A STUDY ON CUSTOMER SATISFACTION TOWARDS AFTER SALES SERVICE OF TVS VEHICLES BY RR MOTORS, PERUMANALLUR.

A PROJECT REPORT P-3199

Submitted by

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In partial fulfilment of the requirements

For the award of the degree

Of

MASTER OF BUSINESS ADMINISTRATION

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KCT Business School
Department of Management Studies
Kumaraguru College of Technology
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Coimbatore – 641 006

BONAFIDE CERTIFICATE

DEPARTMENT OF MANAGEMENT STUDIES

KUMARAGURU COLLEGE OF TECHNOLOGY (AUTONOMOUS)

COIMBATORE

BONAFIDE CERTIFICATE

Certified that this project titled "A STUDY ON CUSTOMER SATISFACTION TOWARDS AFTER SALES SERVICES OF TVS VEHICLES BY RR MOTORS" is the bonafide work of **Mr. PRAVEEN KUMAR K.S.** who carried out this project under my supervision. Certified further, that to the best of my knowledge the work reported herein does not from part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.
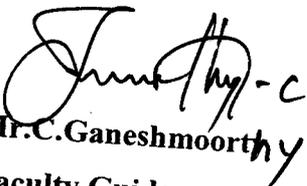
Mr.C.Ganeshmoorthy

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Director

Evaluated and viva-voce conducted on ...14/06/2010......................

Examiner I

Examiner II

[ii]

COMPANY CERTIFICATE

Date:02-06-2010

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. PRAVEEN KUMAR.K.S (Roll no 08MBA35)** Final year MBA student of **KCT BUSINESS SCHOOL** has successfully completed the project under the title **"A STUDY ON CUSTOMER SATISFACTION TOWARDS AFTER SALES SERVICES GIVEN BY RR AGENCY.,"** in **Perumanallur.** During the period March 2010 to May 2010.

His commitment and dedication shown in completing the project is excellent. We wish him success in all his future endeavours.

For RR AGENCY

S. Vencatengalam

RR AGENCY
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DECLARATION

DECLARATION

I hereby state that the dissertation report entitled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS AFTER SALES SERVICE OF TVS VEHICLES BY RR MOTORS**" Submitted in partial fulfillment for the award of Master of Business Administration to the Anna University, is a record of independent research work carried out by me under the guidance of **Mr.C.GANESHMOORTHY**, Lecturer, Department of Management Studies, Kumaraguru College Of Technology, Coimbatore. I also declare that this dissertation report is result of my own effort and has not been submitted earlier for the award of any other Degree / Diploma / Associate ship and prize by Anna University or any other university.

Place: Coimbatore

Date: 14/06/2010

PRAVEENKUMAR K.S.

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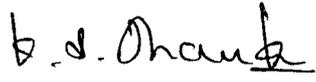
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INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance in relations to his or her expectations.

As this definition makes clear satisfaction is a function of perceived performance and expectations. If the performance falls short of expectations the customer is dissatisfied. If the performance matches the expectations the customer is satisfied. If the performance exceeds expectations the customer is highly satisfied or the customer is delighted.

Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch when a better offer comes along. Those who are highly satisfied are much less ready to switch. High satisfaction or delight creates on emotional affinity with the brand and not just a rational preference and the result is high customer loyalty.

Some of the today's most successful companies are raising expectations and delivering performance to match. These companies are aiming at Total Customer Satisfaction (TCS) and made an announcement that will replaced at its expense any dissatisfied customer's equipment for a period of three years after purchase.

1.2 REVIEW OF LITERATURE

Review-1

Outsourced After-Sales Service Contracting in Consumer Markets (2009)[1] The problem of how to effectively and efficiently increase customer satisfaction in outsourced after-sales services by contracting is discussed in this paper. In this setting, the uniqueness of the problem is that the service provider serves both the principal's customers and his own with the same facilities. Firstly, customer waiting time is chosen to be the effective indicator of customer satisfaction. Then, through theoretical modeling, three kinds of after-sales service outsourcing contracts in consumer markets are analyzed and compared: 1) "fixed-reimbursements" in the current practice, 2) "performance-based", and 3) "cost-sharing". It is proved that: The first type of contract is effective only when the service provider is risk-averse and the arrivals of the two types of customer are correlated; under the risk-neutral assumption, the latter two contract forms are effective to overcome the moral hazard issue, but the first-best solution could only be achieved under the performance-based contract.

Review-2

Benchmarking the Performance of the Technical Services Department of an Automotive Battery Company (2010)[2] The Technical Services Department or TSD is responsible for after-sales service, warranty issuance, and customer service. They represent the service arm of the company that is constantly in contact with the dealers and the customers. To assess their performance, the department conducted their first dealer satisfaction survey. The survey consisted of dealers that attended the TSD training, divided into two independent groups – the Metro Manila dealers and dealers outside Metro Manila or provincial dealers. The results revealed that 89 percent of the Metro Manila dealers that attended the training are satisfied with the services of the TSD. On the other hand, 85 percent of the provincial dealers that attended the training

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[1] **Author:** Wei Zhang Tsinghua University,**Source:** POMS Conference
[2] **Author:** Raymond Obdianela Macalinao
April 16

2

are satisfied with the services of TSD. Both the respondents from Metro Manila and provinces hit the generally accepted level of dealer satisfaction set by NADA. Benchmarking the strengths of the department revealed that the TSD's overall customer service is "very good." One of the weaknesses of the TSD according to Metro Manila dealers that attended the training is that TSD must improve their logistical capacity to pick-up defective batteries and to deliver new batteries. For the provincial dealers that attended the training, the TSD lacks frequent visits. A pare to chart was created to summarize the issues that the department must act upon. For the Metro Manila dealers that attended the training, providing warranty limitation and replacement chart is that number 1 issue while more training and more visitations are the number 1 issues for provincial dealers that attended the training.

Review 3

Effects of Customer Services Efficiency and Market Effectiveness on Dealer Performance(March 2008)[3] Market orientation is positively associated with performance of dealers in terms of customer service quality, growth in sales and increase in market share. This paper aims at analyzing the impact of market orientation strategies and performance of customer services on customer acquisition, retention and sales of automobiles, which reveals overall performance of the automobile dealers in Mexico. Discussion in the paper also comprehends understanding on customer-dealer relationship in the automobile market segment referring to the key factors which establish services quality encompassing tangibility, responsiveness, trust, accuracy and empathy. The results of the study reveal that the customers perceive better quality of the relationship in a given frame of functions that are performed effectively by the dealer lowering the extent of conflicts thereof. High conformance quality services of dealers and value added customer relationship to offer high customer satisfaction develop life time customer value and strengthen the customer-dealer relationship.

Review 4:

Performance measurement of the after-sales service network—Evidence from the automotive industry (4 June 2007)[4] The after-sales activities are nowadays acknowledged as a relevant source of revenue, profit and competitive advantage in most manufacturing industries. Top and middle management, therefore, should focus on the definition of a structured business performance measurement system for the after-sales business. In addition, since many actors are involved along the after-sale service supply chain, an integrated and multi-attribute set of measures needs to be designed consistently at every level of the supply chain. Nonetheless, little attention was devoted by scientific and managerial literature to this topic. The paper aims at filling this gap, and proposes an integrated framework for the after-sales network performance measurement, and provides an empirical application to two automotive case companies and their official service network. The cases show that performance measurement systems of different supply chain actors should be aligned in order to achieve strategic consistency. In particular, the performance of different actors at the process level of the framework concurs in determining the after-sales service overall performance towards the final customer. In addition, linkages at other levels (mainly the business and activity ones) may be needed or helpful in ensuring consistency between strategic and operational objectives, inside the organisations and thus for the whole supply chain.

Review 5:

Achieving brand and dealer loyalty: the case of the automotive industry (2001)[5]

The analysis shows that customer satisfaction can be considered the central

[4] **Authors: Paolo Gaiardelli, Nicola Saccani and Lucrezia Songini** Department of Industrial Engineering, Università di Bergamo, Viale Marconi 5-24044, Dalmine, Italy. Department of Mechanical and Industrial Engineering, Università di Brescia, Via Branze 38-25123, Brescia, Italy.Department of Accounting and Finance, Università Commerciale Luigi Bocconi, Via Sarfatti 25-20136, Milano, Italy

determinant in all phases of the contact chain. Multi-dimensional recording of customer loyalty reveals clear differences in the interactions, first, with brand loyalty and, second, with dealer loyalty. In contrast to the opinion widely held in practice, customers in the automotive sector definitely do not perceive the brand and the dealer as one unit. Since similar studies in different countries come to almost the same conclusions, it can be argued that the results are valid in several cultural settings. The results obtained are so fundamental that they can be translated into implications even by internationally operating companies.

Review 6

Exploring the relationship between after-sales service strategies and desi methodologies (2008)[6] The transition from a product manufacturer into a servic constitutes a major managerial challenge for companies. It requires new org; principles, structures and processes, which encompass the whole product life cycl concept and design to its dismissal. The purpose of this paper is to evaluate how de (DFX) methodologies and practices can consistently enable the achievement of the of specific after-sales strategic profiles, by encompassing those distinctive features at best fulfils the customer's requirements and expectations throughout the product usage. A model is proposed in order to relate after-sales strategies with 'DFX' meth The description of two industrial case studies provides a pragmatic insigl opportunities coming out from a consistent relation between after-sales strategies at development practices.

Review: 7

[6] **Authors:** Paolo Gaiardelli , Sergio Cavalieri , Nicola Saccani .Department of Industrial Engineering, CELS – Research Center on Logistics and After Sales Service, Universita di Bergamo, Viale Marconi 5, Dalmine 24044, Italy.
Department of Industrial Engineering, CELS – Research Center on Logistics and After Sales Service, Universita di Bergamo, Viale Marconi 5, Dalmine 24044, Italy.
Department of Mechanical and Industrial Engineering, Service Management Research Centre, Universita di Brescia, Via Branze, 38, Brescia 25123, Italy **Source:** Internatinal Journal of Product Lifecycle Management Issue: Volume 3, Number 4/, Pages: 261-278

Point of Sales Promotions and Buying Stimulation in Retail Stores (July 1, 2008)[7]

This paper analyzes drivers of compulsive buying behavior induced by store based promotion through empirical investigation in Mexico. The buying behavior in reference to point of sales promotions offered by retailing firms and determinants of sensitivity towards stimulating shopping arousal and satisfaction among customer in building store loyalty have been discussed in the paper. This study also builds arguments around convergence of attractiveness of point of sales promotions and effectiveness of customer services as a tool for gaining competitive advantage in the retail business environment. The results indicate that point of sales promotion programs have become the principal tool of retailing in Mexico to acquire new customers and retain the loyal customers. It is also found during the study that loyal customers are attracted to the store brands during the promotional offers while new shoppers are price sensitive and are attracted by the in-store ambience of sales promotions and volume discounts.

Review :8

Examining the Effect of Salesperson Service Behavior in a Competitive Context(2007)[8] While few scholars debate the importance of doing things to improve the quality of the buyer-seller relationship, little is known about what salespeople can do after the point of the initial sale to enhance customer satisfaction and trust. On the basis of extensive exploratory interviews across professional selling domains, this research develops a set of behaviors, referred to here as "salesperson service behaviors." Using data gathered from 358 customers, the authors empirically

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[7] **Author:** Dr. Rajagopal
Graduate School of Administration and Management (EGADE), Monterrey Institute of Technology and Higher Education (ITESM) - Mexico City Campus

[8] **Authors:** Michael Ahearne
University of Houston - C.T. Bauer College of Business
Eli Jones
University of Houston - Department of Marketing
Ronald Jelinek
Providence College

demonstrate the effect of these behaviors on customer satisfaction and trust and, ultimately, on an objective measure of customer share of market. The authors develop a competitive model that uniquely features customer evaluations of competing sales representatives. The results indicate that these salesperson service behaviors are important in building trust and customer satisfaction, which in turn lead to increases in customer share of market.

Review 9

An Exploratory Study of the Impact of e-Service Process on Online Customer Satisfaction(January 2006)[9] Although extensive academic research has examined the dynamics of interpersonal interactions between service providers and customers, much less research has investigated customer service encounters through technological interfaces such as the Web in electronic commerce transactions. Corporate websites have become an important point of contact with customers for many companies. Service has been described as one of the most important attributes for online business to influence traffic and sales. However, more research is needed to understand how web-based technological capabilities of the services affect customer evaluations of service value and how to determine the technological capabilities embedded in the e-service for customer satisfaction. In this paper, we propose viewing the interface between online buyers and sellers through the lens of service management in order to identify and explain possible determinants of online customer satisfaction. A company's website is considered its electronic Service Delivery System (eSDS). We look at this eSDS from its process point of view and examine how an eSDS affects customer satisfaction. Our findings indicate that as the eSDS process improves, a customer's perception of the website's ease of use increases, leading to increased service value and perceived control over the process, which increases customer satisfaction. The research provides evidence that the technological capabilities embedded in the website processes are an important factor in determining service quality and ultimately online customer satisfaction.

[9] **Author:** Sulin Ba
University of Connecticut
Wayne Johansson
Government of the United States of America - Department of Homeland Security

High Touch Through High Tech: The Impact of Salesperson Technology Usage on Customer Satisfaction and Sales Performance (2008)[10] Sales technology has been touted as a primary tool for enhancing customer relationship management. However, empirical research is sparse concerning the use of information technology (IT) and its effects on the relationship between salespersons and customers. Using an interdisciplinary research approach, we extend task technology-fit (TTF) theory by examining the mechanisms through which use of IT by the sales force influences salesperson performance. We test a model that incorporates salespersons' customer service, attention to personal details, adaptability, and knowledge - key marketing constructs that could mediate IT's impact on salesperson performance. Results in a pharmaceutical sales setting indicate that IT use can improve customer service and salespersons' adaptability, leading to improved sales performance.

[10] **Authors:** Michael Ahearne
University of Houston - C.T. Bauer College of Business
Eli Jones ,University of Houston - Department of Marketing
Adam Rapp, Clemson University - Department of Marketing
John Mathieu ,University of Connecticut - Department of Management
Source: Management Science, Vol. 54, No. 4, pp. 671-685

1.3 OBJECTIVES OF THE STUDY

- To study on customer satisfaction towards after sales service of TVS vehicles sold by RR Agency.

- To find out the expectation in after sales service of the customers of RR Agency.

- To minimize the gap in the after sales service.

1.4 SCOPE OF THE STUDY

Customer expectation changes in the changing environment, customers expectations should be satisfied to gain the market share. The scope of the study was limited to the customers of the RR Agency.

- Building good customers relationship.

- Knowing customers expectation.

- Retain current customers and gaining new one through studying customer expectation.

- To increase market share.

1.5 RESEARCH METHODOLOGY

Research methodology is a way to systematically as a science of studying has research is done scientifically. In it we study the various in studying his research problem along with the logic behind them. It is necessary for the researcher know not only the research method or technique but also the methodology.

Research Design:

The study assumes the nature of descriptive research. The descriptive research describes the characteristics of a group in a given situation, offers ideas for future research and helps to make certain simple decisions.

Sample Design:

Non-probability sampling is that sampling procedure which does not afford any basis for estimating the probability that each item in the population has of being included in the sample. The personal element has a great chance of entering into the selection of the sample. Here convenient sampling technique has been used.

Sample Size:

To measure the customer satisfaction towards after sales service of TVS vehicle by RR Agency and sample size of 300 customers were selected for this study.

Method of data collection:

Primary data:

The primary data were collected through questionnaire to analyze the customer satisfaction towards after sales service of TVS vehicle given by RR Agency and their opinions and suggestions were collected.

Secondary data:

The Secondary data were collected from books, websites, reports and pamphlets.

Tools for Analysis:

The statistical tools for analysis are,

> ➢ Percentage Analysis

> ➢ Weighted average method.

1.6 LIMITATIONS OF THE STUDY

- The population is limited only to 300 respondents.

- Only percentage analysis and weighted average method have been done for the study.

- The lack of time was a constraint.

CHAPTER- 2

ORGANISATION PROFILE

2.1 History of the Organization

The Automobile dealership with RR Agency is for the Tirupur, Perumanllur, perundurai areas. The organization is now in its fifth year of operation in the current location. It has bagged many regional awards. It started its operation from 28th June, 2004 in its present location. It is one of the biggest showrooms amongst the TVS agencies in the Country.

2.2 Product Profile and Market Potential

TVS MOTOR COMPANY

"Inspiration In Motion"
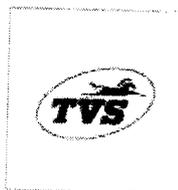
TVS Motor is the third largest two-wheeler manufacturer in India and ranks among the top ten globally. It is the first company in the world to be honored with The Deming Prize for Total Quality Management. The company was the first in India to launch 2-seater 50cc moped and 100cc Indo-Japanese motorcycles. At present TVS Apache, TVS Victor, TVS Scooty, TVS Centra and TVS Fiero are the popular bikes in Indian market.

TVS Motor Company Limited is the flagship company of TVS Group, the USD 2.2 billion group. The Group is the third largest two-wheeler manufacturer in India and globally among the top ten, with an annual turnover of over USD 650 million. Currently, the group has more than 30 companies and employs over 40,000 people worldwide. With steady growth, expansion and diversification, it commands a strong presence in the manufacturing of two-wheelers, auto components and computer peripherals.

They also have vibrant businesses in the distribution of heavy commercial vehicles (HCV) passenger cars, finance and insurance. 1980 is the red letter year for TVS when India's first two-seater moped rolled out. It ushered in an aera of affordable personal transportation. Globally, TVS Motor Company is the first two-wheeler manufacturer to be honoured with the hallmark of Japanese Quality - The Deming Prize for Total Quality Management.

Segment and Brands

- TVS Apache
- TVS Centra
- TVS flame
- TVS Scooty
- TVS Star
- TVS Victor
- TVS Victor GLX 125
- TVS XL Super

Founder	T V Sundaram Iyengar
Country	India
Year of Establishment	August 1980 (TVS Group in 1911)
Industry	Manufacturing of two-wheelers and auto components
Business Group	TVS Group
Listings & its codes	NSE TVS - Suzuki Ltd: TVSSUZUKI TVS Motor Company Limited: TVSMOTOR TVS Motor Company Limited: TVS-SUZUKI BSE TVS Motor Company Ltd.: 532343
Head Office	TVS Motor Company Jayalakshmi Estates V Floor 8, Haddows Road, Chennai – 600006 Tel.: +(91)-(44)-28272233 Fax: +(91)-(44)-28257121
Factory	Post Box No. 4 Harita, Hosur - 635 109 Tel.: +(91)-(4344)-276780 Fax: +(91)-(4344)-276878 Post Box No.1 Byathahalli Village, Kadakola Post Mysore - 571 311 Tel.: +(91)-(821)-2596561 Fax: +(91)-(821)-2596550/ 2596553
Website	www.tvsmotor.in

Chapter-3

DATA ANALYSIS AND INTERPRETATION\

3.1 Personal Demographics of the Customers of RR Agency

Profile of the respondents in terms of monthly income, mode of purchase, Purchased method, Customer service, etc.

3.1.1 Table Represents the monthly income of the Respondents.

The table below indicates the monthly income of the respondents.

Table 3.1.1

Distribution of the Respondents on the basis of Monthly Income

Particulars	No of Respondents	Percent
Below Rs.5000	43	14.3
Rs.5000 to Rs.10000	119	39.7
Rs.10000 to 15000	96	32
Above 15000	42	14
Total	300	100

Interpretation:

From the table 3.1.1, it is inferred that 14.3% of the respondents monthly income level is 5000 to 10000, 39.7% of the respondents have monthly income between 5000 to 10000,32% of the respondents monthly income level is 10000 to 15000,14% of the respondents monthly income is above 15000.It represents that mostly average income people were going for purchase vehicles.

3.1.1 Chart shows the monthly income of the Respondents.

The chart below shows the monthly income of the respondents.

Chart - 3.1.1

Distribution of the Respondents on the basis of Monthly Income
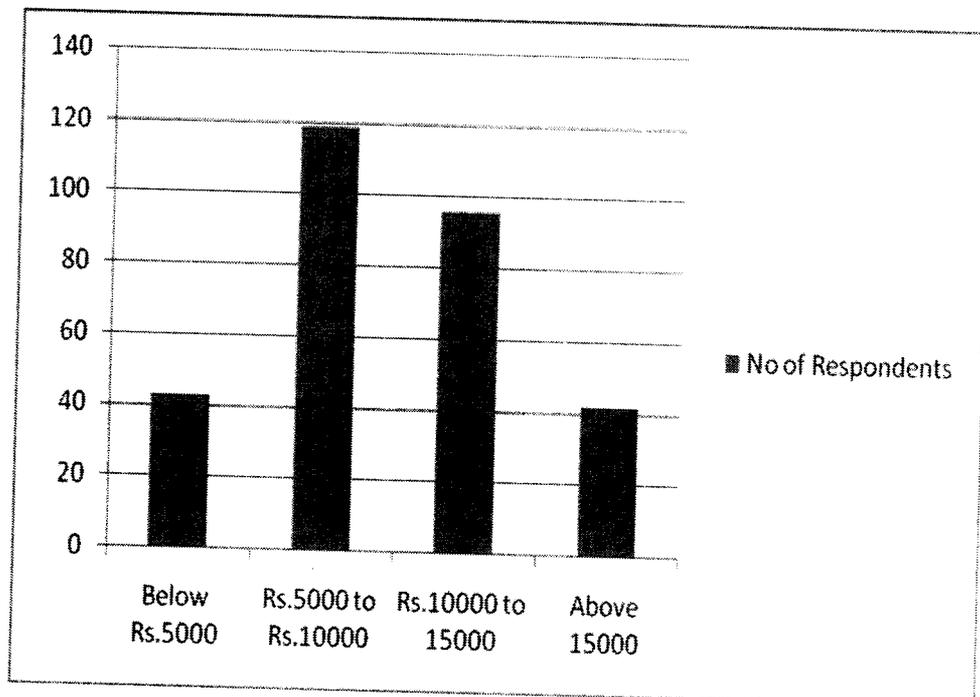
3.1.2 Table represents the mode of purchases by the Respondents

The table below indicates the mode of purchases of TVS vehicles by the Respondents.

Table 3.1.2

Distribution of the respondent on the basis of Purchase mode

Particulars	No of Respondents	Percent
Cash	72	23.7
Loan	198	66.3
Arranged by the Dealer	30	10.0
Total	300	100.0

Interpretation:

From the table 3.1.2, it is inferred that 23.7% of the respondents purchased by cash basis, 66.2% of the respondents purchased under Loan basis,10% of the respondents purchased under arranged by the dealers. It represents that mostly customers purchased the vehicle under loan.

3.1.2 Chart shows the mode of purchase by the Respondents.

The chart below indicates the mode of purchase of TVS vehicles by the Respondents.

Chart - 3.1.2
Distribution of the respondent on the basis of Purchase mode
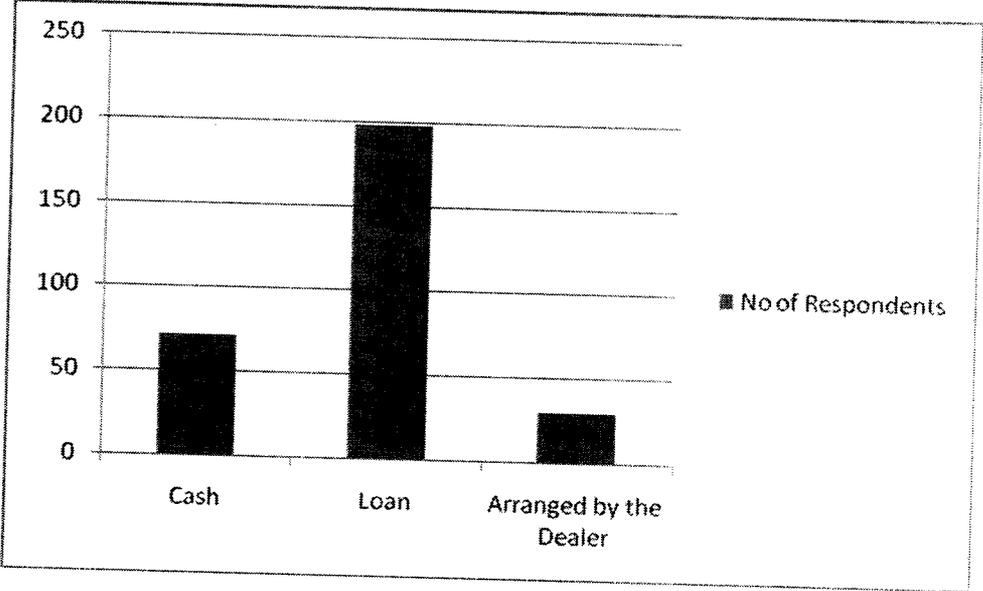
3.1.3 Table represents the customer stick towards the Organization

The table below indicates the how long the customers of RR Agency.

Table 3.1.3

Distribution of the respondent on the basis of the customer stick towards the Organization

Particulars	No of Respondents	Percent
Less than 1yr	94	31.3
1 - 3 yrs	83	27.7
3 - 5 yrs	61	20.3
Above 5 yrs	62	20.7
Total	300	100

Interpretation:

From the table 3.1.3, it is inferred that 61% of the respondents are the customers of RR Agency less than 1 year, 63% of the respondents are the customers of RR Agency 1 to 3 years, 31.3% of the respondents are the customers of RR Agency 3 to 5 years, 20.7% of the respondents are the customers of above 5 years. It represents mostly new customer.

3.1.3 Chart shows the customer stick towards the Organization

The Chart below indicates the how long the customers of RR Agency.

Chart - 3.1.3

Distribution of the respondent on the basis of the customer stick towards the Organization
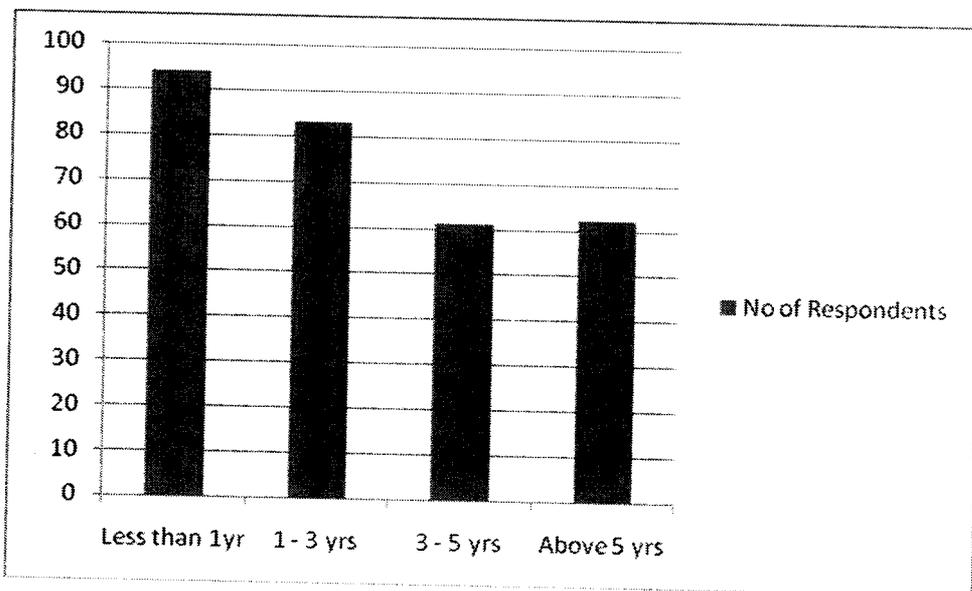
3.1.4 Table represents the education level of the Customers

The table below indicates the education level of the Customers

Table 3.1.4

Distribution of the respondent on the basis of their education Level

Particulars	No of Respondents	Percent
Illiterate	21	7.0
School level	248	82.9
Graduate	23	7.7
Others	8	2.3
Total	300	100

Interpretation:

From the table 3.1.4, it is inferred that 7% of the respondents are the illiterate level , 82.9% of the respondents are the school level education,7.7% of the respondents are graduate,2.3% of the respondents are other education level. It represents that mostly school level education peoples are the customers of RR Agency.

3.1.4 Chart shows the education level of the Customers

The chart below indicates the Education Level of the Customers

Chart- 3.1.4
Distribution of the respondent on the basis of their Education Level
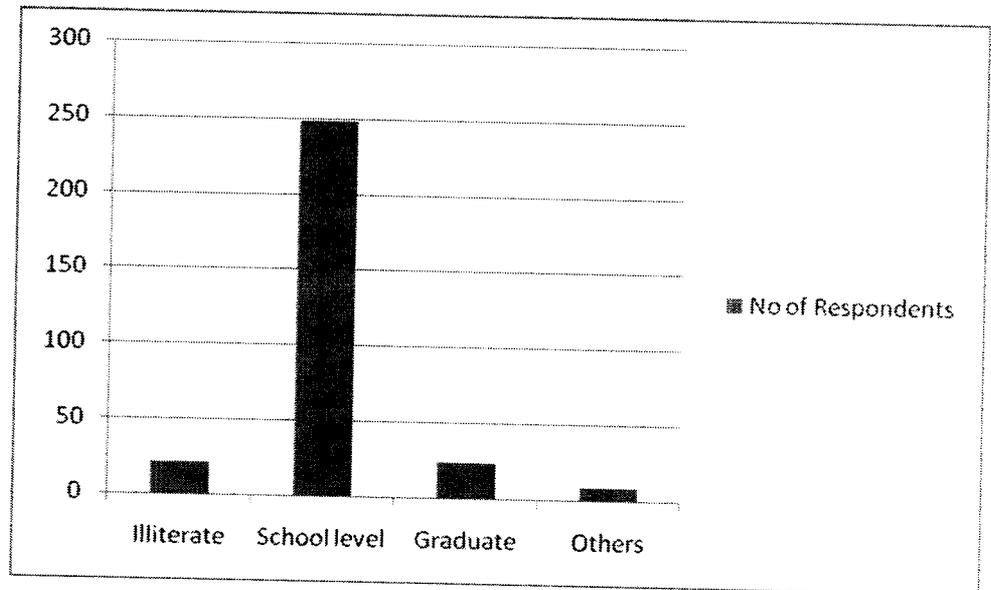
3.1.5 Table represents the occupation of the Customers

The table below indicates the Occupation of the Customers.

Table 3.1.5

Distribution of the respondents on the basis of their occupation

Particulars	No of Respondents	Percent
Agriculture	48	16.1
Business	137	45.8
Professional	26	8.4
Others	89	29.8
Total	300	100.0

Interpretation:

From the table 3.1.5, it is inferred that 16.1% of the respondents occupation is agriculture, 45.8% of the respondents doing business and 8.4% of the respondents are professionals .29.8% of the respondents doing other. So, it represents, mostly business peoples are the customers of RR Agency.

3.1.5 Chart shows the occupation of the Customers

The chart below indicates the Occupation of the Customers.

Chart- 3.1.5

Distribution of the respondent the basis of their occupation
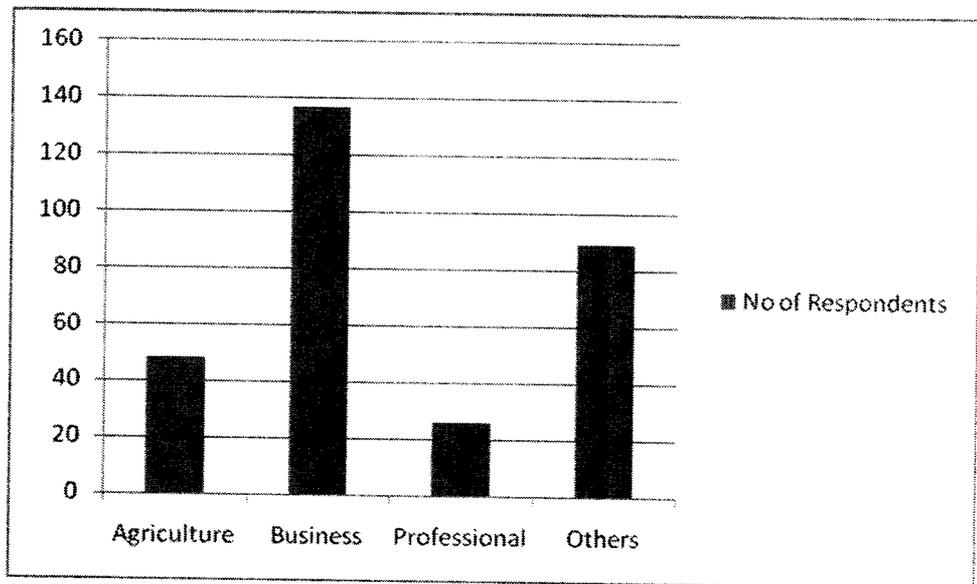
3.1.6 Table represents the reason for purchase TVS Vehicle in RR Agency

The table below indicates the Reason for Purchase TVS Vehicle in RR Agency.

Table 3.1.6

Distribution of the respondent on the basis of Reason for Purchase TVS Vehicle in RR Agency

Particulars	No of Respondents	Percent
Finance and Loan facilities	97	32.4
Services	88	29.4
Offers & Schemes	59	19.7
All the above	56	18.4
Total	300	100.0

Interpretation:

From the table 3.1.6, it is inferred that 32.4% of the respondents purchased their vehicle for finance & loan facilities , 29.4% of the respondents purchased vehicles in RR Agency because of their Service, 19.7% of the respondents purchased their vehicles because of their offers & schemes, 18.4% of the respondents says all the benefits. . So, it represents, mostly they purchased the vehicles in RR Agency for their loan facilities.

3.1.6 Table represents the reason for purchase TVS Vehicle in RR Agency

The chart below indicates the Reason for Purchase TVS Vehicle in RR Agency.

Chart - 3.1.6

Distribution of the respondent on the basis of reason for Purchase TVS Vehicle in RR Agency
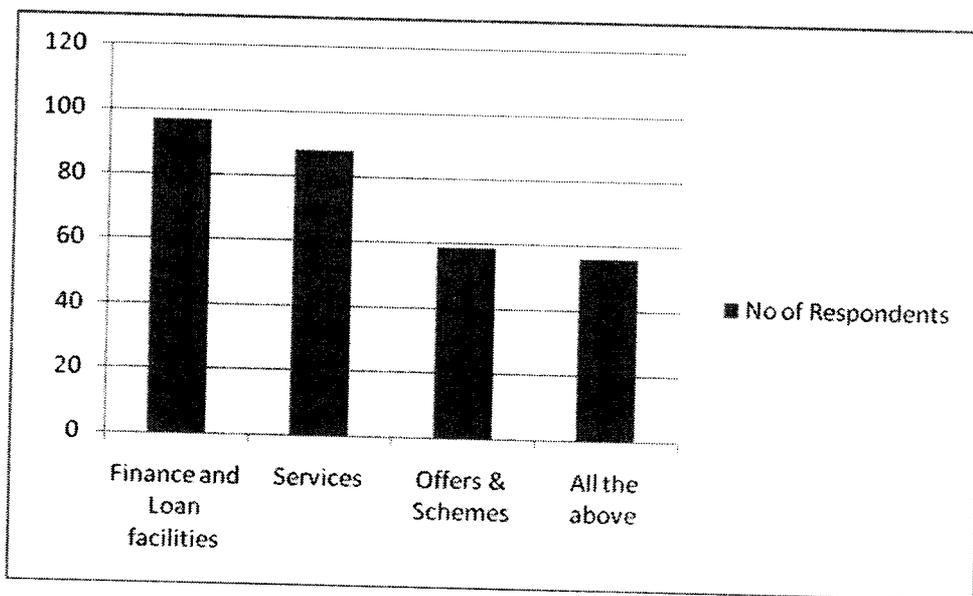
3.1.7 Table represents the no. of times customer service their vehicle in RR Agency

The table below indicates the no of times customers service their vehicle.

Table 3.1.7

Distribution of the respondent on the basis of customers no. of times customer service their vehicle in RR Agency

Particulars	No of Respondents	Percent
Not serviced	27	8.7
1 Time	37	12.4
2-3 Times	130	43.5
3-5 Times	50	16.7
Above 5 Times	56	18.7
Total	300	100.0

Interpretation:

From the table 3.1.7, it is inferred that 8.7% of the respondents are still not serviced, 12.4% of the respondents gives only one time for service,43.5% percent of the customers given 3 to 5 times service,18.7% of the respondents serviced more than 5 times. So, it represent mostly 2 to 3 times customers serviced their vehicles serviced in RR Agency.

3.1.7 Chart shows no. of times customer service their vehicle in RR Agency

The chart below indicates the no of times customers service their vehicle.

Chart - 3.1.7

Distribution of the respondent on the basis of no of times customers service their vehicle in RR Agency
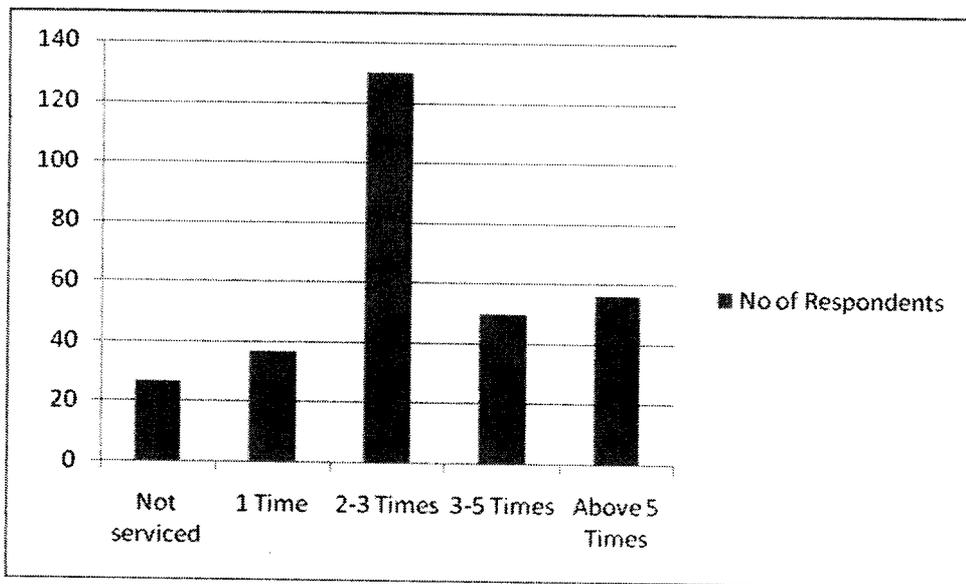
3.1.8 Table represents the customer came to know about RR Agency through.

The table below indicates the customers came to know about RR Agency.

Table 3.1.8

Distribution of the respondent on the basis of the customers know about RR Agency through

Particulars	No of Respondents	Percent
Advertisement	75	25.1
Friends-Relatives	132	44.1
Others	93	30.8
Total	300	100.0

Interpretation:

From the table 3.1.8, it is inferred that 25.1% of the respondents know RR Agency because of their advertisement, 44.1% of the respondents know by friends and relatives,30.8% of the customers know because of other factors.So,it represents, mostly they know RR Agency from their Friends and Relatives.

3.1.8 Chart shows the customer came to know about RR Agency through.

The chart below indicates the customers how to know about RR Agency.

Chart - 3.1.8

Distribution of the respondent on the basis of the customer came to know about RR Agency
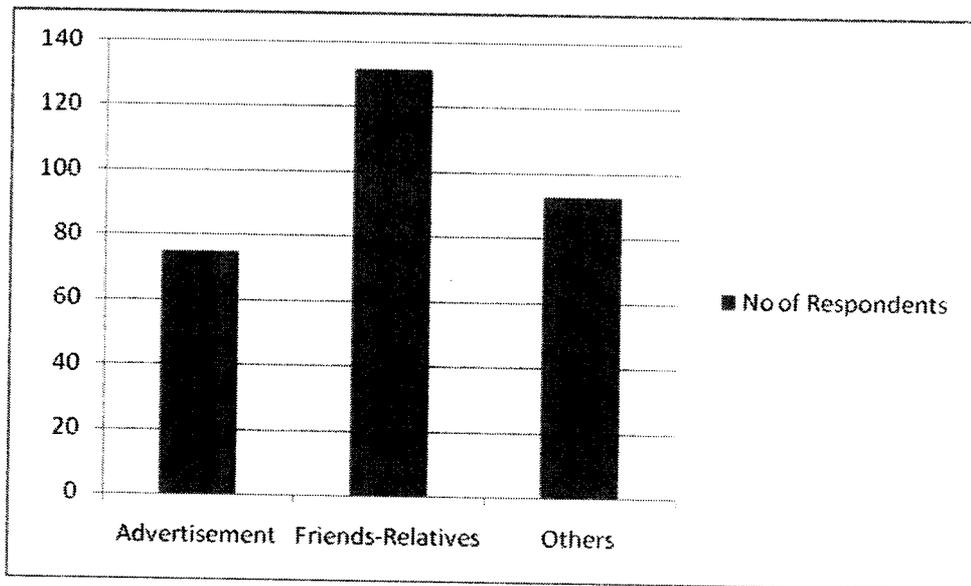
3.1.9 Table represents customers got their knowledge about vehicle models

The table below indicates the customers got their knowledge about vehicle models

Table 3.1.9

Distribution of the respondent on the basis of the Customers got the details about Vehicle Models

Particulars	No of Respondents	Percent
Through Media	100	33.4
Internet	71	23.4
Dealer	129	43.1
Total	300	100.0

Interpretation:

From the table 3.1.9, it is inferred that 33.4% of the respondents get the details through media, 23.4% of the respondents get the details through internet,43.4% of the respondents get the details through dealers. So, it represents, mostly get the details from the dealers.

3.1.9 Chart shows the customers got their knowledge about vehicle models

The chart below indicates customers got their knowledge about vehicle models.

Chart - 3.1.9

Distribution of the respondent on the basis of the customers got their knowledge about vehicle models
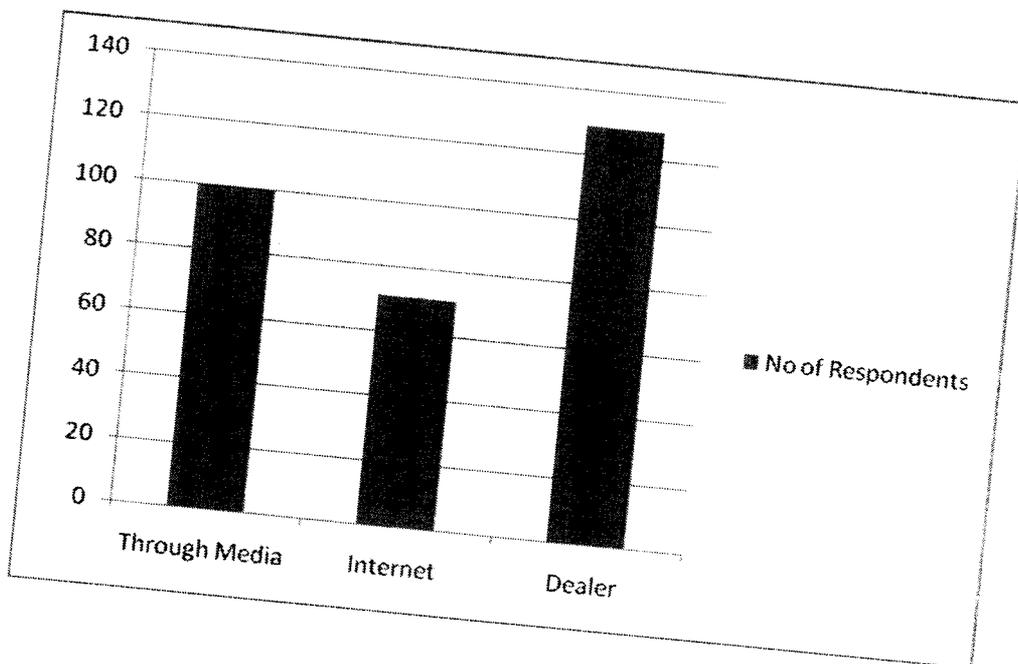
3.1.10 Table represents the customer's opinion about after Sale Service given By RR Agency.

The table below indicates the opinion about the customer's opinion about after Sale Service given By RR Agency.

Table 3.1.10

Distribution of the respondent the customer's opinion about after Sale Service given By RR Agency.

Particulars	No of Respondents	Percent
Excellent	7	2.3
Good	102	34.1
Satisfactory	163	54.5
Poor	28	9.0
Total	300	100.0

Interpretation:

From the table 3.1.10, it is inferred that 2.3% of the respondents said the service given by the RR Agency is Excellent, 34.1% of the respondents said good, 54.5% of the respondents are satisfied,9% of the respondents said poor service. So, it represents, the service given by the RR Agency was Satisfactory level.

3.1.10 Chart shows the customer's opinion about after Sale Service given By RR Agency.

The chart below indicates the customer's opinion about after Sale Service given By RR Agency.

Chart - 3.1.10

Distribution of the respondent the customer's opinion about after Sale Service given By RR Agency.
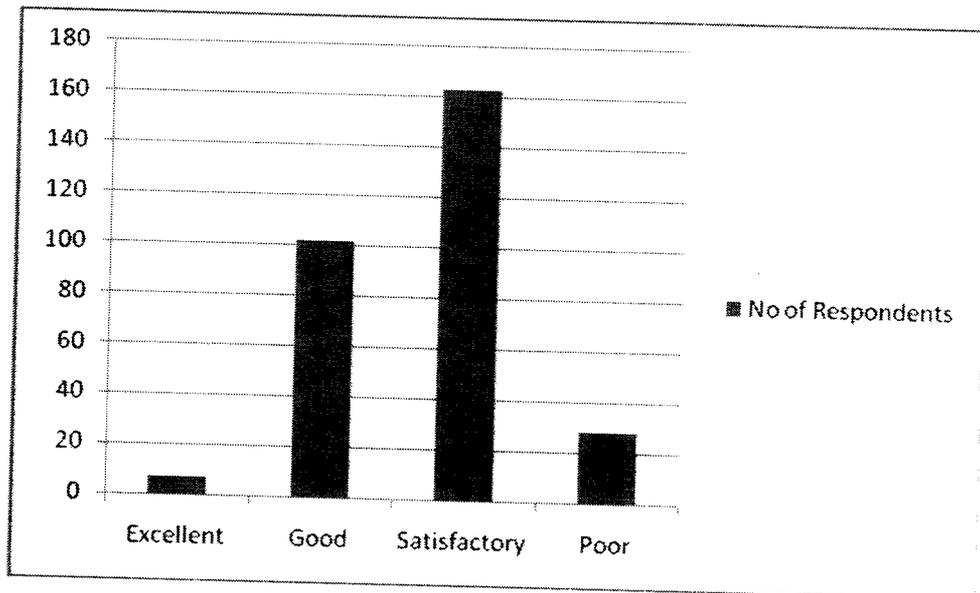
3.1.11 Table represents the time split by each Services

The table below indicates the time split by each Services

Table 3.1.11

Distribution of the respondent on the basis of time split by each Services

Particulars	No of Respondents	Percent
Three months once	124	41.5
six month once	107	35.8
Yearly once	69	22.7
Total	300	100.0

Interpretation:

From the table 3.1.11, it is inferred that 41.5% of the respondents said they services their vehicles once in three monthes,35.8% respondents services their vehicles once in six monthe,22.7% of the respondents service their vehicles yearly once. It represent service their vehicles once in three months.

3.1.11 Chart shows the time split by each Services

The chart below indicates the time split by each Services

Chart - 3.1.11

Distribution of the respondent on the basis of time split by each Services
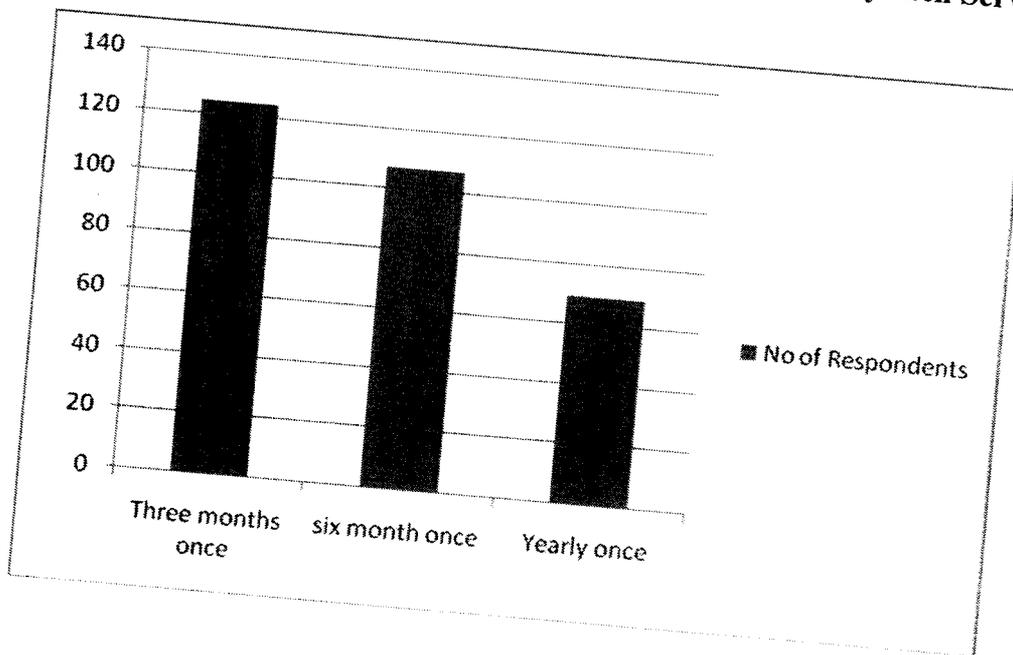
3.1.12 Table represents the service consultants responds to customer Queries

The table below indicates the service consultant responds to customer Queries.

Table 3.1.12

Distribution of the respondent on the basis of the service consultant responds to customer Queries

Particulars	No of Respondents	Percent
Highly Responsive	21	7
Responsive	126	42.1
Somewhat Responsive	146	48.8
Unresponsive	7	2.0
Total	300	100.0

Interpretation:

From the table 3.1.12, it is inferred that 7% of the respondents said the response of the service consultant was highly respective,42.1% respondents said responsive,48.8% of the respondents said somewhat responsive,2% of the respondents said unresponsive. It represent, the sales consultant response was somewhat responsive.

3.1.12 Chart shows the service consultant responds to customer Queries.

The chart below indicates the service consultant responds to customer Queries.

Chart - 3.1.12

Distribution of the respondent on the basis of the service consultant responds to customer Queries
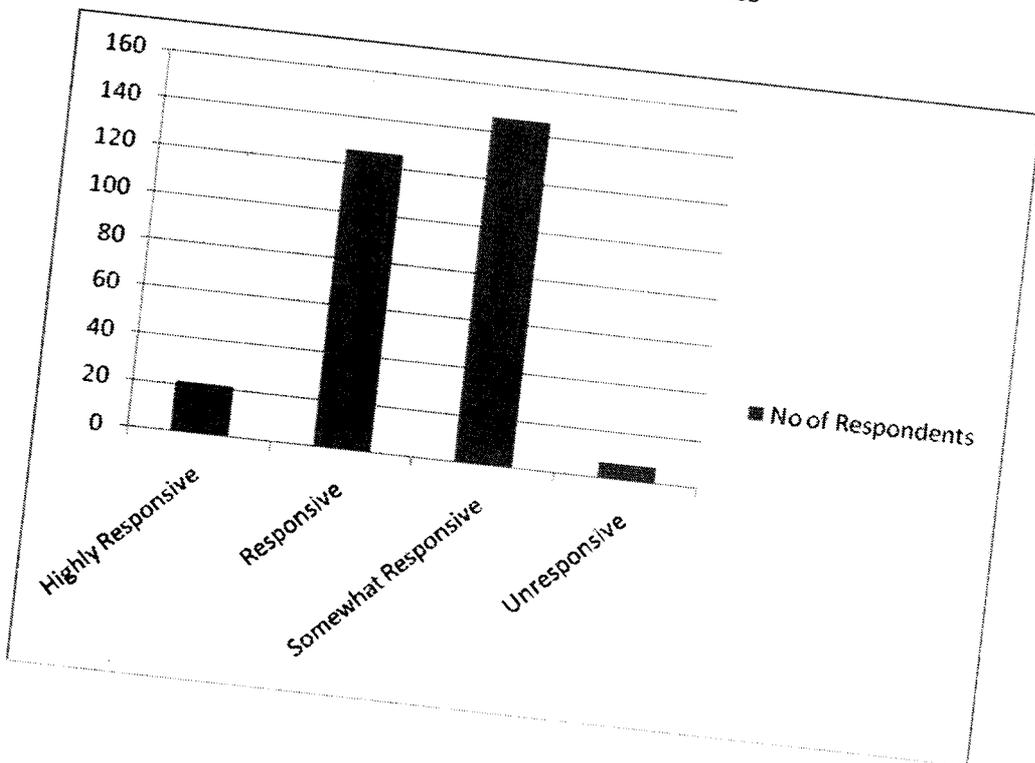
3.1.13 Table represents the customer vehicle model

The table below indicates the customer vehicle model.

Table 3.1.13

Distribution of the respondent on the basis of the customer vehicle Model

Particulars	No of Respondents	Percent
TVS Star City	68	22.7
TVS XL Super	73	24.4
Star sport	36	12.0
TVS Apache	61	20.4
TVS Scooty	18	6.0
TVS Victor	17	5.7
Other Models	27	8.4
Total	300	100

Interpretation:

From the table 3.1.13, it is inferred that 22.7% respondents have star city Vehicle,24.4% of the respondents have XL super,12.0% of the respondents have star sport,20.4% of the respondents have Apache,6% of the respondents have Scooty, 5.7% of the respondents have Victor,8.4% of the respondents have other model vehicles. So it represents most of the customers having XL Super.

3.1.13 Chart shows the customer vehicle model

The chart below indicates the customer vehicle model.

Chart - 3.1.13

Distribution of the respondent on the basis of the customer vehicle model
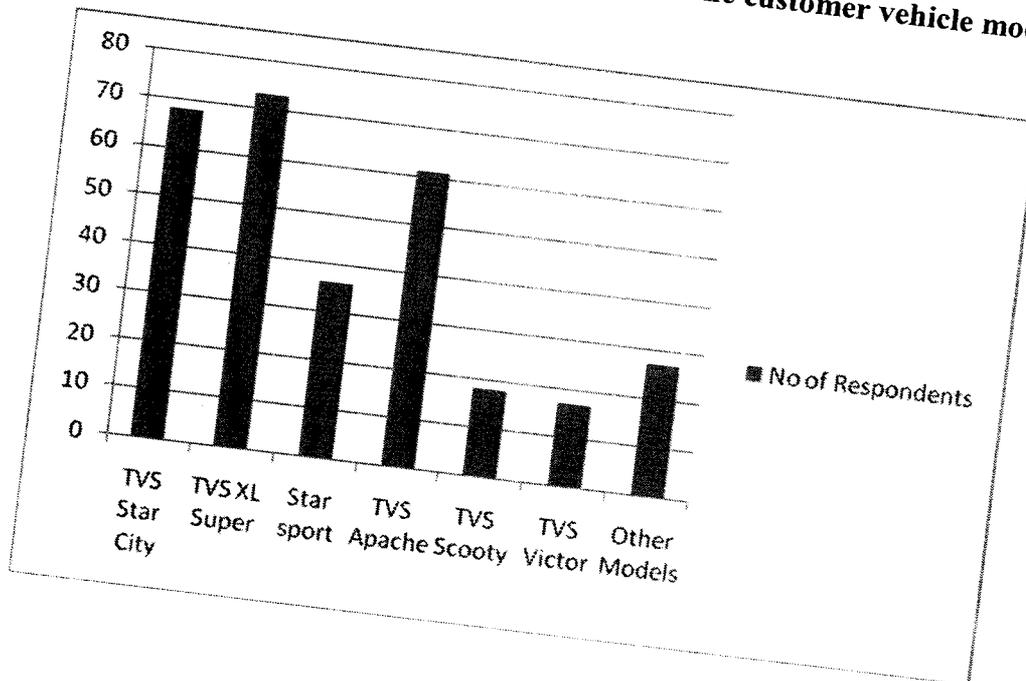
3.1.14 Table represents the time taken for paper process

The table below indicates the time taken for paper process.

Table 3.1.14

Distribution of the respondent on the basis of their opinion about time taken for paper process

Particulars	No of Respondents	Percent
One day	90	30.1
2 days	88	29.4
1 week	75	25.1
More than 1 Week	47	15.4
Total	300	100.0

Interpretation:

From the table 3.1.14, it is inferred that 30.1% of the respondents said time taken for paper process was 1 day,29.4% of the respondents said 2 days,25.1% of the respondents said 1 week,15.4% of the respondents said more than 1 week. It represent, paper process doing by the dealer very quickly.

3.1.14 Chart shows the time taken for paper process

The chart below indicates the time taken for paper process.

Chart - 3.1.14

Distribution of the respondent on the basis of their opinion about the time taken for paper process
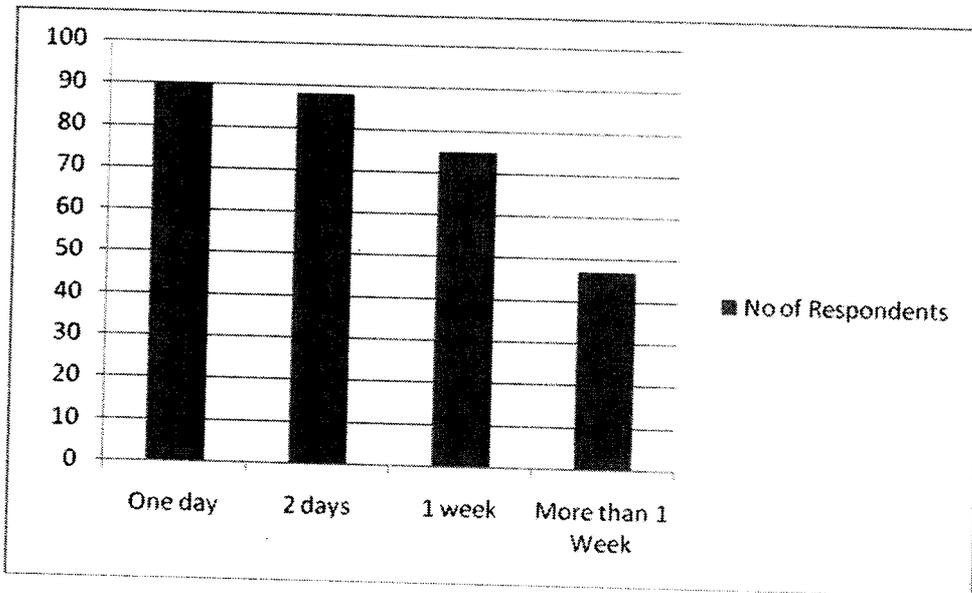
3.1.15 Table represents the recommendation level of customers

The table below indicates the recommendation level of customers.

Table 3.1.15

Distribution of the respondent on the basis of the recommendation level of customers

Particulars	No of Respondents	Percent
Very much interested	6	2.0
Interested	120	40.1
Moderately Interested	162	54.2
Not Interested	12	3.7
Total	300	100

Interpretation:

From the table 3.1.15, it is inferred that 6% of the respondents said very much interested to recommend others,40.1% of the respondents said interested,54.2% of the respondents said moderately interested,3.7% of the respondents said not interested. So it represent most of the customers moderately interested to suggests others.

3.1.15 Chart shows the recommendation level of customers

The chart below indicates the customers recommending RR Agency To Others.

Chart - 3.1.15

Distribution of the respondent on the basis of the recommendation level of customers
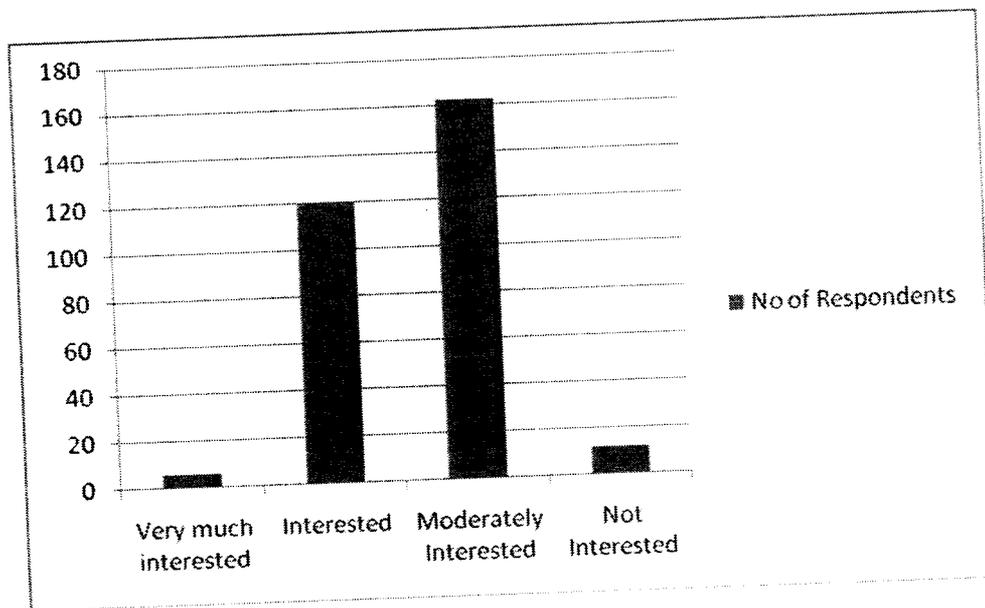
3.1.16 Table represents the customer's satisfaction level with the free service given by RR Agency.

The table below indicates the customers satisfaction level with the free service given by RR Agency.

Table 3.1.16

Distribution of the respondent on the basis of the customers Satisfaction with the free service given by RR Agency

Particulars	No of Respondents	Percent
Yes	118	39.5
No	182	60.5
Total	300	100.0

Interpretation:

From the table 3.1.16, it is inferred that 39.5% of the respondents said free service giving by RR Agency is good, 60.5% of the respondents expecting some more free services. so the increase of free service is helpful one for the development of dealers.

3.1.16 Chart shows the customer's satisfaction level with the free service given by RR Agency.

Chart - 3.1.16

Distribution of the respondent on the customer's satisfaction level with the free service given by RR Agency.
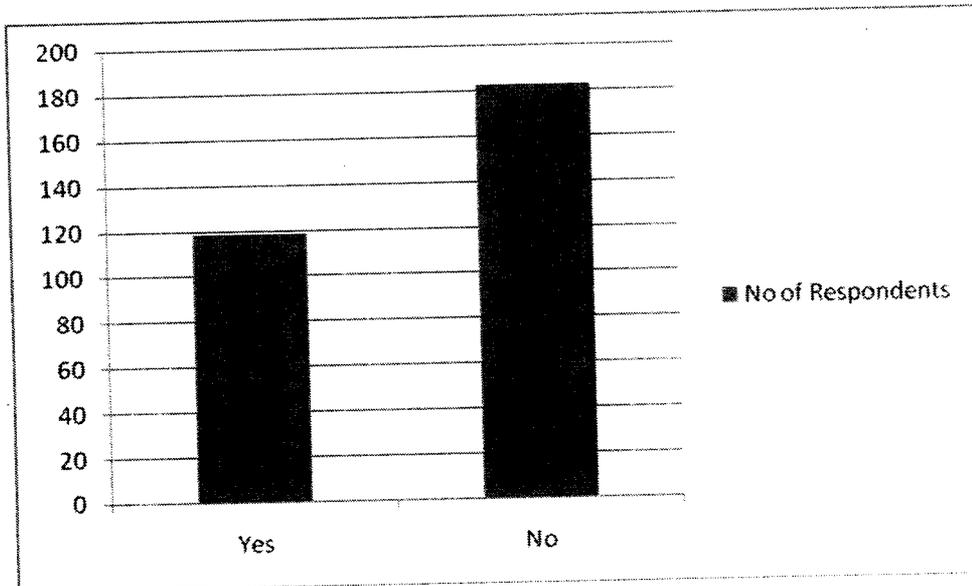
3.1.17 Table represents the benefits available by dealer

The table below indicates the benefits available by dealer.

Table 3.1.17

Distribution of the respondent on the basis of their opinion about the benefits available by dealer

Particulars	No of Respondents	Percent
Cash discount	34	11.3
Discount	78	26
Free Accessories	106	35.2
None	82	27.3
Total	300	100

Interpretation:

From the table 3.1.17, it is inferred that 11.3% of the respondents got cash discount,26% of the respondents got other discounts,35.2% of the respondents got free accessories,27.3% of the respondents did not get any benefits from the dealers. So providing some benefits to the customers will helpful for increasing the sales. Most of the customers get free accessories.

3.1.17 Chart shows the benefits available by dealer

The chart below indicates the benefits available by dealer

Chart - 3.1.17

Distribution of the respondent on the basis of their opinion about the benefits available by dealer
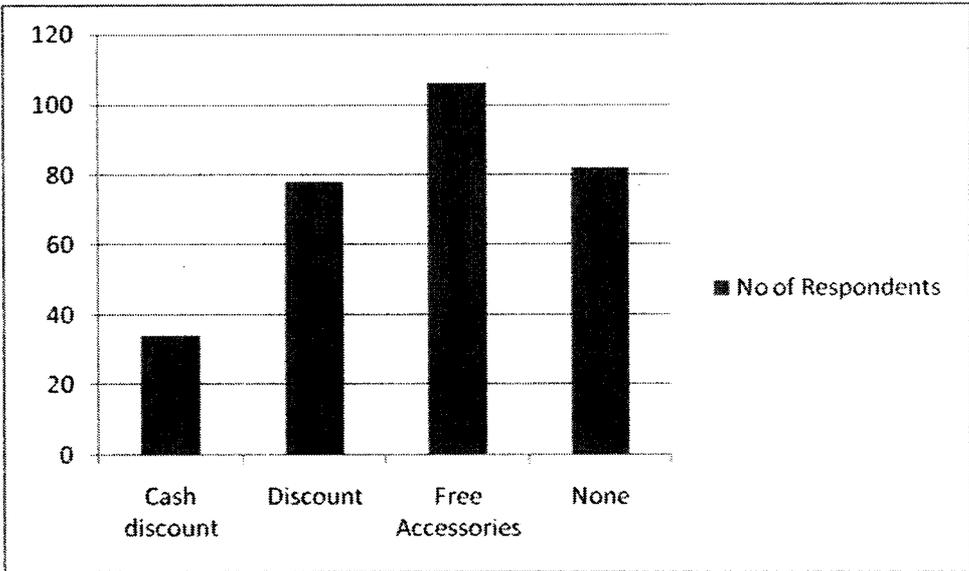
3.1.18 Table represents whether the time gap between the service is sufficient.

The table below indicates the whether the customers are been satisfied with the gaps between the free services.

Table 3.1.18

Distribution of the respondent on the basis of their opinion about gape given for free services

Particulars	No of Respondents	Percent
Yes	79	26.3
No	221	73.7
Total	300	100.0

Interpretation:

From the table 3.1.18,it is inferred that 26.3% of the respondents were satisfied by the gape giving from the dealers,73.7% of the respondents were not satisfied from their service giving from the dealers. So increasing the some more gap between the free service will helpful one for increasing customers.

3.1.18 chart shows whether the time gap between the service is sufficient

The chart below indicates the whether the customers are been satisfied with the gaps between the free services.

Chart - 3.1.18

Distribution of the respondent on the basis of their opinion about gape given for free services
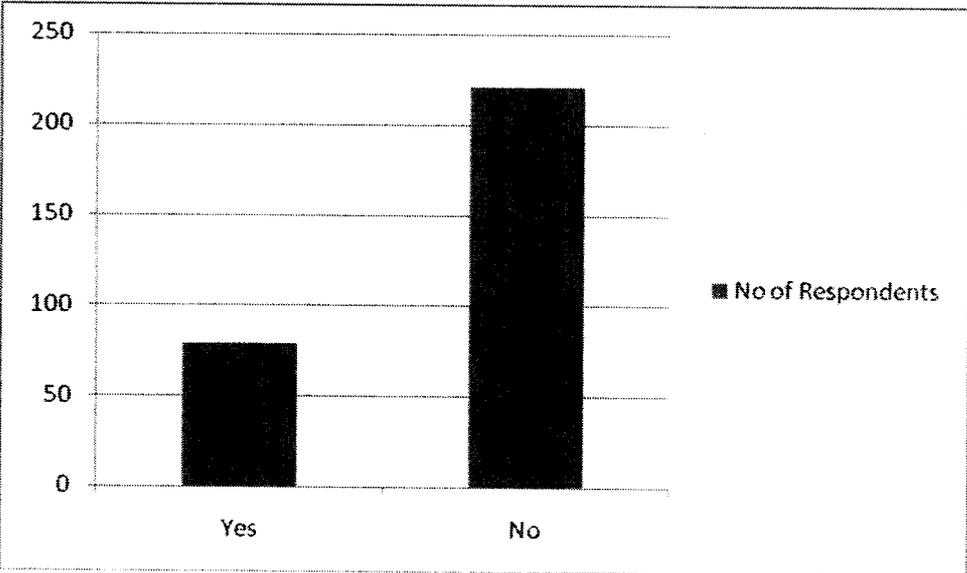
3.1.19 Table represents the time taken by the dealer for delivering the vehicle

The table below indicates the whether the customers are been satisfied with the time taken for service their vehicle.

Table 3.1.19

Distribution of the respondent on the basis of their opinion about the time taken by the dealers for delivering the vehicle

Particulars	No of Respondents	Percent
half day	86	28.7
one day	90	30.0
two days	81	27.0
more an two days	43	14.3
Total	300	100.0

Interpretation:

From the table 3.1.19,it is inferred that 28.7% of the respondents are getting the vehicle with in half day,30% of the respondents getting their vehicle within one day,27% of the respondents getting their vehicle after two days.So,to reducing the time taken for service the vehicle will helpful for increasing the customers.

3.1.19 Chart shows the time taken by the dealer for delivering the vehicle

The chart below indicates the whether the customers are been satisfied with the time taken for service their vehicle.

Chart - 3.1.19

Distribution of the respondent on the basis of their opinion about the time taken by the dealers for delivering the vehicle
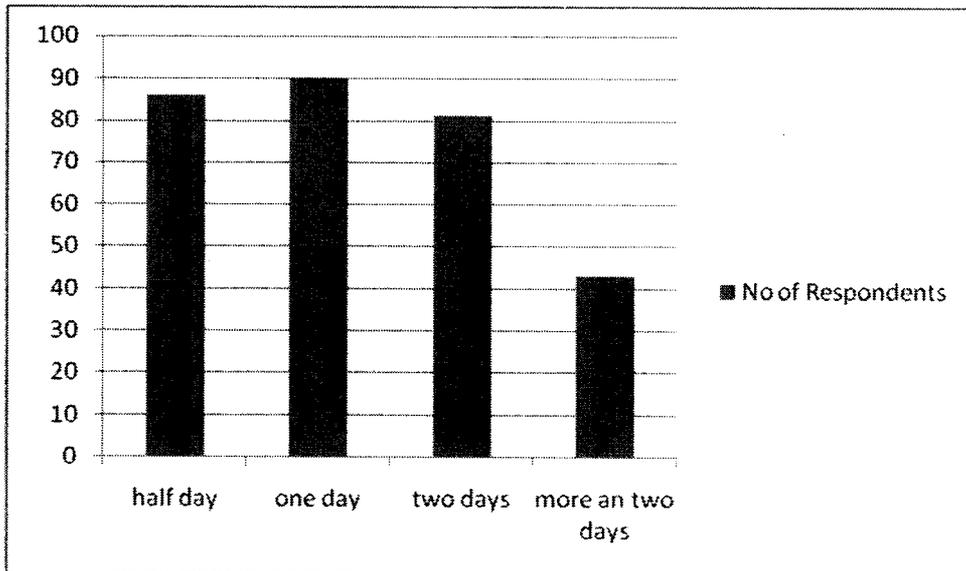
3.1.20 Table represents any additional charges have been charge for free service

The table below indicates any additional charges have been charging for the free services.

Table 3.1.20

Distribution of the respondent on the basis of their opinion about any additional charges have been charge for free service

Particulars	No of Respondents	Percent
Yes	278	92.7
No	22	7.3
Total	300	100.0

Interpretation:

From the table 3.1.20,it is inferer that 92.7% of the respondents said additional charges charging for free services,7.3% of the respondents said no charges charging for the for free services. So, most of the respondents saying some additional charges charging in the free services.

3.2.20 Chart represents any additional charges have been charge for free service

Chart - 3.1.20

Distribution of the respondent on the basis of their opinion about any additional charges have been charge for free services
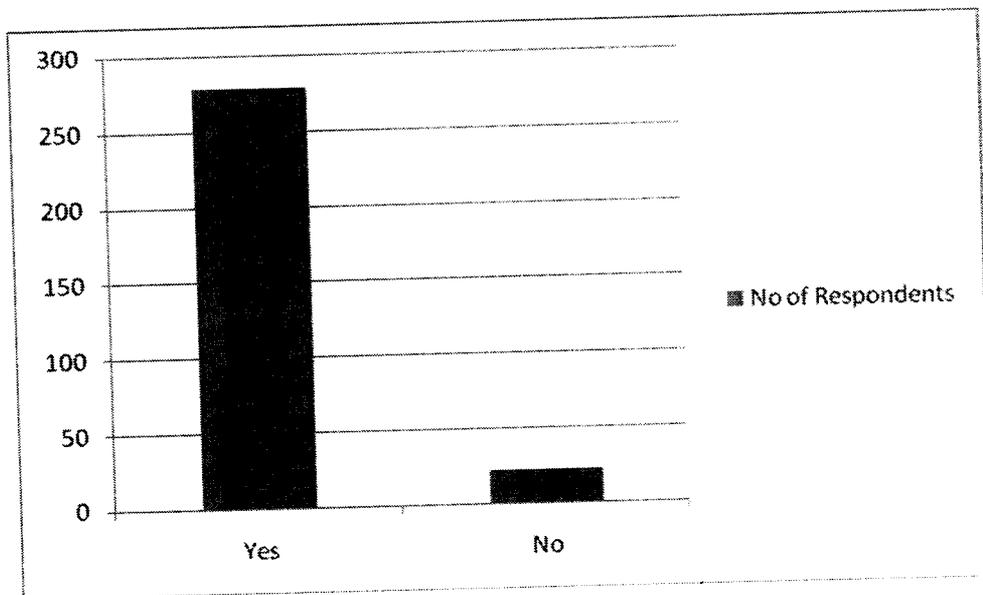
3.2 WEIGHTED AVERAGE

3.2.1 OPINION ABOUT AFTER SALE SERVICE GIVEN BY RR AGENCY

Particulars	No of Respondents	Percent	Scoring
Excellent	7	2.3	28
Good	102	34.1	306
Satisfactory	163	54.5	326
Poor	28	9.0	28
Total	300	100.0	688

Avg= 2.1

Interpretation:

From the table 3.2.1 it is inferred that 54.5% of the customer were satisfied by the service which given after sale in RR Agency, 34.1% of the customer were given good opinion about the service and 9% of the customer were dissatisfied about the service given in the RR Agency.

Inference:

From the above table it infers that the customers were giving their opinion about after sale service was satisfactory in RR Agency.

3.2.2 The service consultant response to the customers Queries:

Particulars	No of Respondents	Percent	Scoring
Highly Responsive	21	7	42
Responsive	126	42.1	378
Somewhat Responsive	146	48.8	584
Unresponsive	7	2.0	7
Total	300	100	1011

Avg= 3.37(4th option)

Interpretation:

From the table 3.2.2,it is inferred that 7% of customers said the responses from the service consultant was highly responsive,42.1% of the customers said responsive,48.8% of the respondents said somewhat responsive,2% of the customers said unresponsive.

Inference:

From the above table it infers that the customers were giving their opinion about the service consultant response to the customers Queries was somewhat Responsive in RR Agency.

3.2.3 The Customers interest in recommending about RR Motors to others

Particulars	No of Respondents	Percent	Scoring
Very much Interested	6	2	12
Interested	120	40.1	360
Moderately Interested	162	54.2	648
Not Interested	12	3.7	12
Total	300	100.0	1032

Avg= 3.44(4th option)

Interpretation:

From the table 3.2.3 it is inferred that 54.2% of the respondents are moderately interested in recommending RR Agency to others,40.1% of the respondents are interested,2% of the respondents are very much interested,3.7% of the respondents are not interested to recommend about RR Agency to others.

Inference:

From the above table it infers that the customers are moderately interested to recommend about RR Agency to other persons.

4. CONCLUSION

4.1 Findings:

- It is found that (39.7%) of the customers are average salary peoples. They earn 5000 to 15000 per month.

- It is evident that majority (66.2%) of the customers purchased their vehicles through bank Loan.

- It is evident that (32.4%) of the customers come for service at RR Agency to avail the free service offered by the Dealer.

- It is found that majority (82.9%) of the customers who purchase vehicle from RR Agency have higher secondary education qualification.

- It is evident that (45.8%) of business and agriculture people are coming for purchase of vehicles in RR Agency.

- It is found that (32.4%) of the customers who purchase vehicles in RR Agency says that finance and Loan facility benefits.

- It is evident that (44.1%) of the customers know about RR Agency from their Friends and Relatives.

- It is found that (43.1%) of the customers get the details about the vehicle models and variance from the dealers.

- It is evident that majority (54.5%) of the customers saying the services given by the RR Agency was satisfactory level.

- It is found that (41.5%) of the customers services their vehicles once in three months.

- It is evident that (48.2%) of the customers said that service consultant response was satisfactory level.

- It is found that (24.4%) of the customers having TVS XL Super Vehicle.

- It is evident that majority (60.5%) of the customers was not satisfied by the free service given by the RR Agency.

- It is found that majority (54.2%) of the customers moderately interested to recommend RR Agency to Others.

- It is found that (35.2%) of the customers get free accessories from the Dealers.

- It is found that majority (73.7%) of the customers wants to increase the gap between the free services.

- It is evident that (30%) of the customers says the service to the vehicles to be completed in a day.

- It is found that majority (92.7%) of the respondents says there is no charges have been charging in the free services.

SUGESSIONS:

- The service that is provided by RR Agency should be improved so that the customers are been benefited.

- The service consultant responds to the queries by the customers should be given importances by RR Agency.

- RR Agency should provide best free service facility to the customers.

- The free service gap given by RR Agency to the customers should be increased.

4.2 CONCLUSION

This study was done for RR Agency to analyse the customer satisfaction towards after sales service of TVS Vehicles. The study reveals the following conclusions.

❖ This study is useful for RR Agency to understand the behavior pattern of customers.

❖ The suggestions emerged from the study if put into action will flourish in the near future.

Moreover I got enough experience in overall departments. This will enable me to start an industry like this in the future moreover this programmer is a fruitful one for me, which shapes me a lot.

QUESTIONNARIES

Sir/Madam,

I am Mr.K.S.Praveenkumar II-MBA of Kumaraguru College of technology, Coimbatore. As part of my curriculum I am doing project on "A study on customer satisfaction towards after sales and services of TVS Vehicles by RR Motors.

1. Name : ....

2. Gender : Male ☐ Female ☐

3. Age : 18 to 25 ☐ 26 to 35 ☐

   36 to 50 ☐ Above 50 ☐

4. Marital Status : Married ☐ Unmarried ☐

5. Educational level : Higher Secondary ☐ Graduate ☐

   Professionals ☐ Others ☐

6. Occupation : Agriculture ☐ Business ☐

   Professional ☐ Others ☐

7. Monthly Income : Below 5000 ☐ 5000 to 10000 ☐

   10000 to 15000 ☐ Above 15000 ☐

8. What is your mode of purchase?

Cash ☐   Loans ☐   Arranged by the Dealer ☐

9. How long you have been the customer of RR motors?

Less than 1 year ☐   1-3 Years ☐

3- 5 years ☐   above 5 Years ☐

10. What is the reason for purchasing TVS vehicles in RR motors?

Finance facilities ☐   Services ☐

Offers & Schemes ☐   All the above ☐

11. How many times have you serviced your TVS Vehicle?

Not serviced ☐ 1 Time ☐ 2-3 Times ☐ 3-5 Times ☐

Above 5 Times ☐

12. How do you know about RR Motors?

Advertisement ☐ Friends-Relatives ☐ Others ☐

13. How did you get the details about the Vehicle variants and Models?

Through Media ☐ Internet ☐ Dealer ☐

14. What do you feel about after sale service given by RR motors?

Excellent ☐ Good ☐ Satisfactory ☐ Poor ☐

15. What is the time split-up between each service?

Three months once ☐ six month once ☐ Yearly once ☐

16. How was the service consultant response to the Queries?

Highly Responsive ☐ Responsive ☐

Somewhat Responsive ☐ Unresponsive ☐

17. Which of the following model of TVS vehicle do you have?

TVS Star City ☐ TVS XL Super ☐ Star sport ☐

TVS Apache ☐ TVS Scooty ☐ TVS Victor ☐

i. If, Other Models_____

18. How much time did it take for the paper process?

One day ☐ 2 days ☐ 1 week ☐

More than 1 Week ☐

19. Did u avail any of the following benefits from the dealer?

Cash discount ☐ Discount ☐

Free Accessories ☐ None ☐

20. Will you be interested in recommending RR Motors to others?

Very much interested ☐ Interested ☐

Moderately Interested ☐ Not Interested ☐

21. Are you satisfied with the free services given by RR Motors?

Yes ☐ No ☐

22. Are you satisfied with the gaps between the free services?

Yes ☐ No ☐

23. How much time the dealer takes for delivering the Vehicle?

Half day ☐ One day ☐

Two days ☐ More than 2 days ☐

24. Any additional charges are been charged for the free services?

Yes ☐ No ☐

25. Any additional charges are been charged for spare parts?

Yes ☐ No ☐

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