Eco- Thrust Engine. With two new colour choices of Nero silver, Nero blue along with the existing colour option.

DEFINITION:

Customer satisfaction is defined as "the number of customers is percentage of total customer, whose reported experience with a firm, its product or services exceeds specified satisfaction goal''.

Satisfaction is defined as "being a consequence of the expectation & experience of the subject and or course. The general schematic of the approach.

II. REVIEW OF LITERATURE

KILTER AND KELLER (2006): The most comprehensive satisfaction definition of satisfaction has been offered by kilter killer who defined satisfaction as "person" felling of pleasure disappointment which resulted from comparing a product perceived performance or outcome against his/ her expectation.

PROF S. SARAVANAN AND PROF N. PANCHANATHAN (2009): They discussed the essentials for promotion of a product. The result show that a customer considers all factors at the time of purchasing a scooty. Although majority of customer give importance to the brand image. This study also describes the social economic factors which satisfy scooty customer and that the employees and students crave for showroom services.

DHANANJOY DATTA (2010): There are many factors on the buying customer depends and these factors motivate them to purchase a scooty. These factors conclude advertisement, word of mouth, and references from family friends, own experience, features, price etc. the results of the survey done was that around 51% of the customers having scooty. Fall in the age group of 20-30 years. While their income is below ₹5000.64% people are unmarried and use scooty.in most of the case. The motivation coms from friends (44%) and family and finance schemes before buying scooty.

III. RESEARCH METHODOLOGY

3.1 OBJECTIVE OF THE STUDY:

❖ To find why the customer prefer TVs scooty.
❖ To identify what are all the things attract the people to buy the TVs scooty.
❖ To know the customer satisfaction about the safety and comfort provided by TVs scooty.
❖ To find the satisfaction level of customer after purchasing it.
❖ To know the problems presently faced by the customers using TVs scooty.
❖ **3.2 RESEARCH DESIGN:**
❖ **3.2.1SAMPLINGTECHNIQUES**Simple random sampling technique is used for this study.

3.2.2 SAMPLE SIZE: 50 Sample were chosen randomly for this study.

3.2.3 METHODS OF DATA CLLECTION: In this research the primary data was collected by means of a structured questionnaire.

3.2.4 TOOLS FOR ANALYSIS:

❖ Simple percentage analysis and

❖ Chi- square test is used in this study.

3.2.5 LIMITATION OF THE STUDY:

❖ Respondents were busy with their work so it takes more time to collect the   questionnaire.

❖ Respondents were also engaged in their own personal work, so we was not possible to approach them directly.

IV.   DATA ANALYSIS & INTERPRETATION

TABLE 4.1 SATISFFACTION LEVEL RECORDING MILEAGE

S.NO	particulars	No .of respondents	percentage
1	HS	10	20%
2	S	28	56%
3	N	12	24%
4	DS	0	0%
5	HDS	0	0%
	TOTAL	50	100

INTERPRETATION: From the above table it is clearly shows that 56% of the respondents were satisfied, 24% of the respondents were neutral, 20% of the respondents were highly satisfied, 0% of the respondents each were dis satisfied and highly dis satisfied with respect to the mileage given by TVs scooty.

### FIGURE4.1SATISFICATION   LEVEL   OF REGARDING MILEAGE:
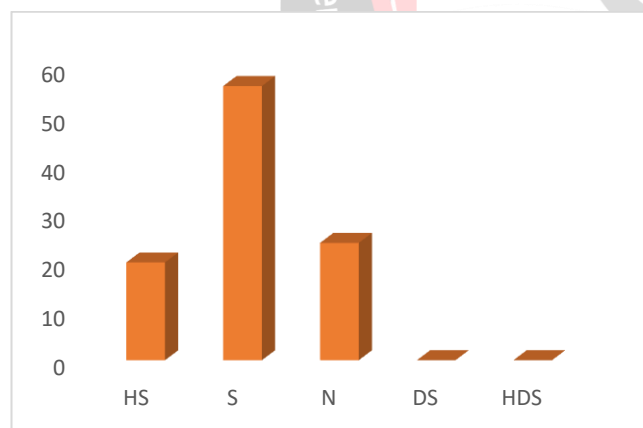
TABLE   4.2   SATISFACTION   LEVEL COMFORTABLE of THE SCOOTY:

S.NO	PARTICULARS	NO .OF RESPONDENTS	PERCENTAGE
1	HS	13	26
2	S	29	58
3	N	7	14
4	DS	1	2
5	HDS	0	0
	TOTAL	50	100

INTERPRETATION: From the above table it is clearly show, that 58% of the respondents were satisfied, 26% of

the respondents were highly satisfied, 14% of the respondents were neutral, 2% of the respondents were dis satisfied and 0% of the respondents were highly dis satisfied, with the comfort level of TVs scooty.

### FIGURE   4.2SATISFACTION   LEVEL COMFORTABLE ON THE SCOOTY:
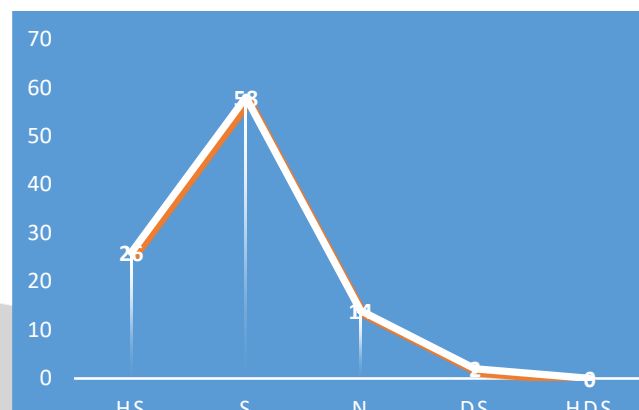
TABLE   4.3   OVERALL   RATING   ABOUT   TVS SCOOTY

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	HS	13	26%
2	S	22	44%
3	N	15	30%
4	DS	0	0%
5	HDS	0	0%
	TOTAL	50	100

INTERPRETATION: From the above table it is clearly show, that 44% of the respondents were satisfied, 30% of the respondents were neutral, 26% of the respondents were highly satisfied, 0% of the respondents each were dis satisfied and highly dis satisfied with the overall performance of scooty.

FIGURE4.3   OVERALL   RATING   ABOUT   TVS SCOOTY:
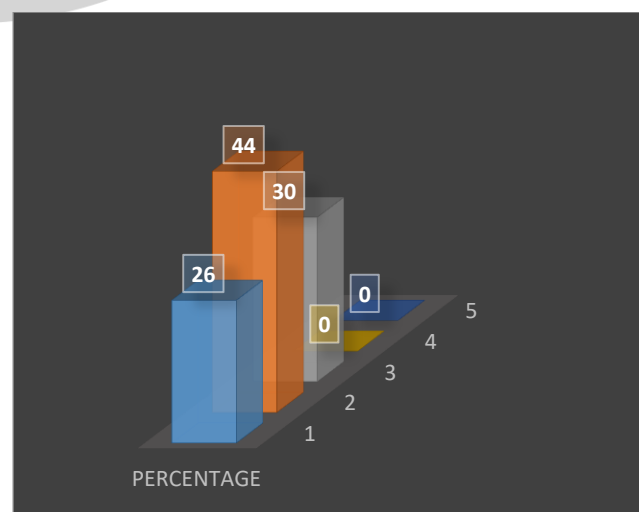
TABLE 4.4 RELATIONSHIP BETWEEN EXPERIENCE AND OVERALL RATING:

Null hypothesis (h_0): There is no significant relationship between experience and overall rating.

Alternative hypothesis(h_a): There is a significant relationship between experience and overall rating.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.207^a	4	.524
Likelihood Ratio	3.389	4	.495
Linear-by-Linear Association	.079	1	.779
N of Valid Cases	50		

(66.7%) have expected countless than 5. The minimum expected count is 1.56.

Calculated value $=3.207^a$

Degree of freedom $=4$

Therefore, the table value at 5%level of significance is .524.

As, calculated value <tabulated value, null hypothesis is accepted. Therefore, null hypothesis, there is no significant association between experience and overall rating is accepted.

V. CONCLUSION

From this research study we have concluded that TV's scooty customers are very much highly satisfied using this two wheeler. Most of the customers are satisfied with pink colour scooty and they give a suggestion in neutral manner.

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